

MIPIM STARTUP COMPETITION 2018 – 2019

TERMS AND CONDITIONS

ITEM 1: SUBJECT

Reed MIDEM, a company organised in the legal form of a *société par actions simplifiée* (simplified joint stock company) with a share capital of 310,000 € having its registered office at 27-33 Quai Alphonse le Gallo, 92200 Boulogne-Billancourt, registered with the Nanterre Commerce and Companies Registry under the number 662 003 557 organize the MIPIM STARTUP COMPETITION (the "Competition").

The Competition is an international real estate startup competition to identify the most innovative startups that answer real estate challenges and needs.

Stopping by Paris, New York, Hong Kong and Cannes, the Competition will bring out the finest & dynamic regional startups.

A selecting committee will review all online applications for each stop and will pre-select 6 startups.

The 6 startups pre-selected will pitch their concept in front of an audience composed of real estate and PropTech professionals and a local jury who will select 2 finalists.

The 2 selected finalists in each city will be in the fast-lane to join the Finals at MIPIM 2019.

Each selected finalist in each city will be invited to join the Finals at MIPIM 2019 and the MIPIM jury will elect the 3 winners.

The Competition takes place in:

- Paris on 20 June 2018 at the Palais des Congrès during, MIPIM PropTech Europe
- New York City on 6 November 2018 at the Metropolitan Pavilion, during MIPIM Proptech New York with Metaprop NYC
- Hong Kong on 27 November 2018 at the Grand Hyatt hotel, during MIPIM Asia Summit
- Cannes on 13th March 2019, at the Palais des Festivals during MIPIM 2019 for the Finals.

The Competition is set up by Reed MIDEM notably, in collaboration with partners from the real estate Industry (hereafter the "Partner(s)").

Reed MIDEM undertakes to organise the event and to facilitate the professional gathering and business opportunities for the Applicants.

Reed MIDEM transfers the decisive information (such as the Applicant's name or the description of the submitted project/activity) of every application form (hereinafter referred as the "Application Form") to its Selected Committee (hereinafter referred as the "Selected Committee"), which undertakes the pre-selection process of the Competition.

Reed MIDEM may also designate one or few companies as sponsor(s) of the Competition.

ITEM 2: CONDITIONS OF PARTICIPATION AND APPLICATION FOR PRE-SELECTION

The Competition is open to any legal entity represented by one (1) person, who wants to share its ideas or its projects related to the innovation in the real estate ecosystem (hereinafter referred as the "Applicant").

Each Applicant may submit only one Competition Entry Form.

To enter the MIPIM STARTUP COMPETITION categories, startups must:

- Provide a solution for the real estate industry: they must demonstrate their capacity to move the real estate ecosystem forward with an innovative business model, technology, service or content experience
- Be newly established (5 years old maximum)
- Already have revenue, less than €2M
- Have less than 20 employees
- Be business-ready (already launched or in beta)
- Be independent
- Be genuinely original and innovative, with international viability
- Demonstrate a business impact for potential partners & MIPIM attendees
- Be able to send representatives to attend each local event (MIPIM PropTech Europe, MIPIM PropTech New York, MIPIM Asia)
- Be able to send representatives to attend MIPIM 2019 in Cannes if selected as finalist to pitch at the finals

There is no additional cost for entering the Competition.

Entries should be submitted online before:

- 20th May 2018 for the 1st stop in Paris
- 7th October 2018 for the 2nd stop in New York
- 28th October 2018 for the 3rd stop in Hong Kong

After these dates, no further projects will be considered. Reed MIDEM cannot accept responsibility for lost entries due to internet and/or technical problems related to use of internet. Proof of sending is not proof of receipt.

Applicants can apply to any of the stops of the Competition (Paris, New York, and Hong-Kong) even if not locally based there.

