

Terms and Conditions of the Survey

Pearls of the FMCG Market 2021



I. ORGANISER, PURPOSE OF THE SURVEY AND JURY

1. The **Pearls of the FMCG Market 2021** survey, hereinafter referred to as the “Survey” is organised by Wydawnictwo Gospodarcze Sp. z o.o. with its registered office in Warsaw, address ul. Wołoska 7, hereinafter referred to as the “Organiser”.

2. **The purpose of the Survey is:**

- to indicate new and significantly changed FMCG products with the biggest sale potential;
- to promote the quality and high standards in the activity of FMCG producers;
- to support the image of good brands and businesses operating in the FMCG sector

and as a result:

- to select the best among new and significantly changed FMCG products and award them the mark and title of **the Pearl of the FMCG Market 2021**;
- to select the most innovative new FMCG products and award them the mark and title of **the Pearl of the FMCG Market 2021**.

3. The Pearls of the FMCG Market 2021 is the Survey in which the representatives of retail chains and petrol station chains, hereinafter referred to as the “Jurors”, vote.

4. The Honorary Patron of the survey is Business Centre Club.

II. COURSE AND DURATION OF THE SURVEY

1. The Pearls of the FMCG Market 2021 Survey assesses the products/product lines introduced to the Polish market from 01.02.2020 to 01.03.2021.

2. The Pearls of the FMCG Market Survey is conducted once a year and consists of the following stages:

Stage I – Accepting submissions (from 27.01.2021 to 12.03.2021):

The Organiser accepts the submissions of products/product lines from producers, distributors, importers, hereinafter referred to as “Participants” for the Survey on the basis of the following set of documents sent back to the office of the Organiser:

- correctly completed Submission Form constituting Appendix 1 to these Terms and Conditions;
- photos of submitted products (in tiff or jpg format, white background, high resolution, collective photo in the case of product lines);
- signed Statement on having got acquainted with the Terms and Conditions and acceptance of the costs of promotion campaign in the case of winning the title “The Pearl of the FMCG Market 2021 Golden/Silver/Bronze” or “The Pearl of the FMCG Market Innovation of the Year 2021 Golden/Silver/Bronze”, referred to in item VI of these Terms and Conditions.

Submissions completed incorrectly or incompletely will not be qualified for the Survey.

The submitted photos will be used in the promotional materials of the Survey, for which the Submitter agrees. Each use of the photos will be free of charge.

Stage II – Verification of submissions (from 12.03.2021 r. to 26.03.2021): The Organiser shall verify the correctness and compliance of the submissions against the conditions set out in these Terms and Conditions.

The products/product lines qualified for each category will take part in the Survey. The Participant shall make a decision on qualifying a product/product line to a specified category. The selection may be corrected by the Organiser, of which the Participant will be informed.

Stage III – Providing Jurors' addresses to the Survey Participants and sending products: The Participants whose products/product lines have been qualified to take part in the Survey are obliged to deliver (at own cost) – to each Juror separately – one product taking part in the Survey – and to provide the Organiser by e-mail the confirmation of sending the products.

- a. Products not requiring refrigeration should be delivered between **19 April and 23 April 2021,**
- b. Products requiring refrigeration should be delivered specifically on 12 May 2021.

Stage IV – Voting (from 26.04.2021 to 21.05.2021):

The Jurors select the Survey Winners out of products/product lines qualified for the Survey, by completing and sending back the questionnaires to a dedicated e-mail address of the Organiser. Products/product lines will be assessed according to the following criteria:

- a. rotation and margin,
- b. technical specification of the product and packaging,
- c. marketing support.

Stage V – Verification of questionnaires and counting of votes (from 24.05.2021 to 28.05.2021).

Stage VI – Informing the Survey Winners of the results (1st, 2nd, 3rd place).

3. The information on the first, second and third places of the “Pearls of the FMCG Market 2021” Survey will be published in the catalogue “Zamów rynkowe Perły” (“Order Market Pearls”) (circulation: 70,000 copies) which will be distributed with the June edition of “Wiadomości Handlowe” magazine.

