

REGULATIONS

§ 1.

ORGANIZER AND PRIZE GRANTOR

The organizer of the international competition entitled “Bilbord Kram 2025 – Edition I”, hereinafter referred to as the “Competition”, is Kram Sp. z o.o., with its registered office in Dzierzgoń (82-440), ul. Słoneczna 3C, entered into the register of entrepreneurs of the National Court Register kept by the District Court Gdańsk-Północ in Gdańsk, 7th Commercial Division of the National Court Register under KRS No. 0000867604, NIP 5783074625, REGON 280518257, with share capital of PLN 20,420,000.00, represented by:

Anna Puciłowska – Vice President of the Management Board

(hereinafter referred to as the “Organizer”).

§ 2.

DURATION, TERRITORY AND METHOD OF CONDUCTING THE COMPETITION

1. The Competition is organized from 15 December 2025 to 15 February 2026.
2. The Competition is intended for persons over 18 years of age who are currently students or graduates of higher education institutions.
3. Submissions to the Competition are accepted from 19 December 2025 at 12:00 p.m. to 15 February 2026 at 11:59:59 p.m. via the website www.konkurs.kram.pl (hereinafter the “Service”).
4. The public voting referred to in § 6(5) of the Regulations will last from the launch of voting on 16 February 2026 from 12:00 p.m. until 28 February 2026 to 12:00 p.m.
5. The Competition results, in particular the announcement of the Competition Winners, will be published in the Service no later than 28 February 2026 by 11:59:59 p.m. The total duration of the Competition, i.e., from the start of accepting submissions until the announcement of results, is: 15.12.2025–28.02.2026.
6. The Organizer is responsible for the implementation and handling of the Competition.
7. The Competition is conducted solely on the basis of these Regulations and generally applicable provisions of law.

§ 3.

PARTICIPANTS

1. Any natural person who, on the date of submitting their entry, is at least 18 years old and is a student or graduate of a higher education institution may participate in the Competition.
2. The following persons may not participate in the Competition
 - members of the Organizer’s Management Board;
 - members of the Competition Jury;

persons cooperating in the implementation of the Competition (regardless of the legal form of such cooperation);

immediate family members of the persons listed in items (a) and (b) above.

3. If the Organizer has reasonable doubts as to whether a Participant meets the conditions specified in sections 1–2 of this paragraph, or as to the truthfulness of the personal data provided by the Participant, the Organizer has the right to request that the Participant present the original identity document at the Organizer’s registered office to confirm that the participation conditions are met, under pain of losing the right to participate in the Competition.

4. Competition winners (hereinafter: “Winners”) are Participants who receive a Jury Prize, a Public Prize, or a Distinction.

§ 4.

COMPETITION TASK

1. The Competition is open and addressed to students and graduates of higher education institutions interested in graphic design and visual identity (professionals and amateurs). Only works prepared independently, original, and authored solely by the submitting person may be entered.

2. A condition for participation in the Competition is the performance of the Competition Task consisting of: independently creating a creative and original graphic work that is a billboard design to be placed on one of the buildings belonging to the Organizer, located in the village of Pulko, using legal tools, software, filters, applications, and trends, which will convey the Competition’s main idea: “For 35 years we have been with you at every stage!” (hereinafter: the “Competition Task”). The work should include the following elements, i.e.:

the Organizer’s logo;

a reference to the Organizer’s business activity;

a “time reference” to the Organizer’s 35th anniversary;

additional information that may be helpful, i.e., themes close to the Organizer’s mission: local social initiatives, sports activity, helping children, patriotism.

3. The file constituting the solution to the Competition Task should be exported in PNG or JPG format, prepared in any legal program and/or tool to which the Participant is entitled for the purposes of the Competition, using the form available at konkurs.kram.pl. The file must be prepared at a 1:25 scale, i.e., size 95.6 × 29.6 cm (300 dpi).

4. Winners are obliged to provide source (production) files confirming their authorship upon request of the Jury or the Organizer.

5. One Participant may submit a maximum of two solutions to the Competition Task.

6. The submitted Competition Task may not in any way use the image of the Participant (in a manner enabling unequivocal identification), a public figure, any third party, or any brand other than Kram, as well as objects, items, or works of art protected by copyright.

7. Solutions to the Competition Task must be submitted exclusively in electronic form via the Service.

8. Each Competition Task solution submitted to the Organizer will be verified formally, and the Participant will be notified by e-mail of acceptance or rejection of the entry.

