

General Conditions of Purchase and Access

EICMA SPA (hereinafter, also "EICMA"), organizer of the 82nd INTERNATIONAL TWO-WHEELER EXHIBITION (hereinafter, "Event") to be held at Rho Fiera Milano (hereinafter, "Trade Fair District") from November 4 to 9, 2025 has adopted the general conditions set forth herein (hereinafter, "General Conditions") for the purpose of regulating the rules of conduct of visitors, operators, journalists and other users (hereinafter, "Visitors") accessing the Exhibition Grounds during the Event as well as the modalities to obtain the related admission tickets.

The General Conditions are also supplemented by the Regulations of Fiera Milano S.p.A., available at <https://visitors.fieramilano.it/en>

1. MODALITIES TO OBTAIN AN ENTRY TICKET

1.1. Website for the purchase of tickets

Through the website www.eicma.it the general public wishing to visit the exhibition can purchase tickets for the Event. In order to make the purchase through the aforementioned site, it is necessary to proceed with the registration of data as a buyer and as a ticket holder. Tickets can also be purchased in paper form at the Exhibition Grounds.

1.2. Security

EICMA reserves the right to cancel a purchase order if for any reason the purchase, sales and banking security parameters are not met. This will be notified by email and the amount paid for the purchase will be refunded in full.

1.3. Purchase confirmation

The purchase procedure ends with the display confirming the purchase and with the receipt of a confirmation email to the address indicated during registration. In case of non-delivery of the confirmation email, please check your junk mail (spam) folder. You can receive assistance by writing to eicma@pg-mc.com.

1.4 Operator and Journalist/Media Admission

Through the website www.eicma.it it is possible for operators and journalists/media to obtain access passes through the page dedicated to them and after registration. Once approval has been obtained by email, foreign operators and media will receive the admission ticket, while Italian operators will receive a link to access the Fiera Milano portal to purchase the ticket.

1.5 Days reserved for operators and journalists/media.

Admission to the Event on the first two days of the event is reserved for operators and journalists/media aged 18 years or older.

2. TICKETS AND ACCESS PASSES

2.1. Duplication/Falsification

EICMA is not responsible for any attempts to duplicate/falsify tickets and passes. Scanners at the entrance read unique ticket and passes codes; you cannot re-enter using the same code.

2.2. Loss/Theft/Transfer to third parties

In case of loss, theft, deterioration and destruction of the ticket, EICMA will not replace or re-issue the ticket. The admission ticket may not be transferred or given to third parties for commercial, advertising or promotional purposes.

2.3. Print

Tickets and passes are electronic(.pdf) and must be downloaded from your account and printed. It is recommended not to resize the ticket when printing so as not to make the bar code unreadable. In case of reading problems, it is the responsibility of the holder to re-print the ticket.

2.4. Withdrawal

There is no right of withdrawal from the purchase of tickets made online since it is the provision of leisure services for which the supplier undertakes to provide such services on a specific date or within a predetermined period (Art. 59 Legislative Decree 206/2005).

2.5. Refund

Tickets are not refundable and/or changeable, not even in case of partial cancellation of the Event.

2.6. Access

The ticket and pass entitles the Ticket Holder to attend the Event on the day and at the times specified on the ticket. The Ticket Holder is in charge of keeping the Ticket and pass in excellent condition throughout the duration of the Event.

2.7. Sale of tickets

Sale of tickets and passes by the buyer is strictly prohibited; Tickets may not be resold and may not be cancelled, exchanged or refunded under any case or circumstances. The Ticket, for which the purchase, payment or access itself has been disputed, shall be deemed invalid. The Ticket Holder must in this case purchase another Ticket at the prices and conditions applied on the days of the Event in order to gain access.

3. ACCESS, BEHAVIOR RULES AND PROHIBITIONS

3.1. Access requirements

All Visitors, at the time of registration or otherwise as a result of any inquiries made in the Fairgrounds by personnel assigned by EICMA, must provide truthful information about their identity and activities. In case of false statements, the person concerned will be prosecuted as prescribed by the Law. In any case, EICMA reserves the right, at its sole discretion, to refuse entry to Visitors it deems inappropriate, also with regard to the assessments of the Authority of Public Security.

