

THE RULES

No purchase necessary – Void where prohibited by Law.

ORGANISATION

The organiser PERNOD RICARD MÉXICO, S.A. DE C.V., is a Mexican company duly incorporated by the laws of Mexico which corporate domicile is located at Paseo de los Tamarindos 100, 3rd and 4th Floor, Bosques de las Lomas, Cuajimalpa de Morelos, P.O. 05120, Mexico, City, hereinafter referred to as “Olmeca”, “Altos”, “PRM” or “the organiser” indistinctively.

PRM organises a contest, called the Tahona Collective Spirit Competition (“the Contest”), organised under the terms and conditions hereinafter stated (the “Official Rules”).

The information provided by the participants (the “Entrants” or individually the “Entrant”) in connection with the Contest is provided to PRM and will be subject to the terms and conditions of PRM Privacy Notice according with what is set forth in section 13 below

AIM & THEME OF THE COMPETITION

Olmeca Altos Tequila invites Entrants to participate in a competition to create a project which will improve the bar and hospitality industry in terms of sustainability, social responsibility and staff welfare.

The “Tahona Society Collective Spirit” prize will be awarded to a project which:

- fits into one (or more) of the five “Tahona Society Collective Spirit” categories, below, defined by the Organiser (eligibility will be determined by the Organiser, whose decision is final)
- is directly related to the bar environment (as determined by the Organiser, whose decision is final)
- is scaleable and can be applied on a global basis
- fulfils the eligibility criteria in this section and elsewhere in the Rules

The five “Tahona Society Collective Spirit” categories are:

Bartender Welfare - improving the working life and health of employees in the hospitality industry

Social engagement - improving lives in the community around your bar, helping those in need, encouraging local creativity etc

Upcycling & recycling - getting creative to reuse anything that would normally be thrown away or abandoned

Resources and waste - Trying to reduce consumption of energy and precious resources, or cutting out practices which produce waste

Environment - Protecting animals and cultivating crops in a way that is a sustainable permaculture, for the benefit of your bar and the environment as a whole

Entrants can represent a team involved in a project, however (in the event of the Entrant being invited to the Grand Final, only one person may represent the Entrant).

Entrants' projects may be in the theoretical or planning stage, or may already be currently or previously enacted in the Entrant's place of work or local area. In the second instance, the project must:

- be proven to be the intellectual property of the Entrant
- be limited to activation in one establishment or a limited local area (eligibility will be determined by the Organiser, whose decision is final)
- not have any existing sponsorship or branding associated with it, except for branding by the relevant bar or any organisation benefiting from the project

THE CONTEST PERIOD

The Contest will Begin in May 2018 and will end at the end of October 2018, once the Grand Final concludes (the "Contest Period").

The UK submission deadline is 31st August 2018. Competition entries must be sent to your local brand ambassadors Joe Wild joe.wild@pernod-ricard.com

ELIGIBILITY OF ENTRANTS

A number of Entrants (exact number to be arranged with each market by PRM and at the latter discretion), will be selected by PRM. They will be invited to attend their nearest Tahona Society Event (the Tahona Society Attendees).

A number of entrants will be pre-selected by invitation from PRM or its local Brand Ambassadors. Other entrants are welcome to apply by emailing the local Altos brand ambassador or carlos.ramirez@pernod-ricard.com with a brief description of an idea they have for the competition.

The Tahona Society Attendees will be notified via email. Therefore for those Entrants who do not received such e-mail will mean that they were not selected by PRM and its participation in the Contest will conclude at such time.

Any costs and/or expenses (including transportation, accommodation, etc.) in which a Participant may incur in order to attend the nearest Tahona Society Event as a Tahona Society Attendee will be the exclusive responsibility of the Participant, therefore PRM will not have any obligation with the Participant regarding such costs and expenses.

Any information related to the Tahona Society Attendees (such as name, image, Recipes or any other information) may be posted in connection with this Contest notably and publicly on Olmeca/Olmeca Altos websites or social media websites.

The Contest is open to all "bartenders" who:

At the date of entry, are of legal age (or over), to purchase and consume alcohol in their country of residence

Are currently working as an active "bartender" in a bar operating within an active market of PRM and its local distributors.

Are neither employees of PRM, nor of its parent, affiliate or subsidiary companies, nor any employee of PRM's relatives, and in particular:

- any individual who is employed by or performs services for PRM (including, but not limited to employees, contractors, directors, officers, interns), or any of its subsidiary, affiliated or successor companies;
- any individual involved in the creation, administration, development, maintenance and execution of the Contest;
- any individual involved in the creation, administration, development, maintenance and execution of the Website (including but not limited to web designers, advertising and/or promotion agencies officers, officers, interns);
- any individual involved in the administration, development, and/or execution of this Contest (including but not limited to distributors, web designers, advertising and/or promotion agencies officers, interns);
- the immediate family members of the above-mentioned individuals, including without limitation spouses, parents, children, siblings, grandparents, and "steps" of each, and those living in the same household of any of the above-mentioned individuals.

