

**CONTEST RULES
"SUN&BLUE CONGRESS 2024 AWARDS".
BY BEON WORLWIDE, S.L.**

1.- OBJECT

BEON WORLDWIDE S.L. (hereinafter, BEON) with registered office at Calle Balance, 16, Mairena del Aljarafe (Seville), holder of Tax ID No. B-90239476 organizes an international COMPETITION, called "SUN&BLUE CONGRESS 2024 AWARDS" (hereinafter, the "COMPETITION"), in order to identify, evaluate and recognize the best projects and experiences in the application of "Blue Tourism" criteria and its implementation in companies, organizations and public and private institutions.

2.- TERRITORIAL SCOPE OF THE CONTEST AND ELIGIBLE PERSONS

The CERTAMEN is addressed to companies, organizations and public and private institutions that carry out or participate in projects in the field of tourism. For those who are legally constituted and present their corresponding CIF and registered office. Only the above-mentioned legal entities may participate in the CERTAMEN. The participations that do not comply with the present requirements or any of them, will be automatically discarded, even if they are winners.

3.- TEMPORAL SCOPE OF THE CONTEST

The CONTEST will begin on June 1, 2024 and will end on November 22, 2024.

4.- COMMUNICATION ELEMENTS

The CERTAMEN will be communicated through the website and RRSS of the event itself <https://www.sunandbluecongress.com> .

5.- CHANNEL

The CONTEST is aimed at those legal entities that participate through <https://www.sunandbluecongress.com>.

6.- NATURE OF THE CONTEST

Participation in the CONTEST is free of charge.

7.- GENERAL CONCEPT, MECHANICS AND AWARDS

7.1) General Concept

BEON is carrying out a CONTEST by which the participant who complies with the mechanics of clause 7.3) will be able to participate in obtaining one of the prizes listed in clause 7.2).

7.2) Awards

A total of TWELVE (12) awards will be presented, namely:

1. Sun&Blue Award for Best Blue Destination 2024

Description: For the blue destination manager that promotes practices for sustainable development, benefiting both the local community and visitors (DMO). Program, project, action implemented.

Addressed to: Destinations / Public Institutions

2. Sun&Blue Award for Sustainability in Gastronomy 2024

Description: To those chefs or restaurants that stand out for their gastronomic innovation based on sustainable marine products and their commitment to sustainability.

Addressed to: Restaurants / Chefs

3. Sun&Blue Award for Best Blue Sport Event 2024

Description: For the sporting event related to the sea or aquatic environment that promotes sustainable tourism, local economy or education and awareness for the conservation of marine ecosystems.

Addressed to: Event promoters

4. Sun&Blue Port Decarbonization, Innovation and Sustainability Award 2024

Description: Recognizes the best port management initiative that makes improvements in the field of decarbonization of port operations and actions that drive innovation and sustainability in ports.

Addressed to: Companies or Port Authorities.

5. Sun&Blue Sustainable Cruise Experience Award 2024

Description: For the cruise line or port that has implemented innovative practices to reduce environmental impact and promote sustainability in the cruise industry.

Target Audience: Cruise Lines / Ports.

6. Sun&Blue Sustainable Hospitality Award 2024

Description: Best practice in the hotel industry that promotes the conservation of marine and coastal resources and has a positive impact on the territory.

Addressed to: Hotel companies.

7. Sun&Blue Resilience Award 2024

Description: Best public management strategy, governance initiative or specific solution to address the challenges presented by climate change in relation to blue tourism and that strengthen the long-term resilience of the destination, promoting its prosperity in harmony with the environment (Islands - Blue Island).

Addressed to: Destinations / Public Institutions.

8. Sun&Blue Water Resources Management Innovation Award 2024

Description: Recognizes best practices and innovations in water resources management and conservation in tourism destinations.

Addressed to: Companies / Public Institutions.

