

REGULATION
on holding the public (closed) contest among Betting Awards 2016 participants

PREFACE

This Provision (hereinafter referred to as the Provision) in accordance with Chapter 57 of the Civil Code of the Russian Federation defines conditions of the public contest **Betting Awards 2016** among persons working in the field of provision of betting services to end-users (provision of gambling services to participants in betting) and to bookmakers, as well as industry media and betting software developers.

Betting Awards 2016 is a professional contest in the field of betting industry.

1. DEFINITIONS

The following definitions are used in the text of this Regulation:

1.1. ORGANIZER shall mean Smile-Expo Limited Liability Company (hereinafter referred to as Smile-Expo or Organizer), which is an organizer of the contest.

1.2. CONTEST shall mean **Betting Awards 2016** contest organized by the Organizer in accordance with this Regulation, legislation of the Russian Federation and in the view of legal provisions of jurisdiction of place of business (registration) of foreign participants in the Contest.

According to p. 3 of Article 1057 of the Civil Code of the Russian Federation, a form of the contest **Betting Awards 2016** is closed.

1.3. CONTEST PARTICIPANT (or PARTICIPANT) shall mean a company engaged in lawful activities in the Russian Federation and / or abroad related to the themes of nominations listed in paragraph 6 of this Regulation, which has received a offer for participation from the Organizer and has accepted the conditions laid down in this Regulation in full, and has committed formal action, which is recognized as sufficient to confirm its participation in Contest under this Regulation.

Only nominees conducting legitimate activities strictly under the legislation of the Russian Federation and / or in the jurisdiction of countries where foreign participants in the Contest operate shall be permitted to participate in the Contest.

1.4. WINNER shall mean a participant in the Contest, which is recognized as the best on the basis of applicable Contest criteria in one or more Contest nominations.

2. CONTEST OBJECTIVES

2.1. Objectives of the present Contest shall be as follows:

2.1.1. to discover and award those persons, who are acknowledged by betting industry experts as well as end-users of the nominated services as the best in the nominations of this Contest;

2.1.2. provision of information to professional participants of the betting market on existing and new projects, innovations and technologies, improvement of quality of rendered betting services and services rendered to bookmakers.

3. CONTEST DURATION

3.1. The deadline for accepting applications according to paragraph 5 of this Regulation is February 20, 2016.

. Opening of voting: 10:00 Moscow time on February 22, 2016.

. Closing of voting: 10:00 Moscow time, on May 20, 2016.

. Awarding of winners: 20:00 Moscow time, June 2, 2016.

4. INFORMATION ON THE CONTEST PROGRESS AND RESULTS

4.1. Information on the present Contest conditions, nominations, Participants, voting conditions, Winners and other information related to the Contest is placed by Organizer on the website <http://bettingawards.ru/>.

4.2. The Organizer, at its own discretion, can publish information about contest Participants and Winners on Organizer's other websites, in mass media, as well as in other resources containing information about gambling industry.

4.3. Information about the Contest Winners is disclosed publicly at the awarding ceremony within the period specified in p. 3.4. of this Regulation.

5. TERMS AND CONDITIONS FOR CONTEST PARTICIPATION

5.1. Participation in the Contest is allowed to Russian and foreign companies operating in the fields under the nominations set out in paragraph 6 of this Regulation, which have received relevant offers from the Organizer and have accepted such offers.

5.2. The Organizer at its option shall determine the range of potential nominees, to which it individually sends a letter with an offer to become a participant in this Contest.

A letter of offer can be sent by the Organizer both in paper and electronic form (as well as in both forms at the same time) at the discretion of the Organizer.

5.3. A company, which has received a letter of offer from the Organizer and decided to participate in the Contest (or decision to nominate), shall send the Organizer of the Contest a completed application of the Participant, the form of which is attached by the Organizer to the letter of offer.

The Organizer considers the received application, subject to its full and reliable filling (absence of inappropriate information, absence of omissions in responses), and enters the applicant, who has sent this application in response to the letter of offer, into the list of the Contest Participants and posts (within 3 working days) the relevant information about the Participant on the website of the Organizer <http://bettingawards.ru/>.

Reception of the application referred to in this paragraph, by the Organizer of the Contest is the complete and conditional acceptance by the Participant under this Regulation.

5.4. The Organizer reserves the right to deny services to any person declaring the acceptance of its participation in this Contest (e.g. its intention to participate in the Contest under the conditions stipulated by the present Regulation).

However, the Organizer can use the right to deny the acceptance of application for participation in case of the following circumstances:

- unreliability of information on the potential participant specified in the application form;
- incompleteness of information on the potential participant specified in the application form;
- non-compliance of activity or information on the potential participant with the requirements of the Russian legislation and / or the requirements of the law applicable to the activities of the foreign potential nominees;

- expiration of the period stipulated by p. 3.1. of this Regulation.