The Entrants authorize PRM to carry out any necessary checks concerning their identity.

Any false declaration will automatically lead to the disqualification and elimination of the Entrants by PRM at the absolute criteria of the latter.

HOW TO ENTER

Entrants must enter via email to Joe.Wild@pernod-ricard.com.

Entries may be in English, Spanish or the local language of the Olmeca market.

All applications must include the following information:

- Applicant's surname and first name (or surname and first name of the responsible contact in the case of a group or organisation)
- Country of residence
- Nationality
- Date of birth
- E-mail address
- Telephone number
- Website (if available)
- Title of the project
- Summary
- Complete description of the project (no more than 500 words)
- Declaration of intellectual property and independence from other sources of funding

Applicants are encouraged to upload:

- Photographic images
- Sketches and graphics
- A short film (up to 3 mins)

Not accepted: Projects submitted manually or by post, projects with incomplete applications, applications sent in several parts and applications received after the deadline for submissions - 31st August 2018.

ACKNOWLEDGEMENTS, COPYRIGHT & DATA PROTECTION

The Organisers reserve the right to reproduce the contributed material for presentation, media and promotional purposes. However, the Organisers are not obligated to provide promotional publicity for any projects entered.

By uploading details of a project, Entrants agree and acknowledge that no compensation will be paid to them for any reason whatsoever including, but not limited to, entering this Contest.

Entrants, by entering the Contest, grant to PRM the perpetual media rights to the project throughout the world, on an irrevocable and royalty-free basis for any and all purposes (commercially or non-commercially) including, but not limited to any reproduction, such as manufacture, advertisement, sale, distribution, in any or all fields of use by any method known or hereafter known.

Entrants acknowledge that limited Personal Information may be posted notably on PR local and Tahona Society social media, at PRM's discretion. The Personal Information collected by PRM from the Entrants will be treated by PRM according with the latter's Privacy Notice. The Privacy Notice of PRM is available for the Entrants at tahonasociety.com and must be accepted by the Entrants in order for such Entrants to participate in the Contest.

Entrants warrant that the exploitation, use, display or publication of project details via any form of media by PRM, will not infringe any rights of any third parties. In particular, Entrants acknowledge and warrants to PRM that:

- Any material included is the intellectual property of the Entrant
- The project has not been activated by any other person or entity
- The Entrants' Personal Information does not infringe any of the copyrights, trademarks, rights of privacy, publicity, intellectual property, or other rights of any other person or entity

Entrants shall indemnify and hold PRM and any of its subsidiaries harmless from any and all claims, demands, causes of action and judgments (including attorney's fees, court costs and expert's fees) arising out of or relating to any breach by Entrants of these Official Rules, including any representations and warranties made herein.

By entering this Contest, Entrants agree to sign and deliver to PRM upon its request any document necessary to enforce these Official Rules. Failure of Entrants to comply, at PRM discretion, shall result in the immediate disqualification of the Entrants in the Contest.

ASSESSMENT AND SELECTION FOR THE GRAND FINAL

First step:

Every territory which hosts one (or more) Tahona Society Collective Spirit Project events will have a Selection Panel consisting of two people - the territory's Brand Ambassador and the Brand Ambassador's choice of Local Inspirational Figure ("LIF"). This LIF is an individual or representative of an organisation, whose activities are representative of the values of the Tahona Society Collective Spirit Project and fit into one (or more) of the five categories described above.

- This Selection Panel will select two (2) projects to submit to the Global Judging Panel
- The selected projects will be the entries which best fulfil the requirements set out in sections above
- Every territory will submit two candidates, no matter how many events take place in that territory
- The decision of the Selection Panel is final, subject only to oversight by the Organiser.

Second Step:

From the projects submitted by the individual territory Selection Panels, 20 Entrants will be selected to attend the Grand Final in Mexico by the Global Judging Panel.

There is no guarantee that every territory will have an Entrant in the Grand Final.

- A territory may have a maximum of two Entrants in the Grand Final
- Each team may consist of two participants maximum
- The Finalist projects will be the 20 entries which best fulfil the requirements set out in sections above
- The decision of the Global Judging Panel is final

Third Step:

In Mexico, after attending the Tahona Society Collective Spirit Project symposium, finalists will update their ideas and present the final “business plans” of their concepts.

- The Global Judging Panel will then select one winner
- The winning project will be the entry which best fulfils the requirements set out in sections above
- The decision of the Global Judging Panel is final

FINAL & PRIZE

The 20 Entrants invited to attend the Grand Final will be hosted by PRM in Mexico in November 2018. As part of the Grand Final, Finalists are required to attend a symposium where the Global Inspirational Figures will speak and offer their expert advice on how to refine, improve and globalise their project. Failure to attend will result in exclusion from the competition.