3.2. Rules of behavior

The Visitor is required to comply with the General Conditions, as well as with the Regulations of Fiera Milano S.p.A., as well as any additional rules that EICMA may deem to adopt, also due to participation in specific activities. In addition, in order to access the Event and remain within the Exhibition Grounds, Visitors must behave in a manner consistent with regulations regarding public order and safety and not pose a threat to the safety of the Event in general or to the visiting public. Visitors also may not purchase merchandise on display except in the Temporary Bikers Shop, the only sales area authorized by Eicma. Upon exiting, control personnel will reserve the right to request purchase receipts for appropriate verification.

For their own safety and the safety of any accompanied minors, Visitors are required to exercise the utmost care, caution and diligence within the Event. Minors under the

age of 14 may enter the Event in the days of opening to the general public, that is, starting from the third day, (ticketed) only if accompanied by an adult guardian.

3.3. Prohibitions

Any behavior that may generate dangerous situations and/or endanger the personal safety of Visitors or third parties and/or any behavior contrary to public order and/or morality and/or that may, in any way, disrupt the smooth running of the Event and the activity of EICMA is prohibited inside the Exhibition Center, including, for example:

- smoking in areas that are not reserved for that purpose
- gambling, unauthorized collection of money
- promotional activities (individual or group)
- any form of advertising or marketing activity carried out by any means and not authorized by the competent offices of EICMA
- any form of protest activity (including those related to political, associational, trade union or religious bodies)
- unauthorized transmission and/or recording of data, for commercial purposes, through cell phones or other instruments (video cameras, photo cameras, recorders, etc.)
- access by unauthorized reporters and journalists with recording equipment and/or video cameras, photo cameras
- attempts to gain access to restricted areas
- requesting money or other goods without being authorized (e.g. for music or entertainment activities at the entrance or inside the venue, begging, ticket touting, etc.).

Also prohibited, unless authorized by EICMA, is any form of entertainment (such meaning any form of exhibition, show, event or other form of entertainment including shooting activities by influencers, etc.) and the launching of products that may cause injury and/or physical harm to persons.

No introduction is allowed inside the Exhibition Grounds of:

- Firearms and other instruments that may be offensive or harmful to the physical and/or mental safety of persons (including but not limited to: pistols, explosive devices, pyrotechnic devices, smoke bombs, toy weapons, reproductions and imitations of firearms that can be mistaken for real weapons, electric shock batons, chemicals, gases and sprays capable of producing disabling or immobilizing effects, acids and animal repellents, knives, blades, cutters, scissors, etc. ...);
- Trumpets and musical instruments of any kind, megaphones and other sound emitting or amplifying systems and other objects that may pose a danger to the safety of those present within the Exhibition Grounds and cause a disturbance, i.e. impair the smooth running of the Event;
- Narcotics, poisons, noxious substances, flammable materials, paints or other soiling materials.

Violation of the aforementioned provisions will be reported by EICMA to the competent Authorities and will be considered by EICMA as a serious breach of the obligations undertaken by the Visitor who will be removed from the Event - with consequent indemnity

liability on the part of the latter for all damages, including image damages, that EICMA may suffer.

3.4. Checks

Visitors, as an indispensable condition for access to the Event, give their consent to security checks, possibly including the use of metal detectors, before and during their visit to the Exhibition Grounds. In the context of said control and security activities, in order to prevent the undue introduction into the Event of materials and substances prohibited by the General Conditions or the Regulations of Fiera Milano S.p.A., Visitors may be asked to show the contents of bags, backpacks or any other luggage or personal items carried.