By entering the Competition, the Applicant:

a) guarantees that he is the sole initiator together with possible co-authors and warrants that he holds all the rights for the presented projects and information related to the project, and that he does not harm any potentially involved third party's rights or anyone's private life or likeness, and that the project / idea does not infringe any law, especially copyright laws.

b) recognizes that Reed MIDEM may already have received ideas or presentations similar to those submitted and that these may be in development. Reed MIDEM cannot be held liable towards the Applicants for infringement of intellectual property in ideas that are submitted either by themselves or by third parties. Reed MIDEM's Employees, Selected Committee's and Partner's employees as well as their family members or any of Reed Midem's, Selected Committee's or Partner's affiliates or subsidiaries, are ineligible to be Applicants in MIPIM STARTUP COMPETITION.

Reed MIDEM reserves the right to reject any written/visual idea or project should its content be perceived as deliberately interfering with honor human dignity, with third parties' rights, pornographic, racist, provocative, discriminatory or violent.

The submitted projects cannot be withdrawn from the competition once the application has been submitted, except in case of *force majeure*.

ITEM 3: PRE-SELECTION AND FINAL SELECTION PROCESS RULES

3.1 PRE-SELECTION PROCESS RULES

Only Competition Entry Forms that meet the modalities of participation, as specified in ITEM 2 here above, will be considered.

The pre-selection will be done by a Selected Committee composed of the real estate industry experts.

The Selected Committee will select a maximum of six (6) Applicants per city in order to participate in the Competition live pitching sessions taking place during MIPIM PropTech Europe 2018, MIPIM Proptech New York 2018 & MIPIM Asia 2018.

The pre-selection process of the applications will be based on the following criterion:

- The ability of the Applicant's business project to answer a need of the real estate industry
 - The quality and the scalability of the presented technical innovation;
 - The ability of the Applicant's business project to make it profitable at a global level.
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- The pre-selected Applicants of each city will be informed of their pre-selections by email:
 - Paris: 31th May 2018
 - New York: 17th October 2018
 - Hong-Kong: 8th November 2018

The selected Applicants shall come to the city competition at the event they have applied for in order to pitch their session in front of an audience and a Local Jury composed of a panel of experts from different fields, including experienced mentors, investors, tech experts, corporate directors and real estate leaders. If they do not attend, they will be automatically disqualified.

Pre-selected Applicants will get 1 (one) free pass to pitch at the event they have applied for (MIPIM PropTech Europe 2018, MIPIM PropTech New York 2018, MIPIM Asia 2018).

This registration allows only one (1) person to attend the city based competition. *Each pre-selected Applicant will be responsible for accommodation, flights and expenses on site and other costs and expenses of attending and participating in all aspects of the event.*

The pre-selected may be asked to submit audiovisual materials, in order to illustrate the products or concepts being entered into the competition.

The pre-selected Applicants in each city based competition will be informed on the day of the local competition, at the end of the event, if they have been chosen **as Finalists** to attend the Finals in Cannes during MIPIM 2019.

3.2 FINAL SELECTION PROCESS RULES

The Finalists shall come to Cannes in order to pitch their sessions during MIPIM 2019 in front of the MIPIM jury. If they do not attend, they will be disqualified.

Reed MIDEM reserves the right to change the date and the timing of the pitching sessions, whose will be confirmed to the Finalists after their pre-selection.

Each Finalist will benefit, plus to the visibility in front of the global real estate industry and world's leading media of the following assets:

- Two (2) free passes to MIPIM 2019. This registration allows two (2) persons to attend MIPIM 2019. *Each Finalist will be responsible for accommodation, flights and expenses on site and other costs and expenses of attending and participating in all aspects of the event.*
- Pitching opportunity at MIPIM 2019
- Three (3) hours of personalised coaching from MetaProp NYC founders. It includes a preparation to speak on-stage in front of a large audience of professionals and a preparation for the possible further questions relating to its presentation.
- Visibility on all MIPIM communication and local event (Media coverage including: MIPIM websites, online programme planner, newsletters, press releases, official printed programme, onsite signage, MIPIM magazines, social media)
- Shared business corner at MIPIM 2019 in the Innovation Forum
- Direct access to key decision makers via MIPIM online database

Each Finalist will have to be present in Cannes prior to its MIPIM STARTUP COMPETITION pitching session, in order to attend the technical rehearsal and personalized coaching session set up by Reed MIDEM.