9. Sun&Blue Blue Entrepreneurship Award 2024

Description: For startups or emerging companies that significantly contribute to the advancement of the blue economy with innovative solutions application of emerging technologies such as digital twins, VR/AR, and other technological innovations that transform blue tourism.

Target Audience: Startups / Emerging Companies.

10. Sun&Blue AI Innovation Award 2024

Description: Recognizes the best application of AI in the blue tourism sector, improving the efficiency, personalization and sustainability of tourism experiences.

Target audience: Companies / Startups

11. Sun&Blue Blue Data Spaces Award 2024

Description: Recognizes the best initiative in the use and management of data spaces for the blue economy, highlighting its application in sustainability and operational efficiency.

Addressed to: Companies / Institutions.

12. Sun&Blue Award for Cooperation for Blue Tourism 2024

Description: Awards the association or institution that develops projects or initiatives in cooperation with other entities that advance research or implementation of good practices in sustainable blue tourism.

Addressed to: Associations, NGOs, Universities, Research Centers.

Each of the awards will consist of the presentation of an award and recognition within the framework of the II Sun&Blue Congress 2024.

In any case, the awards do not imply the delivery of any cash or in-kind prize.

7.3) Mechanics

Each of the companies, public organizations and institutions wishing to participate in this CONTEST must submit their candidacy at the web address <https://www.sunandbluecongress.com>.

To do so, it will be necessary to fill out an electronic form for each candidacy/project to be submitted. The form includes the participant's information, details of the candidacy, category, name and brief description of the project. A dossier of the project must be attached to the form using the template provided, in order to present your project in sufficient detail and allow its evaluation by the jury. It is also included the possibility (optional) to provide a video explaining the project up to 1 minute long. Special consideration will be given to those elements that highlight the sustainable nature of the initiative. The dossier must contain at least the following points:

- Objectives of the Project / Initial problem
- Description of the project carried out
- Results obtained
- Blue Tourism indicators achieved
- Photograph / plan

The dossier and video must be submitted, once the form has been sent, indicating the name of the entity and the name of the candidacy/project presented in the electronic form.

8.- SELECTION OF THE WINNER

The prizes will be awarded by a jury composed of some members of the Advisory Board and the Technical Committee of Sun&Blue Congress 2024, as well as prominent professionals from sectors related to tourism and sustainability, both from the public and private sectors. For more information on the members of the jury visit <https://sunandbluecongress.com/es/comite-tecnico> and <https://sunandbluecongress.com/es/consejo-asesor>.

The projects submitted will be evaluated according to the following criteria, all of which will have the same weight in the evaluation:

1. Innovation

- Assessment of unique solutions applied to challenges in tourism and the blue economy.

2. Environmental Impact

- Positive impact on the conservation of the natural environment and the promotion of biodiversity.

3. Economic Sustainability

- Economic viability and contribution to sustainable economic development.

4. Social and Community Benefit

- Improvement in the quality of life of local communities and promotion of inclusion.

5. Marketing and Communication Strategies

- Effectiveness in attracting conscious tourism and promoting responsible practices.

6. Education and Awareness

- Promotion of awareness of the importance of sustainability and conservation.

7. Collaboration and Participation

- Encouragement of cross-sectoral collaboration and strategic networking.

8. Replicability and Scalability

- Potential for the initiative to be applied in other contexts or regions.

9. Adaptation and Resilience

- Industry preparedness for future environmental and social challenges.

10. Contribution to the Blue Economy

- Promoting the sustainable use of marine and coastal resources.

11. Originality

- Extent to which the proposal presents novel ideas or approaches.

12. Relevance of the Proposal

- Importance and relevance of the initiative to the sector and its current challenges.

13. Impact and Benefits

- Scope and depth of positive impact generated by the initiative.

14. Accessibility

- Ease with which different audiences can benefit from the proposal.

15. Contribution to the SDGs

- Alignment with and support for the Sustainable Development Goals (SDGs).