III. CONDITIONS FOR PARTICIPATION IN THE SURVEY

1. Submission of product/product line to the Survey is **free of charge**.
2. Companies that meet all of the following requirements may take part in the Survey:
 - they operate in the territory of Poland;
 - they are producers, distributors or importers of FMCG products available for mass sale;
 - they are directly related to the FMCG sector – they offer products available for mass sale;
 - the products/product lines submitted by them were introduced to sale or were significantly changed (in particular, the modification of the composition or packaging) in the period covered by the survey (from 1.02.2020 to 1.03.2021);
 - they will complete correctly all fields of the Submission Form and attach the photo of the product/product line of the required quality;
 - they will deliver the submission within the period from 27.01.2021 to 12.03.2021
 - they will sign and return to the e-mail address of the Organiser the Statement on having got acquainted with the Terms and Conditions and acceptance of the costs of promotional campaign in the case of winning the title “The Pearl of the FMCG Market 2021 Golden/Silver/Bronze” or “The Pearl of the FMCG Market Innovation of the Year 2021 Golden/Silver/Bronze”, referred to in item VI of these Terms and Conditions;
 - they will deliver to each of the Jurors one product taking part in the Survey in the period from 19.04.2021 to 23.04.2021 (and in the case of products requiring refrigeration on 13.05.2021);
 - they will provide to the Organiser by e-mail the confirmation of sending the products.
3. The following products may not take part in the Survey:
 - products which are the private label of the retail chain;
 - products that participated in the previous edition of the Survey;
 - product lines consisting of products with different features than provided for the category to which they have been submitted;
 - products present only in the HoReCa area;
 - limited editions.

4. Submission and participation in the Survey are tantamount to the acceptance of the Terms and Conditions and conditions of purchase of promotional package for the product/product line which has taken 1st, 2nd or 3rd place in the Survey (has been awarded the title of The Pearl of the FMCG Market 2021 Golden/Silver/Bronze or The Pearl of the FMCG Market Innovation of the Year 2021 Golden/Silver/Bronze).
5. Each Participant in the survey has a right to submit any number of new or modified products subject to items 6 and 7 of this section.
6. The Organiser in exceptional cases allows the possibility of having 2 products of the same brand in one category.
7. In one category, there may be a maximum of two products or one product line of a given brand.
8. If two products in a given category receive the same number of votes, they will be classified ex aequo.
9. Submission for participation in the Survey may not take place in any form other than by completing, until 12 March 2021, the Submission Form available on the Survey website.
10. The Organiser shall not be responsible for submissions that have not been qualified for participation in the Survey due to reasons beyond its control (e.g. when the submission is **incomplete** or has not been completed correctly).
11. The Organiser shall not be responsible for providing false data or data of a third party by the Survey Participants. If false data is provided, the right to award shall be withdrawn.
12. The Organiser shall not be responsible for the products which have not arrived to the Jurors or for damage to the shipments and products preventing the Jurors from assessment of the products.
13. The Participant has a right to withdraw or change its submission only until 12.03.2021.
14. The Organiser reserves the right to change the number of categories or their names and definitively assign a product/product line to particular categories in a situation where a given category cannot be created because not enough products/product lines have been submitted to it.
15. The Organiser reserves the right to make a decision to reject the submission due to the inconsistency of the submission and the data contained therein with the Terms and Conditions of the Survey and without giving a reason.
16. The Organiser allows the products/lines of products whose deadline for introduction to the Polish market exceeds up to one month the period adopted in item III.2 of these Terms and Conditions to take part in the Survey, provided that the product has not taken part in the previous edition of the Survey.
17. Submission for the Survey is tantamount to acceptance by the Participant of the conditions of these Terms and Conditions of the Survey. Each winner of the survey shall purchase the promotional package under the conditions described in section VI.
18. If the conditions of these Terms and Conditions are violated, the Organiser has a right to exclude the Participant from the Survey.

19. Submission of products/product lines for the Survey is tantamount to granting consent by the Participant for presenting them on the websites of the Organiser and Partners of the Survey, as well as in any information and promotional materials of the Survey.

IV. CATEGORIES OF SUBMISSIONS TO TAKE PART IN THE SURVEY

1. The Pearls of the FMCG Market 2021 Survey consists of 63 categories to which the companies may submit their new products.
2. The list of categories with the Form and Statement constitute an attachment to these Terms and Conditions.
3. The Survey Participant has a right to submit a product/product line simultaneously to the category to which the given product/product line qualifies and to the category "Food Innovation 2021" or "Chemical Innovation 2021", if the product/product line has innovative features.

V. RULES OF VOTING

1. The Organiser selects and invites the representatives of the retail chains operating in Poland to take part in the Pearls of the FMCG Market 2021 Survey as Jurors.
2. Only representatives of retail chains who have confirmed to the Organiser their participation in the Survey as a Juror participate in the voting for products qualified for the Survey.
3. The full list of Jurors can be viewed at the office of the Organiser:

Wydawnictwo Gospodarcze Sp. z o.o.
ul. Wołoska 7 bud. MARS
02-675 Warsaw

on the Survey website at:

<http://wh.perlyrynku.pl/jury/>

4. The Jurors make their selections on the basis of the criteria adopted for the survey, based on the products received from the Survey participants qualified for the Survey, and indicate their selections in the questionnaire provided by the Organiser.