The Finalists won't be allowed to pitch their sessions on-stage, if they did not rehearse on the fixed date and time.

The MIPIM jury of the Competition will be composed of a panel of experts from different fields, including experienced mentors, investors, tech experts, corporate directors and real estate leaders. It will choose the winner of the Competition (hereinafter referred as the "Winner"), according to the same criterion for the pre-selection process.

Each Finalist shall pitch its session on-stage, in front of the MIPIM jury in the Palais des Festivals, Cannes. Each Finalist will have five (5) minutes to present on-stage its session and then will answer during five (5) minutes the questions from the jury. Pitchers may have to show a demo, a PowerPoint or a Keynote presentation.

ITEM 4: THE GAINS

The Winners will be publicly announced at the end of the MIPIM STARTUP COMPETITION day during the *MIPIM AWARDS CEREMONY*.

The Winners will benefit from the following assets:

- **1st Place**
 - Three (3) free passes to MIPIM PropTech Europe 2019, MIPIM PropTech New York 2019, MIPIM Asia 2019
 - Free business corner in the Innovation Forum at MIPIM 2020 (includes four (4) free passes)
 - Brand exposure : visibility in MIPIM 2019 communication tools (Media coverage including: MIPIM websites, online programme planner, newsletters, press releases, official printed programme, onsite signage, MIPIM magazines, social media)
 - Coaching before and during MIPIM 2019

- Global access to the VIPs of the Real Estate industry via the MIPIM Online Database
 - Automatic selection as a finalist for MetaProp NYC 2019 real estate technology accelerator program
- **2nd Place**
- Two (2) free passes to MIPIM PropTech Europe 2019, MIPIM PropTech New York 2019, MIPIM Asia 2019
 - Two (2) free passes to MIPIM 2020
 - Brand exposure : visibility in MIPIM 2019 communication tools (Media coverage including: MIPIM websites, online programme planner, newsletters, press releases, official printed programme, onsite signage, MIPIM magazines, social media)
 - Coaching before and during MIPIM 2019
 - Global access to the VIPs of the Real Estate industry via the MIPIM Online Database
- **3rd Place**
- One (1) free pass to MIPIM PropTech Europe 2019, MIPIM PropTech New York 2019, MIPIM Asia 2019
 - One (1) free pass to MIPIM 2020
 - Brand exposure: visibility in MIPIM 2019 communication tools (Media coverage including: MIPIM websites, online programme planner, newsletters, press releases, official printed programme, onsite signage, MIPIM magazines, social media)
 - Coaching before and during MIPIM 2019
 - Global access to the VIPs of the Real Estate industry via the MIPIM Online Database

The Finalists and the Winners are authorized to mention their MIPIM STARTUP COMPETITION recognition in their promotional activities.

ITEM 5: APPLICANTS/ FINALISTS/WINNER AUTHORISATIONS

Each Pre-selected Applicant, Finalist, and the Winners authorise Reed MIDEM and their representatives to record directly or indirectly the pitching sessions.

For the same purpose, each Pre-selected Applicant, Finalist and the Winners also authorise Reed MIDEM to reproduce and communicate the same to the public by any means, and on all media for the purposes of communicating on the Competition, especially on: www.mipim.com (MIPIM website), europe.mipim-proptech.com (MIPIM PropTech Europe Website), nyc.mipim-proptech.com (MIPIM PropTech New York website) and www.mipim-asia.com (MIPIM Asia Summit website)

Each Applicant, Finalist and the Winners having transmitted the video(s) of its business project expressly authorises Reed MIDEM, should the need arise, to use worldwide these short clips for promotional purposes during MIPIM 2018, and for a term of (5) five years thereafter, by any means and any format whatsoever, including without limitation, electronically, via Internet (being specified that Reed MIDEM will not be held liable for uses of whatever nature that may be made by web surfers of the clips appearing on the websites, which may be Reed MIDEM's websites or Reed MIDEM's partner's websites), on all existing or future material and immaterial carriers or electronic networks such as paper, audio CD, DVD, any downloadable format files, podcast or webcast and industry social

networks and any other audio, audiovisual and/or multimedia support.

