

LEASE A BIKE TERMS AND CONDITIONS – "BIKE TO WORK DAYS" PROMOTION 18-21 MAY 2026

1. General

1.1. These promotional terms and conditions (hereinafter: the "**Terms and Conditions**") apply to the Bike to Work Days promotion (hereinafter: the "**Promotion**"). The Promotion is organized by Lease a Bike, part of Bike Mobility Services B.V. ("**BMS**"), located at Stationsplein 19a (3818 LE) in Amersfoort, the Netherlands, for the promotion of Lease a Bike and in support of the charity *Leergeld Nederland*. 1.2. BMS is the legal entity responsible for the collection and processing of your personal data in connection with this Lease a Bike Promotion. BMS is part of Pon Holdings B.V. and its affiliates ("**Pon**"). BMS and Pon are committed to respecting and protecting your privacy and the personal data you share with us. 1.3. Although the Promotion is promoted via email to Companies that are customers of Lease a Bike during the Promotion, via the Campaign Page on the Lease a Bike website, and on the Instagram, LinkedIn, and Facebook pages of Lease a Bike (hereinafter: the "**Social Media Pages**"), Instagram, Facebook, and LinkedIn are not involved in or responsible for the Promotion. The Promotion is not sponsored, endorsed, and/or administered by Instagram and/or Facebook. Instagram and/or Facebook are in no other way connected to or liable for the Promotion. 1.4. Although the Promotion is promoted in the email newsletter and on the social media pages of Yellow B. Cycling B.V. (Team Visma | Lease a Bike), Team Visma | Lease a Bike as an organization is not involved in or responsible for the Promotion. 1.5. While the Promotion is intended to raise funds for *Leergeld Nederland*, they are not involved in the organization of the Promotion. Lease a Bike shall only disburse the Total Lease a Bike Donation (as defined in Article 8) upon completion of the Promotion.

2. Eligibility

2.1. Participation is exclusively open to individuals employed by a company established in the Netherlands that is affiliated with Lease a Bike, and who are aged 18 or older (hereinafter: the "**Participants**"). 2.2. By participating, the Participant agrees to these Terms and Conditions. 2.3. Employees and relatives of employees of Lease a Bike, as well as third parties involved in the Promotion, are excluded from participation.

3. Participation: Method and Duration

3.1. The Promotion commences on **May 18, 2026, at 00:01** and ends on **May 21, 2026, at 23:59** (hereinafter: the "**Promotion Period**"). During this period, Participants may report their cycled kilometers to Lease a Bike via the Campaign Page on the website (www.lease-a-bike.nl). Data must be entered by the closing time of the Promotion Period. 3.2. **Employer/Company Participation:** An employer affiliated with Lease a Bike will receive an email with promotional materials and an optional form to indicate if the company wishes to make a "Supplementary Independent Donation" (as defined in Article 8). A company becomes a "**Participating Company**" as soon as at least one employee registers kilometers. 3.3. **Registration:** Kilometers must be entered per Participant per trip. If a Participant enters kilometers multiple times, these will be aggregated into a personal total. If reported kilometers are demonstrably unrealistic, the Participant will be excluded. 3.4. **Social Media Promotion:** To participate in the social media sub-action, the Participating Company must:

- Collect photos of commutes from colleagues.

- Post a selection (max. 10) on their corporate Instagram/LinkedIn by May 28, 2026.
- Tag **@Lease_a_Bike** to enter the digital prize draw. 3.5. If a **"Relevant Relationship"** exists between Lease a Bike and the Participant as defined in the *Advertising Code Social Media & Influencer Marketing*, the Participant must comply with said Code.

4. Prizes

4.1. The following prizes (the **"Prizes"**) will be awarded:

- **E-bike Participants:** 25 Rains vouchers (€150 each).
- **City Bike Participants:** 15 Rains vouchers (€150 each).
- **Sports Bike Participants:** 10 BBB-cycling vouchers (€150 each - single use only).
- **Top Individual:** The person with the highest total registered commute kilometers wins 2 hospitality tickets for the Tour de France.
- **Top Company:** The Participating Company (min. 50 employees and 10 trips) with the highest average cycling distance per trip wins a cycling clinic for 12 people at the Team Visma | Lease a Bike High Performance Center.
- **Social Media Prize:** One winning company from the social media action wins a signed Wout van Aert jersey (€100) and up to 10 merchandise packages for participating employees. 4.2. Winners will be determined on **May 28, 2026**, via random draw (using wheelofnames.com) or based on registered data as specified. 4.3. In the event of a tie, a random draw will determine the winner. 4.4. Prizes are non-transferable and cannot be exchanged for cash or alternative prizes. 4.5. If a winner is prohibited by their employer from accepting the Prize, the right to the Prize expires, and a new winner will be selected.

5. Claiming a Prize

5.1. Winners will be notified via email. This email will specify the deadline for claiming the Prize. 5.2. Winners must confirm acceptance via email, providing their name and contact details. 5.3. Failure to respond within **48 hours** of notification will result in the Prize being forfeited back to Lease a Bike, which may then select an alternative winner.

6. Personal Data and Privacy

6.1. By participating, the Participant consents to the processing of their personal data by Lease a Bike in accordance with this article. 6.2. Data (email and contact details) is processed solely for the purpose of executing the Promotion and awarding Prizes. 6.3. Lease a Bike complies with the **General Data Protection Regulation (GDPR)** and will not collect more data than necessary. 6.4. Personal data will be deleted within four weeks after the Promotion Period, unless the Participant has opted-in for further mailings.

7. Publicity

7.1. Participants agree that Lease a Bike may publish the name and cycled kilometers of winners on its Social Media Pages. 7.2. Participating Companies agree to the publication of their Company Name and results. 7.3. Participants in the "Cycling Clinic" agree that Lease a Bike may capture and share visual material (photos/videos) on Social Media.

8. Donation

8.1. Registered kilometers contribute to a donation by Lease a Bike to the "Geen Kind Achterop" campaign by *Leergeld Nederland* (the "Charity"). 8.2. Lease a Bike pledges to donate **€0.23 per kilometer** cycled. 8.3. The "**Total Lease a Bike Donation**" will be calculated based on the total kilometers cycled by all Participating Companies. 8.4. Disbursement to the Charity will occur before **August 1, 2026**. 8.5. **Supplementary Independent Donation:** Employers may pledge an additional donation via the "Employer Form." Lease a Bike is not responsible for the collection or fulfillment of these independent pledges. 8.6. The Participating Company is solely responsible for fulfilling its own Supplementary Independent Donation.

9. Liability

9.1. Lease a Bike accepts no liability for any damage arising from participation in the Promotion, including but not limited to inaccuracies in descriptions, tax liabilities, or defects in the Prizes provided. No warranties are granted on Prizes.

10. Miscellaneous

10.1. Lease a Bike reserves the right to terminate the Promotion or amend these Terms and Conditions without prior notice. 10.2. In the event of fraud, Lease a Bike reserves the discretionary power to withhold Prizes and exclude the Participant. 10.3. No correspondence will be entered into regarding the results. 10.4. In cases not covered by these Terms, Lease a Bike shall decide. 10.5. These Terms are governed by **Dutch Law**. Any disputes shall be submitted exclusively to the competent court in **Amsterdam**. 10.6. Lease a Bike acts in accordance with the *Code of Conduct for Promotional Games of Chance (Gedragscode Promotieele Kansspelen)*.

11. Complaints and Contact

11.1. Complaints may be submitted in writing to the address in Article 1.1 or via customer support at 085-2098000. Lease a Bike will respond within two weeks.