The Jurors send back the completed questionnaires by email to the following address:

zgloszenia@perlyrynku.pl

VI. THE RIGHT TO USE THE MARK AND TITLE The Pearl of the FMCG Market 2021 / The Pearl of the FMCG Market Innovation of the Year 2021

1. The Organiser will provide (under the license) the perpetual right to use the following mark and title in marketing activities: The Pearl of the FMCG Market 2021 (Golden/Silver/Bronze) and/or The Pearl of the FMCG Market – Innovation of the Year 2021 (Golden/Silver/Bronze) only to the Winners of the Pearls of the FMCG Market 2021

Survey whose products were awarded the 1st, 2nd or 3rd place in the individual categories:

- **The winners of the first place of the Survey** will be awarded the title and mark **The Pearl of the FMCG Market 2021 Golden** or **The Pearl of the FMCG Market Innovation of the Year 2021 Golden**.
 - **The winners of the second place of the Survey** will be awarded the title and mark **The Pearl of the FMCG Market 2021 Silver** or **The Pearl of the FMCG Market Innovation of the Year 2021 Silver**.
 - **The winners of the third place of the Survey** will be awarded the title and mark **The Pearl of the FMCG Market 2021 Bronze** or **The Pearl of the FMCG Market Innovation of the Year 2021 Bronze**.
2. **The condition of transferring by the Organiser the right to use the mark and title is paying for the promotional package in marketing activities, referred to in item section 6 item 3 of these Terms and Conditions.**
3. **The rules of using the mark and title The Pearl of the FMCG Market 2021/The Pearl of the FMCG Market Innovation of the Year 2021:**

The winner of the Survey obtains the **right to use the logo and title** The Pearl of the FMCG Market 2021 (Gold/Silver/Bronze version) and/or The Pearl of the FMCG Market – Innovation of the Year 2021 (Gold/Silver/Bronze version) according to the place taken, after paying for the promotional package:

- a) **1st place** mark and title The Pearl of the FMCG Market 2021 **Golden** or The Pearl of the FMCG Market – Innovation of the Year 2021 **Golden**. Price of the package: PLN 14,500 + VAT.

The licence package includes:

- **Perpetual right to use the mark and title** The Pearl of the FMCG Market 2021 Golden or The Pearl of the FMCG Market Innovation of the Year 2021 Golden;
- **advertising in the format – CENTRE SPREAD – 2 x Full Page** for the communication related to the awarded product/product line in the SPECIAL EDITION OF THE EXCLUSIVE CATALOGUE “**ORDER MARKET PEARLS**”, which will be distributed with the June edition of “Wiadomości Handlowe” (circulation 70,000 copies);
- **promotion on the website** www.wiadomoscihandlowe.pl

- b) **2nd place** – mark and title The Pearl of the FMCG Market 2021 **Silver** or The Pearl of the FMCG Market – Innovation of the Year 2021 **Silver**. Price of the package: PLN 12,500 + VAT.

The licence package includes:

- **Perpetual right to use the mark and title** The Pearl of the FMCG Market 2021 Silver or The Pearl of the FMCG Market – Innovation of the Year 2021 Silver;

- **advertising in the format – CENTRE SPREAD – 2 x Full Page** for the communication related to the awarded product/product line in the SPECIAL EDITION OF THE EXCLUSIVE CATALOGUE “**ORDER MARKET PEARLS**”, which will be distributed with the June edition of “Wiadomości Handlowe” (circulation 70,000 copies);
 - **promotion on the website www.wiadomoscihandlowe.pl**
- c) **3rd place** – mark and title The Pearl of the FMCG Market 2021 **Bronze** or The Pearl of the FMCG Market Innovation of the Year 2021 **Bronze**. Price of the package: PLN 10,500 + VAT.

The licence package includes:

- **perpetual right to use the mark and title** The Pearl of the FMCG Market 2021 Bronze or The Pearl of the FMCG Market – Innovation of the Year 2021 Bronze;
 - **advertising in the format – CENTRE SPREAD – 2 x Full Page** for the communication related to the awarded product/product line in the SPECIAL EDITION OF THE EXCLUSIVE CATALOGUE “**ORDER MARKET PEARLS**”, which will be distributed with the June edition of “Wiadomości Handlowe” (circulation 70,000 copies);
 - **promotion on the website www.wiadomoscihandlowe.pl**
4. **In the case of taking 1st, 2nd or 3rd place in several categories, the Winner has a right to choose for which awarded product/product line they will purchase the licence package.**
 5. In the case of taking 1st, 2nd or 3rd place in several categories, the Winner has a right to purchase the promotional package for all awarded products.
 6. The winners undertake to use the trademarks registered in the Patent Office: The Pearl of the FMCG Market 2021 (Golden/Silver/Bronze version) and/or The Pearl of the FMCG Market – Innovation of the Year 2021 (Golden/Silver/Bronze version) only in accordance with the form, size and graphic design provided by the Organiser.
 7. The right to use the mark and title: The Pearl of the FMCG Market 2021 (Golden/Silver/Bronze) and/or The Pearl of the FMCG Market – Innovation of the Year 2021 (Golden/Silver/Bronze) may not be transferred to any third parties.
 8. The right to use the mark and title: The Pearl of the FMCG Market 2021 (Golden/Silver/Bronze) and/or The Pearl of the FMCG Market – Innovation of the Year 2021 (Golden/Silver/Bronze) may not be transferred to any products not taking part in the Survey.
 9. Transferring the right to use the mark and title shall be made by signing the LICENCE document, only after the Winner has paid the licence fee to the account indicated by the Organiser.

10. The purchase of the promotional package entitles the Winners of three first places of the Survey to a perpetual right to use the mark and title to which the licence package relates.
11. Detailed information on the rights and restrictions to use the mark and title: The Pearl of the FMCG Market 2021 (Golden/Silver/Bronze) and The Pearl of the FMCG Market – Innovation of the Year 2021 (Golden/Silver/Bronze) is included in the separate Terms and Conditions.
12. The Survey participants, as well as the Survey Winners will not obtain the right to use the general mark of the survey, its name and title of the Pearl of the FMCG Market and will not receive the right to use the mark and title of the Pearl of the FMCG Market 2021/Pearl of the FMCG Market – Innovation of the Year 2021.
13. Any graphic use of the Survey logo, name or granted title without the purchase of the promotional package shall result in the obligation to pay to the Organiser the cash penalty of PLN 25,000 (for each case of breach) and indefinite exclusion of the Participant (and any other entities acting against these Terms and Conditions) from the Pearl of the FMCG Market Survey.
14. If the User resigns from the participation in the Survey after the positive verification of submission, they are obliged to pay to the Organiser the cash penalty of PLN 25,000.

VII. PARTICIPATION OF OTHER ENTITIES, SPECIAL AWARDS:

1. As part of the “Pearls of the FMCG Market 2021” Survey also special awards will be granted: “Pearls of the FMCG Market 2021 – Premiere” and “Pearls of the FMCG Market 2021 – Debut”.
2. Only producers/distributors of products which are not currently distributed on the Polish market can apply for the title and mark of the “Pearl of the FMCG Market 2021 – Premiere”.
3. Only producers/distributors of products which for the first time launched distribution on the Polish market no earlier than in the period covered by the survey can apply for the title and mark of the “Pearl of the FMCG Market 2021 – Debut”.
4. The aim of selecting the winners of the survey: “Pearl of the FMCG Market 2021 – Premiere” and “Pearl of the FMCG Market 2021 – Debut” is to provide to both producers and retail chains information on products with the big sale potential on the Polish market.
5. Other rules of participation in the survey “Pearl of the FMCG Market 2021 – Premiere” and “Pearl of the FMCG Market 2021 – Debut”, including: course and duration of the survey, conditions for participation in the survey, rules of voting, the right to use the mark and the title (versions Golden/ Silver/ Bronze), are identical to those specified for the “Pearls of the FMCG Market 2021” survey in section II-VI of these Terms and Conditions.

VIII. FINAL PROVISIONS

1. The Terms and Conditions of the Survey can be viewed at the office of the Organiser:
Wydawnictwo Gospodarcze Sp. z o.o.
Ul. Wołoska 7

02-675 Warsaw

on the Survey website at:

<http://wh.perlyrynku.pl/o-badaniu/>

2. In the matters of interpretation of provisions and requirements of the Terms and Conditions, the decisions shall be made by the Organiser.
3. Any questions and remarks can be directed to the official e-mail address of the Survey:
zgloszenia@perlyrynku.pl
4. If the Participant violates the Terms and Conditions of the Survey, they will be excluded from participation in the Survey.
5. Any disputes relating to the course of the Survey and other issues associated therewith, including in particular the use of each version of the logotype The Pearl of the FMCG Market 2021 and The Pearl of the FMCG Market – Innovation of the Year 2021 will be resolved by the court competent for the registered office of the Organiser.
6. Submission by the Participant of the product to take part in the Survey is tantamount with their consent for the conditions specified in these Terms and Conditions.
7. The Organiser reserves the right to change the schedule of the Survey, of which it will inform the Participants by e-mail to the address indicated in the submission.

Warsaw, 27.01.2021