

**REGULATIONS OF THE 2022 EDITION OF THE CHARITY EVENT CALLED
“BAROLO EN PRIMEUR”**

Clause 1 Object

1.1 The Cassa di Risparmio di Cuneo Foundation (hereinafter, the “CRC Foundation”), together with the CRC DONARE ETS Foundation (hereinafter, jointly the “Foundations”) and the Consortium for the Protection of Barolo and Barbaresco wines (hereinafter, the “Consortium”), are organising their yearly invitational charity event to raise money to support charitable projects identified by the Foundations. The funds collected at the event will all be devolved in accordance with the same Foundations’ statutory functions.

1.2 The 2022 edition, which is the second edition of this charity event organised by the Foundations, will be collecting donations to support certain projects of general interest and social utility (the “Projects”).

Clause 2 Charity event venue and date - how to participate

2.1 The event will be held at the Castle of Grinzane Cavour on 28 October 2022, at a time to be announced.

2.2 The charity meeting will begin only on condition that there are at least two participants present at the event.

2.3 Donations in favour of the Projects may be made in person by the participants present in the room - by a show of hands - or, for those who cannot physically be present in the room, in writing, online or by telephone as provided for below.

2.4 To submit bids either in writing, online, or by telephone, it is necessary that the relevant form published on the Foundations’ websites (www.fondazionecrc.it or www.fondazionecredonare.it) be completed in full, signed and submitted by 11:59 p.m. on Thursday 27 October 2022 by e-mail, to the following addresses, info@fondazionecrc.it or info@fondazionecredonare.it. A copy of the bidder’s identity document and tax code must be attached to the form. If a bid is made in the name of or on behalf of a company or entity, documentation proving the powers of representation of the natural person completing and signing the form is also to be attached.

2.5. In the case of written bids, the tenderer must also indicate the amount he or she intends to bid and the specific Project he or she intends to support.

2.6 For telephone bids, the bidder shall also indicate the telephone number at which he or she wishes to be contacted during the event and the relevant Project he or she intends to support. Telephone bids will be announced in the room by the operator in contact with the bidder over the phone.

The request to use the telephone bidding service will be subject to the availability of telephone lines and staff in adequate numbers. In the absence of such availability, participants will be allowed to submit written bids. The Foundations shall not be liable to the bidders if the telephone connection is not available.

2.7 Bidders who wish to participate in the charity event online must fill in the appropriate form, also indicating his or her telephone number, and then they are to access the special digital platform made available for web participation, according to the instructions found on the aforementioned websites or in any event provided by the dedicated staff. Online bids will be announced in the room by the operator who is in contact with the bidder.

The Foundations shall not be liable to the bidders if the Internet connection is not available or malfunctions. If the Internet connection is not available or malfunctions, participants will still be permitted to bid by telephone, subject to the availability of telephone lines and staff in adequate numbers.

Clause 3 Procedures for conducting the event

3.1 This charity event will be conducted by Christie's (International) S.A. Italian Branch (the Auctioneer). The charity event will be divided into 14 different fundraising moments, each of which will correspond to a specific Project.

3.2 The Auctioneer will conduct the event starting from a minimum donation of at least €15,000.00 (fifteen thousand/00 euros), for the 14 different fundraising moments.

3.3 Each bid shall be understood to be 10% higher than the previous one. However, the Auctioneer may decide, at his or her sole discretion, to also admit bids with a lower or higher increase.

3.4 The Auctioneer shall identify the highest bidder for each of the different fundraising moments.

3.5 For each of the different fundraising moments through which the event will take place, once the event is over, the person who is the highest bidder shall settle the donation offered by payment to the Foundation, either by credit card or bank transfer, as the case may be.

CRC DONARE, which will either allocate the entire amount to the third-party beneficiary entity that will be carrying out the Project the bidder has chosen to support, or directly to that third-party entity.

3.6 As a token of gratitude for the generosity shown in favour of the Project, and as a donation from the CRC DONARE ETS Foundation, the highest bidder will receive the contents of the barrel matched to the fundraising moment in which he or she participated. Of course, the value of the contents of the barrel will be entirely unrelated to the amount donated by the highest bidder.

3.7 The contents of the barrel of which the highest bidder will have become the owner will be kept, in agreement with the same, at Cantine Ascheri, located in Bra (CN), at Via Piumati no. 23. This will allow the ageing process to be completed in accordance with the “Barolo” Controlled and Guaranteed Designation of Origin (D.O.C.G.) production regulations. The wine, already bottled and labelled, may be withdrawn at the end of this process, in accordance with the procedures to be agreed upon, starting from 10 January 2025, upon presentation of the named title specifically issued at the end of the auction.

Clause 4 - Further fundraising events

4.1 Beginning with the 2022 edition, the *Barolo En Primeur* charity event will provide for the collection of funds in favour of the Alba Oenology School and the initiatives/projects it undertakes.

4.2 To this end, 10 additional fundraising events have been planned, with differentiated auction starting prices.

4.3 Donated by the CRC DONARE ETS Foundation, as a token of gratitude for the generosity shown in favour of the Alba Wine School initiatives, the highest bidder will receive the contents of bottles/magnums/jeroboams divided into communal batches. These batches will be made up of contributions from the different participating producers (Treiso-Alba, Neive, Barbaresco, Novello, Roddi-Verduno, La Morra, Castiglione Falletto-Diano d’Alba, Manforte d’Alba, Serralunga d’Alba and Barolo), which will be matched to the fundraising event in which the bidder participated. Of course, the value of the contents of the bottles/magnums/jeroboams will be entirely unrelated to the amount donated by the highest bidder.

4.4 The contents of the aforementioned bottles/magnums/jeroboams of which the highest bidder will have become the owner will be kept, in agreement with the highest bidder, at the respective Cellars from which the aforementioned communal batches were contributed. This will allow the ageing process to be completed in accordance with the “Barolo” Controlled and Guaranteed Designation of Origin (D.O.C.G.) production regulations. The wine may be withdrawn at the end of this process, in accordance with the procedures to be agreed upon, all through the year 2025, upon presentation of the named title specifically issued at the end of the event.

4.5 As far as they are compatible, the provisions of these Regulations shall apply to the 10 additional fundraising events referred to in this Clause.

Clause 5 Publicity

5.1 These Regulations are being published on the Foundations' websites (www.fondazioneerc.it; www.fondazioneercdonare.it)

5.2 Participation in the event implies unconditional acceptance of these regulations.

Clause 6 Processing of personal data

6.1 Personal data collected during the charity event will be processed by the Foundations in the manner and for the purposes indicated in the information notice published on the Foundations' websites, in accordance, where necessary, with the consent given by the participant.

Clause 7 Applicable law and court of jurisdiction

7.1 These regulations as well as the donations contemplated herein are governed by Italian law.

7.2 Any dispute arising in relation to the application, interpretation, and performance of these regulations and the related charity event shall be deferred to the exclusive jurisdiction of the Court of Cuneo.