9.- MODE OF PARTICIPATION

In order to be eligible for any of the prizes foreseen in the present CONTEST, the participant shall:

- Be legally constituted companies, organizations, public or private institutions and
- fulfill the mechanics defined in section 7.3 of the present Rules.

All entries will be accepted until 23:59 hours on September 30, 2024 (CET). After this time, the period of participation in the CONTEST will be closed.

Each of the companies, public organizations and institutions may submit a maximum of one project or experience in each category. It will be necessary to submit one candidacy for each award for which it is eligible. It is essential that the initiatives have been developed or started* in the 24 months prior to the deadline for submission of nominations (September 30, 2024). *In the case of unfinished projects, it will be necessary to provide partial results.

Once the deadline for the submission of applications has closed, a period of analysis of the applications will be opened. The jury, through the organization of the competition, reserves the right to request additional information or specific clarifications on the documentation provided directly to the candidates, in order to have a better understanding of the applications.

After this first analysis, a pre-selection of entries will be made, with a maximum of 3 finalist entries for each of the categories. Once the pre-selection is completed, it will be communicated to the participating entities.

The finalists in each category will be notified on October 16, 2024.

For the final decision of the winning projects, the members of the independent jury, composed of some members of the Advisory Board and the Technical Committee of the Sun&Blue congress, will determine the winners of each category.

The winners will be notified on November 21, 2024 at 21:00h CET and must be registered for the Sun&Blue congress and be present at the prize-giving reception.

10.- CALENDAR OF THE CONTEST

The calendar of the CONTEST is as follows:

- Start of submission of entries: 1 June 2024
- Deadline for submission of applications: September 30, 2024 at 23:59 hours (CET)
- Communication of semi-finalists: October 16, 2024
- Awards ceremony in person: November 21, 2024 at 21:00 (CET)

11.- TERMS AND CONDITIONS OF THE PRIZES

11.1 The prizes cannot be exchanged for cash or any other prize.

11.2 The participant expressly consents, and by the mere fact of participating in this CONTEST, that BEON may use his/her identification data in the market for the purpose of informing the winner of the prizes to the rest of the users and without generating any remuneration in his/her favor.

11.3 BEON is not responsible for the use of the prizes by the winner. BEON will not be responsible for any incident that may occur after the delivery and during the enjoyment of the prizes.

11.4 The prizes obtained are non-transferable. BEON will contact the participant who has won the prize.

Likewise, the commercialization and/or sale of the prizes is forbidden. In case of detecting actions aimed at the resale of the prizes (either directly or indirectly under the appearance of sale or donation of another product), BEON will immediately demand the return of the prizes, reserving the exercise of the appropriate extrajudicial and judicial measures, including those aimed at protecting its corporate image. Likewise, it will be able to bring such actions to the attention of the corresponding authorities.

11.5 In case of not being accepted/being able to be accepted by the winner, BEON will contact the second finalist and so on until one of the finalists accepts. In the event that the prizes are not accepted by any of the above, the prizes will be declared void.

12.- COMMUNICATION TO THE WINNER AND CONFIRMATION OF THE PRIZE

BEON will send a private message or an e-mail to the winner, in order to inform him/her of his/her status as a finalist, first, and then to those selected as semi-finalists.

In the case of both the semi-finalists and the winners, all of them must confirm within 24 hours from the sending of the private message or e-mail their acceptance by the same means, including the replies and data requested.

If in the term indicated in the previous paragraph, the winner does not send the required documentation to confirm his/her interest in receiving the prizes, it will be understood that he/she does not accept them and, therefore, renounces to them. In these circumstances, BEON will act as described in stipulation 11.5).

13.- AWARDING OF PRIZES

BEON will present the prizes to each winner during the Sun&Blue 2024 Congress, which will take place in Almeria on November 21, 2024 at 21:00h CET.