9. By publishing and submitting the Competition Task, the Participant declares that they are the sole author of the Competition Task and that all economic and moral copyrights thereto belong to them. At the same time, by submitting the Competition Task, the Participant grants an irrevocable, unlimited-in-time consent to further publication and dissemination of the Competition Task on the Internet.

10. The Organizer will not admit solutions to the Competition Task that:

in any way may violate the law in force in Poland;

in any way may violate the rights of third parties, in particular personal rights, copyright, or industrial (intellectual) property rights;

discriminate on the basis of gender, race, nationality, language, or religion, or incite violence;

are offensive, vulgar, or pornographic;

violate other provisions of the Regulations or were submitted after the deadline;

were created using generative artificial intelligence.

11. To submit a solution to the Competition Task, the Participant must:

open the website at <http://www.konkurs.kram.pl>;

select the work submission form;

provide personal data in the form (first and last name, phone number, e-mail address);

write a written justification, design assumptions, and a short description of the work;

by ticking the relevant checkbox, declare that they have read and accept these Regulations and enter the Competition on the terms set out herein;

attach and submit to the Organizer via the form the file(s) constituting a preview version of the work meeting the requirements specified in section 3 of this paragraph.

12. After positive verification of the submission, the work will be published at <http://www.konkurs.kram.pl> in the Gallery tab. The work will be published before the start of public voting referred to in § 6(5) and will be made available for voting to award Public Prizes.

13. Working file guidelines:

working area size: 2390 cm × 740 cm (landscape);

bleeds: none;

acceptable file formats: ai, pdf, eps, psb;

maximum file size: 2 GB;

due to large-format printing, the resolution of images in the file may be between 32–36 dpi;

all fonts must be converted to outlines;

color mode: CMYK.

14. In the Service, in the Download section, packshots of the Organizer's products will be available for use by Participants. If a Participant needs a packshot of another product visible at www.kram.pl, they

may request it from the Organizer by e-mail at konkurs@kram.pl. The Organizer will respond as soon as possible, no later than within 2 business days of receiving the request.

15. Upon submission, each work will be assigned an individual, unique number which will also serve as its identifier in both the Jury Competition and the Public Competition.

§ 5.

PRIZES

1. The following prizes will be awarded to Winners:

1st place – Jury Prize: PLN 5,000.00;

2nd place – Jury Prize: PLN 3,000.00;

3rd place – Jury Prize: PLN 2,000.00;

Public Prizes: 3 (three) × PLN 500.00.

2. Each Winner will also receive a tangible gift consisting of the Organizer's promotional materials, including the Winner's own design printed on paper cups (not fewer than 50 pieces).

3. A Participant who submits more than one solution to the Competition Task may receive more than one prize in the Competition (i.e., it is possible for one Participant to receive both a Jury Prize and a Public Prize), provided that one Participant may receive only one of the Jury prizes for 1st, 2nd, or 3rd place.

4. A condition for issuing a tangible prize is that the Winner first indicates to the Organizer their competent tax office for the purpose of settling tax as described below. The Organizer grants an additional cash prize amounting to 11.11% of the value of each cash and tangible prize referred to in section 1 of this paragraph. From the total value of prizes awarded to a given Winner, the Organizer (as the tax remitter) will withhold income tax at the rate of 10% of such value pursuant to Article 30(1)(2) in conjunction with Article 41(7)(1) of the Act of 26 July 1990 on Personal Income Tax (consolidated text: Journal of Laws of 2012, item 2647, as amended), and will remit this amount to the competent tax office. Failure to provide the data referred to in the first sentence within the deadline indicated by the Organizer, not shorter than 7 days from the announcement of Competition results, will be treated as a waiver of the prize.

5. Prizes will be issued to Winners no later than within 30 (thirty) business days from the date the Organizer approves the working files sent by the Winners no later than within 14 days after the announcement of Competition results in the manner set out in § 6(5–8) of the Regulations. The working files sent by the Winner must meet the technical conditions specified in § 4(13). A condition for issuing a prize to a Winner is that the Winner submits a statement transferring the economic copyrights to the Competition Task and related undertakings, in the wording indicated in § 8 of the Regulations.