Each Applicant, Finalist and the Winners authorise Reed MIDEM to use their name(s) and likeness and if necessary, that of their representative(s) present during the Competition.

To the same end, each Applicants, Finalists and the Winners also guarantee that Reed MIDEM is authorised to freely use any of the logos, trademarks, title, extracts and other intangible rights and promotional items related to the projects/ideas/pitches submitted during the Competition and/or demos. Each Finalist also authorises Reed MIDEM to make broadcasts of excerpts of the demos on the www.mipim.com (MIPIM website), europe.mipim-proptech.com (MIPIM PropTech Europe Website), nyc.mipim-proptech.com (MIPIM PropTech New York website) and www.mipim-asia.com (MIPIM Asia Summit website)

The Competition's aim is to submit a new range of innovative ideas in the real estate ecosystem for the present and/or the future MIPIM conferences. Even if the Finalists' ideas do not become the winning ones, they may be used in the frame of a next session of MIPIM conferences, subject to the prior agreement of the Finalist.

Reed MIDEM collects Applicants' personal data by the present document or during participation of the event, (attended places or events, services operated). The data is processed by Reed MIDEM for the purposes of caring out its contractual obligations (notably customer's data base management, events, services and ticketing management, invoicing and cash collection management) and promoting its activity. Such data is stored for a maximum duration of 10 years.

This personal data can be:

- integrated into the online database available to Participants to enable them to prepare the event, promote their business and schedule their business appointments within the event. In this respect, Participants undertake not to use the data for any other purposes. Reed MIDEM reserves the right to stop by any means any disturbance caused by any forbidden use of personal data;
- transmitted to sub processors that have undertaken to comply with Data Protection Laws requirement such as companies belonging to the same group, in particular the companies of the RELX group, service providers and partners, who may be located outside the European Economic Area;
- communicated to Participants, such as speakers, sponsors, exhibitors, who can be located outside the European Economic Area to carry out commercial prospecting;
- used on all distribution and promotional media in connection with the relevant event including over the internet;
- processed for distribution and promotional analysis (profiling, targeting).

As a data controller, Reed MIDEM have implemented and maintain appropriate technical and organizational measures in such a manner that its processing of personal data meet the requirement of French and European Data Protection Laws and in particular GDPR.

ITEM 6: CLAIMS

Applicants' may exercise their right to access, obtain, correct and oppose the use of your personal data by writing to: contact.dpo@reedmidem.com.

In case, unsatisfied answer to Applicants' request, Applicants may rise a complain before the French National Data Protection Authority (Commission Nationale Informatique et Libertés or CNIL) www.cnil.fr

Registering and competing for the Competition implies full acceptance of the present Terms and Conditions, which are governed by French Law.

FOR ANY DISPUTE, not settled by amicable resolution adopted first, with possibility to use a mediator. ARISING IN CONNECTION WITH THE CONSTRUCTION AND/OR PERFORMANCE OF THE PRESENT TERMS, THE COURTS HAVING JURISDICTION AT THE PLACE OF THE REGISTERED OFFICE OF REED MIDEM WILL SOLELY BE COMPETENT TO RULE ON THE MATTER, WHICH IS EXPRESSLY ACKNOWLEDGED AND AGREED BY THE PARTIES.

No claims related to the pre-selection and the final selection process, the selection of the Finalists and/or the Winners, or any other aspects of the competition, will be accepted.

The Director of MIPIM has the power to settle all cases not covered by the present Terms.

ITEM 7: MISCELLANEOUS

In the event of circumstances independent of Reed MIDEM's will and resulting in the impossibility of organising the Competition, the Competition shall be cancelled without any indemnification whatsoever.