14.- CONSENT AND DATA PROTECTION

The participant in the present CONTEST consents to the processing of his/her personal data in accordance with the provisions of Regulation 2016/679 of the European Parliament and of the Council of 27 April 2016, as well as in the applicable national regulations on data protection, for the development of the present CONTEST.

We use this information to manage the contractual relationship established with you and collected in the Bases of the present CERTAMEN. Your data will be deleted when they are no longer necessary for the specific promotional activity, unless they are used for another additional purpose, in which case you must comply with the retention periods that have been provided for this purpose in our Privacy Policy. In case of doubt, the participant can always contact BEON at the e-mail address awards@sunandbluecongress.com to learn more about these terms.

The mechanics of the CONTEST require that the data be provided truthfully and completely and that they be kept up to date thanks to the participant's cooperation. If the personal data are false, incomplete or not up to date, BEON will be released from the responsibility for the success of the CONTEST and from any consequences related to the above, up to and including the non-declaration of the beneficiaries of the CONTEST.

If, in accordance with the mechanics of the CERTAMEN, the participant may mention third parties (relatives, friends, etc.), whoever carries out this option declares, under his/her responsibility, to have expressly informed of the transfer and processing of the personal data of the third parties mentioned in the terms set forth in this stipulation. The participant who carries out the mention will be solely and exclusively responsible for any adverse consequence and/or sanction that may arise from the lack of consent of third parties to process their personal data and/or eventual breaches on their part of data protection regulations, obliging said participant to hold BEON harmless against any claim that may be filed as a result of such breaches.

Likewise, if in accordance with the mechanics of the CONTEST, the participant may also upload images or videos in which third parties (family, friends, etc.) appear, whoever carries out this option declares, under his/her responsibility, to have expressly informed of the transfer and processing of the personal data of the third parties that appear in the referred photographs or videos under the terms set forth in this stipulation. Likewise, the participant who uploads the photographs or videos will be solely and exclusively responsible for any adverse consequence and/or sanction that may arise from the absence of information from third parties to treat their image and/or eventual breaches on their part of the Organic Law 1/1982, of May 5, on civil protection of the right to honor, personal and family privacy and self-image and other implementing regulations, forcing the participant to hold BEON harmless against any claim that may be filed as a result of such breaches.

Once the CONTEST is over, and only in case the participant has expressly accepted it, BEON will keep the data provided by the participant in order to inform him/her about new promotions and products offered by BEON. Thus, and in compliance with

the provisions of Regulation 2016/679 of the European Parliament and of the Council of 27 April 2016, as well as with the applicable national regulations on data protection and Law 34/2002 of 11 July, on information society services and electronic commerce, the participant consents to BEON to receive commercial communications about future promotions or products offered by BEON. The recipient may revoke at any time the consent given to receive commercial communications by simply notifying the sender by contacting the Legal Department at the address given above in this stipulation of these Terms and Conditions.

The participant may exercise his/her rights of access, rectification, deletion, opposition, limitation of data processing and data portability. He/she may do so by sending a request to BEON Calle Balance, 16, Sevilla (Spain), or to the following e-mail address: hello@sunandbluecongress.com attaching a copy of his/her ID card or documentation proving his/her identity.