6. Tangible prizes will be delivered at the Organizer's expense to the correspondence address in Poland indicated by Winners (in writing or by e-mail). A Winner may not request exchange of a tangible prize for another prize or for its cash equivalent.

7. Placement of the Participant's Competition Work on the billboard will be carried out within the timeframe indicated by the Organizer.

8. The cash Public Prize will be transferred by bank transfer to the bank account indicated (in writing or by e-mail) by the Winners. The Organizer does not provide for cash payments of monetary prizes.

§ 6.

AWARDING OF PRIZES

JURY PRIZES

1. Competition Winners will be selected by a Competition Jury consisting of two representatives of the Academy of Fine Arts in Gdańsk and three representatives of the Organizer. The Chair of the Jury will be a representative of the Organizer's Management Board. The Jury meeting will take place no later than 28 February 2026.

2. Each Jury member will first select 3 (three) best solutions to the Competition Task at their discretion, taking into account criteria such as: implementation of the Competition's main idea, originality, uniqueness, aesthetic value, and artistic value. Then each Jury member will evaluate each of the three selected solutions by awarding points (from 1 to 3). The final score determining the order of places in the Competition will be the arithmetic mean of points awarded by all Jury members. First place will be awarded to the Participant whose solution receives the highest number of points. Subsequent places will be awarded to Participants whose solutions receive respectively the next highest numbers of points, in descending order. In the event of a tie, the Chair of the Jury will decide. The Jury's evaluation criteria are subjective and not verifiable.

3. A written minutes of the Jury meeting will be prepared and signed by all Jury members, indicating the Winners together with their final scores, the order of places, and any Distinctions.

4. The decisions of the Competition Jury are final and not subject to appeal, subject to the Winners' rights under generally applicable law.

PUBLIC PRIZES

5. Public Prizes will be selected by voting via the Service in the Gallery tab, where all works compliant with these Regulations will be published.

6. Users may participate in voting by clicking the "vote" button for selected Competition Works published in the Gallery tab of the Service.

7. Users may vote from the launch of voting on 16 February 2026 at 12:00 p.m. until 28 February 2026 at 12:00 p.m. Each user may cast a maximum of three votes during the voting period.

8. The awarding of Public Prizes will be decided by the number of votes cast for individual Competition Works in the Gallery tab of the Service. The Organizer reserves the right to deduct votes cast for works with respect to which there is suspicion that votes were cast unlawfully.

GENERAL RULES

9. The Competition results will be publicly announced no later than 2 March 2026 on the website www.konkurs.kram.pl in the COMPETITION RESULTS tab, to which Participants hereby consent.

10. Within 2 (two) business days from the date of publishing the results referred to above, Winners will be notified of their win by e-mail or by phone to the number and e-mail address provided by the Participant.

11. If it is not possible to contact a Winner in the manner described in section 10 within the deadline of 6 March 2026, despite at least three attempts by the Organizer (by phone and e-mail), or if after contact the Winner fails to provide within the indicated deadline the materials, data, or statements needed to issue the prize in accordance with these Regulations, the Organizer is released from the obligation to make further attempts to contact such Winner.

12. The Organizer reserves the right not to award Prizes if the Jury considers that the standard of submitted works does not meet the aesthetic criteria and conditions of these Regulations.

§ 7.

PERSONAL DATA OF COMPETITION PARTICIPANTS

1. Participants' data, insofar as they constitute personal data within the meaning of Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data and repealing Directive 95/46/EC (General Data Protection Regulation) (OJ EU L 119, p. 1) (hereinafter: "GDPR"), are processed solely for the purpose specified in these Regulations, i.e., conducting and settling the Competition, and are protected under the GDPR.

2. The Organizer is the controller of Participants' personal data.

3. The Organizer processes personal data in accordance with applicable law, in particular the GDPR.

4. The scope of processed personal data includes:

first and last name;

phone number;

e-mail address;

for Winners – the address for delivery of a tangible prize and the bank account number for payment of a cash prize.

5. In matters concerning the processing of personal data, Participants may contact the Organizer at: konkurs@kram.pl

6. Personal data are processed for the following purposes:

conducting the Competition in accordance with these Regulations. The legal basis is the Organizer's legitimate interest (Article 6(1)(f) GDPR) consisting in conducting and settling the Competition and promoting the Organizer's brand;

ensuring the security of the Competition, including detecting bots and abuse, as well as statistical measurements and improvement of the Competition tools – the legal basis is the Organizer's legitimate interest (Article 6(1)(f) GDPR) consisting in optimizing the use of Competition tools;

establishing, pursuing, or defending against claims by the Organizer – the legal basis is the Organizer's legitimate interest (Article 6(1)(f) GDPR) consisting in establishing, pursuing, or defending claims.