5.5. The Organizer has the right for advertising purposes (advertising of activities organized and conducted by the Organizer) to use the reference to the Participants of the Contest, to place on the event website (or other resources of the Organizer and contractors of the Organizer for advertising purposes) an image of trademarks / service marks of participants of the contest, and otherwise mention the participant as a participant of this Contest.

5.6. Having refused from the further Contest participation, the nominee (Participant for the purpose of defining a party to the present public agreement) shall not have the right to demand from Contest Organizer to remove the information regarding the Participant from any (besides Organizer's online websites) sources, if such sources contain information other than only about such Participant (catalogues, any printed products etc.).

6. CONTEST NOMINATIONS. EVALUATION CRITERIA

6.1. Nominations and evaluation criteria of the Participants are as follows:

| NOMINATIONS: | EVALUATION CRITERIA: |
|--|--|
| Best Betting Network of the Year | Number of votes of visitors of Contest Organizer's website |
| Best Online Bookmaker of the Year | Number of votes of visitors of Contest Organizer's website |
| Best Betting Product of the Year | Number of votes of competent persons |
| Best Betting Mobile Application of the Year | Number of votes of competent persons |
| Innovative Company in the Betting Industry of the Year | Number of votes of competent persons |
| Best Partner Program (Franchise) of the Year | Number of votes of competent persons |
| Best Advertising Campaign of the Year | Number of votes of competent persons |
| Best Payment System of the Year | Number of votes of competent persons |
| Best Bookmaking Internet Portal | Number of votes of visitors of Contest Organizer's website |

6.2. In accordance with nominations and evaluation criteria, the Contest Participants acting on the territory of the Russian Federation are evaluated on the basis of their achievements and contributions during their operation activities carried out in the territory of the Russian Federation; in their turn, the foreign participants of the betting market are

lated on the basis of their achievements and contributions during their operation activities carried out within their jurisdictions.

6.3. The competent judges are invited by the organizer from among leading experts and professionals in betting market to evaluate the Contest Participants under the nominations.

A judge is a competent and approved by the Organizer expert in the betting market, who carries out selection and evaluation of the winners in the respective nominations due to their professional competencies.

Composition of the jury is published by the Organizer on the website <http://bettingawards.ru/>.

6.4. Visitors to the website of the Contest Organizer may vote on the website of the Organizer only after registration on the website by filling in the registration form on the website <http://bettingawards.ru/>.

7. PROCEDURE FOR DETERMINING THE WINNERS

7.1. The Contest Winners are determined in each nomination based on the criteria specified in p. 6 of this Regulation.

7.2. Visitors to the website of the Organizer, registered on <http://bettingawards.ru/>, may vote for one nominee in each (available for voting by visitors) categories of nominations.

The judges can vote for one nominee in each (available for voting by judges) categories of nominations.

7.3. Decision on acknowledging the Participant as the Winner is taken by the Contest Organizer taking into account the results of the voting in accordance with the criteria of evaluation of the Participants and based on the criteria mentioned in paragraph 6 hereof.

7.4. Only one Participant is acknowledged as the Winner in each nomination.

7.5. Availability of only one nominated Participant in a certain category of a certain nomination shall not prevent acknowledging such Participant as the Winner in the corresponding nomination, provided that at least one visitor has voted for such nominee.

7.6. The Contest Winners will be announced publicly and officially awarded by the Contest Organizer's representative at **Betting Awards 2016** ceremony.

7.7. Awards ceremony will take place on June 2, 2016 at 20:00 at the address: 21/3 Bolshoi Kharitonyevsky lane, Moscow, "Svetlyy" restaurant.

7.8. Each Contest Winner is granted a diploma (certificate) and a branded award (figurine).

7.9. At the **RGW 2016** Sponsors' discretion, certain nomination Winners can be awarded with individual prizes at the expense of the Sponsor, subject to the availability of such prizes.

8. FINAL PROVISION

8.1. The Contest is organized in accordance with the Russian Federation legislation and / or the rules of the foreign legislation, which regulate the activities of foreign participants.

8.2. The Organizer reserves the right to make changes to the present Regulation (public offer).

Notification on changing of conditions or contest cancellation shall be carried out in the manner determined for contest announcement.

8.3. Filing of application by the Participant in the procedure specified in the p. 5 of the Regulation implies the Participant's unreserved consent with all Contest conditions.

8.4. In all respects not covered by the present Regulation the Organizer and the Participants shall be governed by acting legislation of the Russian Federation.

8.5. All disputes and differences arising from the participation in the Contest shall be settled by means of negotiations. Compliance with the written pre-trial claim procedure is optional and is used at the request of the parties. Disputes not resolved by means of negotiations shall be settled in court at the Contest Organizer's location in accordance with the procedural and other applicable laws of the Russian Federation.

Smile-Expo LLC