15.- RESERVATIONS AND LIMITATIONS

- 15.1 BEON reserves the right to cancel the present CONTEST or suspend it, or change some of its conditions if for technical or any other reasons beyond its control it is unable to comply with the normal development of the same, as stipulated in these Rules.
- 15.2 Likewise, BEON may declare the present CONTEST null and void if it detects irregularities in the participant's identification data.
- 15.3 BEON is not responsible for the veracity of the data provided by the participant. Therefore, if the data provided are not correct or have errors, BEON is not responsible for not being able to contact the potential winner to communicate the result or to manage the delivery of the prizes.
- 15.4 BEON will treat all the information received from the participants as private and confidential. After having carried out the appropriate analysis, if any participant requests in writing the return of the information provided to BEON to participate, it will be returned within 10 working days from the receipt of the written request.
- 15.5 BEON reserves the right to justifiably remove any user who defrauds, alters or disables the proper functioning and the normal and regulatory course of this CONTEST.
- 15.6 The participant expressly consents, and by the mere fact of participating in this CONTEST, that BEON may use his/her personal data, as well as exploit the photographs, videos and any other comments provided by him/her, for commercial and/or advertising purposes, without any territorial or time limitation, and without generating any remuneration in his/her favor. 15.7 The contents of any kind not related to the mechanics of the CONTEST may be eliminated and will not be entered in the CONTEST, as well as all those comments that do not respect these Rules or good manners, are comments of an illicit, vandalistic, pejorative, racist nature, incite violent acts, have an advertising nature unrelated to BEON's products and the company, and/or infringe the rights of third parties, including minors, weak social groups, people affected by handicapped people, and people with disabilities, racist, incite to violent acts, have an advertising character unrelated to BEON's products and the company, and/or infringe the rights of third parties, including

minors, weak social groups, people affected by handicaps and/or minorities, or have a religious, sexual and/or political content.

- 15.7 BEON excludes any liability for damages of any nature that may be due to the temporary lack of availability or continuity of the operation of the game or Web through which the participant participates in THE CONTEST, to the disappointment of the utility that users may have attributed to it, and in particular, but not exclusively, to failures in accessing the various pages, and sending participation responses via the Internet.
- 15.8 Where appropriate, third parties who are mentioned in the comments or whose images appear in photographs or videos uploaded, as well as the participant, must be of legal age.
- 15.9 The CONTEST is not sponsored, endorsed, administered or associated in any way with any social network.
- 15.10 The CONTEST is not sponsored, endorsed, administered or associated in any way with any social network.
- 15.11 By submitting their candidacy to the "SUN&BLUE Congress 2024 Awards", participants acknowledge that they are the owners and holders of the initiatives presented, as well as having implemented them within the stipulated deadlines, guaranteeing that they do not infringe the rights of third parties.
- 15.12 The participant authorizes BEON to reproduce, distribute, transform and publicly communicate the information provided to the CONTEST, as well as to use and disseminate their identification data as selected, finalist and/or winner, in any advertising and/or promotional activity related to this CONTEST, all in any medium (including, but not limited to, its digital exploitation) without such activities conferring any right to remuneration, consideration or economic benefit, with the exception of the delivery of the prizes won in accordance with these Rules. This authorization shall be granted for the maximum amount permitted in accordance with the regulations in force in the temporal and territorial scope.

The photographs, videos, recordings, phrases or comments that are shared must be original, declaring the participant to be the author of the same and to have obtained, where appropriate, the authorization of the persons whose image, video or phrase could have been used, for their publication in accordance with the mechanics of the CONTEST.

Additionally, the participant declares that the photographs, videos, recordings, phrases or comments do not violate the rights of third parties. BEON may eliminate any participant whose photographs, videos, recordings, phrases or comments (or, if applicable, tweets) may be illicit, may offend the sensibilities of third parties, present illicit activities, are offensive or violate the rights of third parties.

BEON shall be exonerated from any claim that may arise in this regard.

16 - APPLICABLE LAW AND JURISDICTIONAL SUBMISSION

BEON promotions are governed by the legislation in force in Spain.

For any controversy that may arise in the interpretation and application of these Rules, both BEON and the participant in this CONTEST, expressly submit to the jurisdiction of the Courts and Tribunals of Seville, waiving their own jurisdiction if any.

BEON reserves the right to take legal action against those persons who carry out any type of act that could be considered manipulation or falsification of the CONTEST.

17.- ACCEPTANCE OF THE RULES

The possible participant is informed that the simple fact of taking part in the CONTEST implies the total acceptance of the present Rules. The contrary manifestation on the part of the participant will imply the exclusion of the participant from the CONTEST and BEON will be released from the fulfillment of the obligation contracted with the participant.

In Seville, on May 28th, 2024.