

DFDS 150th Anniversary Poster Competition - OFFICIAL RULES

Overview

Carrying on a long tradition of graphic posters celebrating the ships of DFDS, we invite illustrators, artists, graphic designers and individuals with artistic talent from around the world to submit ideas for a poster celebrating DFDS' 150th anniversary. Our posters have traditionally covered only the shipping side of our business, but we would like this special 150th anniversary poster to depict our business as a whole. A creative vision of the modern DFDS in the connected world. Moving goods, moving people.

About:

DFDS is northern Europe's largest integrated shipping and logistics company. We operate a network of 30 routes with 50 freight and passenger ships and provide freight and logistics services in Europe with trailers, containers, and rail.

DFDS has 7,000 employees in 21 countries, and revenue is about DKK 12 billion. The company was founded in 1866, is headquartered in Copenhagen, and is listed on NASDAQ OMX Copenhagen.

When

The competition will begin September 2016 (exact date can vary by market) and end October 25, 2016 at midnight CET, for all markets.

How to enter

To enter, you simply create an outstanding poster celebrating the 150th Anniversary of DFDS and submit it as a PDF or JPG file to 150@dfds.com. If your file size is very large, we recommend that you send it via WeTransfer to ensure that it arrives safely and on time.

Entries may not be revised or altered once submitted.

How to win

Every person can submit multiple entries to the challenge, but only one (1) entry per person will be considered when the finalists are selected. A set of finalists will be selected by a jury of international professional art experts and representatives from DFDS. This jury will be made public before the end of the competition.

The winning entries will be judged by the jury upon the overall theme for the competition: **Moving goods, moving people.**

The jury will give priority to:

- Graphical and visual creativity
- Visionary creativity
- The re-interpretation of the role of the travel poster as a medium

We want you to make your poster as awesome as possible. However, you need to consider the following when creating your poster:

- The poster must include the DFDS logo (the Maltese cross).
- The DFDS blue must be used (CMYK 100-45-03-83) or close to.
- The finished poster size will be 70cm x 100cm, so please keep that in mind.
- The poster must be in English.

- Copies of/or in other ways infringements relating to any existing third party property or any other intellectual property right will not be eligible for the competition.
- Entry posters should reflect your creation only, and should not show recognizable features of any person or any commercial product other than those associated with DFDS.
- Entries that are obscene, vulgar, sexually explicit, pornographic, lewd, derogatory, inappropriate, or otherwise not in good taste, as determined by DFDS in their sole discretion will not be eligible for the competition.

The finalists and the winner will be selected by an internationally recognized jury and contacted directly by DFDS.

The winner will be announced in November 2016. The odds of winning will depend on the skill and talent of the entrant, and on the number of eligible contest entries received during the contest period.

Prize Details

Prizes will be awarded as follows:

1st prize – €3500 and a deluxe mini-cruise package between Amsterdam – Newcastle or Copenhagen – Oslo.

Semi-finalists: €650 + their work featured in a set of postcards

The top prize has a maximum total estimated price value of €4300.

Who May Participate

Open to all persons 18 years of age or older as of the competitions closing date, also DFDS employees, except for residents of Quebec or any other sanctioned country and where prohibited or restricted by law.

Identity of DFDS

This Competition is sponsored by DFDS A/S, Sundkrogsgade 11, 2100 Copenhagen Ø, Denmark.

“DFDS” means DFDS A/S and/or any group, subsidiary, associated or connected companies to the same (hereinafter collectively referred to as “DFDS”).

Intellectual property rights

DFDS shall without limitation be entitled to use the poster in whole or in part and for commercial use in all media markets where DFDS is represented or wishes to be represented.

You waive any rights that you may have relating to the work and you accept that the work shall be the exclusive property of DFDS and assigns with full title guarantee to DFDS such as copyrights and any other intellectual property rights to the work for no further consideration.

DFDS shall use commercially reasonable efforts to credit you, but shall have no liability for lack of credit. You accept and waive any right to object to the fact that it is common business practice for commercial uses that you are not credited.

Furthermore, you agree not to publish or use the work in any manner or medium, unless DFDS in writing has permitted such use.

You will not receive any payment for the transfer of your entry or any intellectual property rights, nor will you receive any payment for any products that may be sold in connection hereto.

DFDS can use the entry and any intellectual rights deriving from the posters without any limitations via all forms of media now known or hereafter devised, worldwide, in perpetuity, without notice to you and without compensation.

Data Protection

Personal data relating to entrants will be used only for the purpose of this competition unless otherwise accepted by you.

By entering the Competition, you explicitly confirm that you consent to your personal data being held and used by DFDS in accordance with our Privacy Policy, which can be found [here](#).

General Terms and Conditions

Prizes are non-transferable and there are no alternatives. Any applicable taxes, governmental fees, and other expenses resulting from the prize are the sole responsibility of the Prize Winner unless otherwise stated. DFDS reserves the right to substitute a prize of equal or greater value in the unlikely event that it becomes impractical to award the stated prize. The prizes will be provided no later than 6 - 8 weeks after the winner is announced. The winner is deemed to have received the prize on the day it was shipped.

All entry materials become the property of DFDS and will not be acknowledged or returned. False, harmful and/or deceptive entries or acts shall render entrants ineligible.

By entering, each entrant agrees to be bound by these Official Rules and the decisions of the jury, which are final. Entrants who reserve the right, in their sole discretion, to substitute a prize of equal or greater value, if any prize, or any portion of any prize, will not be eligible for the competition.

Entrants agree to release, discharge and hold DFDS, its directors, officers, employees and assigns, harmless from and against any and all liability and damages associated with or arising out of an entrant's participation in this Competition.

Any Winner who declines to accept a prize, has violated any of these Official Rules, does not respond to the award notification within the specified time, or is found to be ineligible will be disqualified and an alternative Winner shall be chosen.

DFDS reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Competition or to be acting in violation of these Official Rules or in an unsportsmanlike or disruptive manner.

DFDS is not responsible for any incorrect or inaccurate entry information; human error; typographical or transcription error; technical malfunctions; failures, omission, interruption, deletion, or defect of any telephone network computer online systems, computer equipment, servers, providers, or software, including any injury or damage to participant's

or any other person's computer relating to or resulting from participation in this competitions; inability to access any web site, theft, tampering, destruction, or unauthorized access to, or alteration of entries; or transactions that are processed late or incorrectly or are incomplete or lost due to computer or electronic malfunction or traffic congestion on the Internet or on any web site, or printing or other errors.

In case of dispute, contest entries will be deemed to have been submitted by the owner of record for the email address from which the entry was submitted.

Jurisdictional and venue issues

These rules are governed by and construed in accordance with the laws of Denmark, without giving effect to any principles of conflicts of law. You agree that any action at law or in equity arising out of or relating to these rules must be filed, and that venue properly lies, only in Denmark, and you hereby consent and submit to the personal jurisdiction of such courts for the purposes of litigating any such action.