7. The Organizer uses technical and organizational measures ensuring protection of personal data appropriate to threats and categories of data, in particular protecting data against disclosure to unauthorized persons, acquisition by unauthorized persons, processing in breach of law, and alteration, loss, damage, or destruction.

8. Providing personal data is voluntary but necessary to participate in the Competition.

9. A Participant has the right in particular to request access to their data and to request rectification, erasure, portability, or restriction of processing, as well as to object to processing due to their particular situation. These rights may be exercised by sending a request to the Organizer's e-mail address: [insert e-mail] or in writing to the Organizer's registered office address indicated in these Regulations.

10. Participants also have the right to lodge a complaint with a supervisory authority responsible for personal data protection if they consider that the Organizer's processing violates the GDPR. In Poland, the competent supervisory authority is the President of the Personal Data Protection Office (UODO).

11. Participants' personal data will be processed for the duration of the Competition, at the latest until 30 April 2026. After that date, Winners' personal data will be processed solely for the purposes of announcing results, issuing prizes, fulfilling tax obligations, and handling complaints. The processing period may be extended by the limitation period for claims if processing is necessary to establish, pursue, or defend such claims.

§ 8.

INTELLECTUAL PROPERTY

1. The rights to all textual, graphic, photographic, application, database, audio, video, and other creative elements related to or used in organizing the Competition, in particular the materials published in the Service at <http://www.konkurs.kram.pl>, are protected under applicable law, including in particular the Act of 4 February 1994 on Copyright and Related Rights, the Act of 16 April 1993 on Combating Unfair Competition, the Act of 27 July 2001 on the Protection of Databases, and the Act of 30 June 2000 – Industrial Property Law. No element referred to above may be reproduced or disseminated other than as specified in these Regulations. All trade names used by the Organizer in connection with the Competition constitute legally protected trademarks and may be used only with the Organizer's consent.

2. By submitting a solution to the Competition Task, the Participant declares that they hold all rights to such solution, that these rights are not limited or encumbered, that they are the sole author thereof, that it is an expression of their own creative activity, and that submitting it to the Organizer does not infringe the rights of any third party. The Participant further guarantees that during the Competition these rights will not be transferred or encumbered in favor of third parties, and that the Competition Task is not an elaboration, modification, or adaptation of another person's work.

3. Upon receipt of the solution to the Competition Task, the Participant grants the Organizer, free of charge, consent to use and dispose of the Competition Task or its content for purposes related to the organization and settlement of the Competition and the promotion of the Competition.

4. On the basis of a separate written statement by a Winner (applies to both awarded and distinguished works), submitted after the announcement of results but before the prize is issued, the Winner will transfer to the Organizer, free of charge, the economic copyrights to the awarded/distinguished Competition Task solutions and the right to prepare derivative works,

modifications, and changes to the Competition Task. The Organizer acquires these rights in full scope resulting from copyright law, exclusively, free of charge, without time or territorial limitations, in particular in the following fields of exploitation:

fixation, reproduction, copying, and dissemination of the Competition Task in whole or in part by any technologies, in two-dimensional or three-dimensional versions, including digital, analog, or optical technologies, via electronic devices, printing, offset, overprinting, and printing (application) on any materials;

recording, playback, dissemination, and presentation of the Competition Task in whole or in part using computers, including within computer networks;

making available and disseminating on the Internet and other networks, including on any websites and social media platforms;

all fields of exploitation specified in Article 50 of the Act on Copyright and Related Rights, i.e.:

a) fixation and reproduction of the work (in whole or in part) – producing copies by any technique, including printing, reprographic, magnetic recording, and digital techniques;

b) marketing of the original or copies on which the Competition Task is fixed (in whole or in part) – putting into circulation, lending, or renting the original or copies;

c) dissemination of the Competition Task (in whole or in part) in a manner other than specified in item (b) above – public performance, exhibition, display, playback, broadcasting and rebroadcasting, and making available to the public so that anyone may access it at a place and time individually chosen by them;

d) creating and modifying products of the Organizer on the basis of the Competition Task.