All the costs related to transportation, food and accommodation of the Entrants (4 (four) nights and 5 (five) days accommodation) that will attend to the Grand Final will be paid by PRM. PRM will decide, at its own discretion, the transportation to be used by the Entrants (transportation that may vary from one Entrant to another considering each Entrants country of residence), the accommodation place at Guadalajara and the amount of the food expenses of the Entrant (considering three meals a day)

The Prize:

There is one (1) prize: an award of \$50,000 to be used to implement the winning project.

- The winner will be appointed as a Tahona Society ambassador with duties that will include the presentation of their winning project into four Altos territories as part of the next year Tahona Society.
- In addition to the financial prize, the winner will have continuing access to Altos’s resources to develop their programmes, to train other bars to join the project, and to spread the word about the cause among the Altos familia around the world

LIMITATION OF LIABILITY AND RELEASE

No liability or responsibility is assumed by PRM resulting from Entrants' participation in or attempt to participate to the Contest or downloading any information in connection with participation in the Contest.

No responsibility or liability is assumed by PRM for any cause or circumstances beyond the reasonable control of PRM, including, but not limited to any act of God and/or force majeure and/or any technical problems or technical malfunction which may affect the operation of the Contest, including but not limited to any of the following occurrences: hardware or software errors; faulty computer, telephone, cable, satellite, network, electronic, wireless or Internet connectivity or other online communication problems; errors or limitations of any Internet service providers, servers, hosts or providers; garbled, jumbled or faulty data transmissions; failure of any email transmissions to be sent to or received; lost, late, delayed or intercepted email transmissions; inaccessibility of the Page, in whole or in part for any reason; traffic congestions on the Internet or the Page; unauthorized human or non-human intervention of the operation of the Contest, including without limitation, unauthorized tampering, hacking, theft, virus, bugs, worms; or destruction of any aspect of the Contest, or loss, miscount, misdirection, inaccessibility or unavailability of an account used in connection with the Contest as well as of acts of any third parties that have any relationship with the Contest and/or the Prize.

PRM is not responsible: (I) for any errors or any inaccurate or incorrect data related to the Contest and (II) for any use of the Recipes and Entrants' Personal Information that the latter provided on any other support than the Page.

Use of any support other than the Page is at user's own risk. PRM is not responsible for any personal injury or property damage or losses of any kind which may be borne by user's (Entrant's) or any other person's computer equipment resulting from participation in the Contest.

PRM is not responsible for any attempt by an Entrants or other individual to deliberately damage or undermine the legitimate operation of this Contest and/or the Page, including but not limited to any fraudulent acts, which may be a violation of criminal and civil laws. Should such an attempt be made, PRM reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.

PRM's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. Persons engaging in any of the activities set forth in this section may be disqualified in PRM's sole discretion.

LAW, JURISDICTION & LANGUAGES

These Official Rules are published in bilingual version (English and Spanish languages). In the event of any conflict between the English and Spanish versions the Spanish version will prevail.

This Contest is governed by the laws of México. By entering, Entrants consent to the jurisdiction and venue of the Federal District courts located in Mexico City for the resolution of any disputes, expressly waiving any other jurisdiction.

ACCEPTANCE OF REGULATIONS & RESPONSIBILITY

By participating in a Tahona Society Collective Spirit Project event or submitting an entry to the Competition, each Entrant agrees to comply with any provision of these Official Rules, accept the terms and conditions of PRM Privacy Notice and warrants that his or her entry complies with all requirements set out in these Official Rules.

Failure to comply with any of these provisions will render the entry invalid. Any incomplete spoiled or illegible entries will be disregarded.

By accepting the Prize, the Winner of the Contest agrees that PRM shall not be liable for any loss or injury resulting from participation in the Contest, acceptance or use of any Prize, or any travel related thereto

If for any reason the Contest is not able to be run as planned, including acts of god, force majeure, infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes technical or not which corrupt, prevent or affect the administration, security, fairness, integrity or proper conduct of the Contest and/or for any reason that affects the security and/or integrity of PRM, the Participants and/or any third party at PRM's discretion, PRM reserves the right, in its sole discretion and without any indemnification, to cancel, modify, postpone, extend or shorten the Contest in full or in part. Any modification related to the Contest will in particular be announced on the Page.

Entrants agree that PRM has the sole right (at PRM's discretion) to decide all matters arising from this Contest as well as to change its terms and conditions whenever necessary and that all decisions of PRM are final and binding.

For any clarification of the rules of the Tahona Society Collective Spirit Competition, please contact Craig Lancaster (craig@strangehill.com) or Carlos Andres Ramirez carlos.ramirez@pernod-ricard.com