5. Together with the transfer of economic copyrights, the Winner authorizes the Organizer, on an exclusive and irrevocable basis, to exercise dependent copyrights to the Competition Task and all its adaptations, and to independently make modifications, changes, alterations, adaptations, and derivative works (including translation and layout changes), to combine it with other works, in whole or in parts, and grants the Organizer the right to authorize third parties to exercise dependent rights and to dispose of and use the resulting modifications, alterations, adaptations, and derivative works in Poland and abroad for an unlimited time, regardless of the scale or whether they are disseminated. The Organizer may, at its discretion, make modifications or corrections necessary to adapt the Competition Task to technical requirements for display on the Organizer's products or for use in social media.

6. Upon receipt of the prize, the Winner undertakes not to exercise their moral copyrights with respect to the Competition Task solution, including consenting to use of the work without indication of authorship.

7. Failure by a Winner to submit the statement referred to in sections 4–6 authorizes the Organizer to refuse to issue the prize(s) to that Winner.

§ 9.

LIABILITY OF PARTICIPANTS AND THE ORGANIZER

1. The Organizer shall not be liable for inability to issue a prize due to reasons attributable to a Winner, in particular for failure to provide or for providing incorrect data, changes to the Winner's

data not notified to the Organizer, or failure by the Participant to meet the conditions set out in these Regulations.

2. The Participant is responsible for the content of the Competition Task solution submitted to the Organizer and releases the Organizer from any liability towards third parties whose rights are infringed by publication of the Competition Task solution, and in the case of Winners – by use of the Competition Task solution in accordance with these Regulations.

3. Violation of these Regulations by a Participant or provision of false data constitutes grounds for exclusion from the Competition under the rules set out herein.

4. The Organizer shall not be liable for Competition materials (Competition Task solutions) that did not reach the Organizer for reasons beyond the Organizer's control, in particular due to technical issues.

5. The Organizer shall not be liable for the content or form of Competition materials submitted by Participants.

§ 10.

COMPLAINTS

1. Complaints regarding the organization of the Competition should be sent to the Organizer's registered office address indicated in § 1(1) in written form or by e-mail to: konkurs@kram.pl, regardless of the form, with the note "complaint", within 7 (seven) days from the date of public announcement of results as described in § 6(9).

2. The complaint should indicate its reason with a concise description of the event and provide address details enabling a reply to be sent. If necessary information is missing, the Organizer reserves the right to request that the Participant complete the complaint within 3 (three) days from such request.

3. Failure to supplement the complaint entitles the Organizer to leave it without consideration. Personal data provided in connection with a complaint will be processed solely for its handling and examination; the legal basis is the Organizer's legitimate interest (Article 6(1)(f) GDPR).

4. Complaints will be examined by the Organizer on the basis of these Regulations within 30 days of receipt.

5. A reply to the complaint will be sent by e-mail to the e-mail address provided by the complainant.

6. Sections 1–3 of this paragraph do not exclude or limit Participants' right to pursue claims against the Organizer under generally applicable law (general rules).

§ 11.

FINAL PROVISIONS

1. By participating in the Competition, the Participant confirms that they meet all conditions entitling them to participate and consent to participate on the terms set out in these Regulations.

2. The Participant undertakes not to interfere with the Competition in a manner that violates its rules or intended course.

3. The Organizer reserves that participation in the Competition requires a telecommunications network connection and may involve data transmission charges in accordance with the tariff of the relevant telecommunications operator.

4. The Organizer reserves the right to amend these Regulations in order to extend the scope of the Competition, prolong its duration, better protect Participants' interests, or clarify issues raising doubts, provided that this does not worsen participation conditions and with preservation of acquired rights. Information on amendments will be published in the Service. If a Participant does not accept amendments, they may withdraw from participation.

5. These Regulations will be made available to all Participants in the Service.

6. Polish law shall govern obligations arising from these Regulations.

7. In matters not regulated herein, the provisions of the Civil Code and other generally applicable laws of the Republic of Poland shall apply.

8. This Competition is not a game of chance, raffle, betting, or promotional lottery whose outcome depends on chance (drawing) within the meaning of the Act of 19 November 2009 on Gambling (consolidated text: Journal of Laws of 2009, No. 201, item 1540).

9. Appendices to these Regulations include:

Appendix No. 1: statement / consent.