Visitors agree that in the performance of their control duties, the security and control personnel employed by EICMA, among other things, will carry out the following activities:

- controls at the time of public access: garrisoning the entrances to the Event and regulating the flow of the public;
- verification of possession of a valid admission ticket and, in the case of a named ticket or a minimum age for access (in case on minors under 18, failing to show an ID can imply the impossibility to enter the Event), verification of the identification document, and compliance with the provisions governing access;
- general visual control of persons, aimed at verifying the possible introduction of substances prohibited by the General Conditions, with possible communication to the Police and other competent Authorities or public facilities;
- controls within the areas involved in the holding of the Event: generic observation activities to verify compliance with the provisions, prescriptions or rules of conduct established by public or private entities;
- participation in first intervention procedures, which does not involve the exercise of public functions, nor the use of force or other means of coercion or exposure to risk profiles, aimed at preventing or interrupting conduct or situations potentially dangerous to the safety or health of persons. This is without prejudice to the immediate reporting to the Police Forces and other competent public authorities or facilities, to which, upon request, the utmost cooperation must be given.

3.5. Evacuation

In the interest of public safety, EICMA reserves the right to request to leave the Exhibition Grounds, or parts thereof, at any time. At the end of the event, Visitors must make their way in an orderly manner to the designated emergency exits. No admission or re-admission is permitted before or after the conclusion of the Event.

4. CANCELLATION - RESCHEDULING OF EVENT

EICMA reserves the right to cancel and/or reschedule the Event and/or related events scheduled on its calendar.

Visitors also acknowledge that certain facts such as adverse weather conditions, security and public order reasons, force majeure or other factors not attributable to EICMA may result in the cancellation or rescheduling of dates and times of the Event.

In such cases, all liability of EICMA for any costs, charges, expenses, damages incurred by the Interested Party in view of participation in the Event is excluded.

Similarly, EICMA shall in no way be held liable for any cost, burden, expense, damage incurred by the Interested Party in view of participation in the Event in the event that the Visitor, for reasons beyond EICMA's control, does not attend the Event.

5. VIDEOS, PHOTOGRAPHS AND RECORDINGS

Visitors, by attending the Event, are accessing a "place of public character".

Visitors, by attending the Event, are accessing a "place of public character".

In this regard, EICMA informs that, through its own personnel and/or specifically appointed professionals, it may proceed to acquire photographic images and/or generic video footage, to document and promote by any means the Event (and, therefore, among other things, on its website, on its social media channels, on related editorial products and on any other printed and digital information support) and that third parties previously authorized by EICMA (e.g. Sky) will make audio/video recordings of the Event. By participating in the Event, Visitors, for themselves and for any minors for whom they have parental authority, agree to be photographed and/or filmed in a recognizable manner.

Visitors will not be entitled to any consideration or compensation whatsoever for the use of the above materials.

Visitors also acknowledge that, as indicated by appropriate signs, all areas outside and inside the Fairgrounds, for security reasons, are subject to video surveillance. Images taken through such systems may be made available to the judicial authorities or law enforcement agencies upon request.

Images, videos, and sound recordings made by Visitors during the Event may not be used except for domestic and private purposes. Therefore, Visitors may not, among other things, market, grant for use to third parties (free of charge or otherwise), broadcast, air, publish, or otherwise exploit such material.

6. DAMAGES AND LIABILITY

EICMA assumes no liability for damages arising to Visitors for facts not attributable to EICMA itself nor for damages caused by Visitors to third parties and/or their property.

EICMA cannot be held responsible for consequences arising from the careless or negligent behavior of Visitors; Visitors are in any case required to observe the utmost diligence and prudence while participating in the Event.

Any incident involving Visitors must in any case be reported immediately to the supervisory staff for direct checks on the state of the places and things and for the relevant documentary certifications; in any case, the failure of Visitors to report immediately relieves EICMA of any possible liability towards Visitors. EICMA, moreover, cannot be held liable for unforeseeable and/or indirect damages suffered by Visitors who in any case waive any right to claim damages resulting from

accidents or damages of any kind attributable to their presence during the Event

7. PROTECTION OF PERSONAL DATA

The personal data of Visitors, including any data provided at the time of access to the Event, and their images pursuant to Article 4 above, will be processed by EICMA as Data Controller in accordance with the information provided by them pursuant to Article 13 of European Regulation No. 2016/679 ("GDPR"), accessible on the EICMA website (www.eicma.it)

8. GENERAL PROVISIONS

The General Conditions, brought to the due knowledge of the Visitors through the display at the entrance and inside the fairgrounds and on the website, represent the only existing contract between the Parties. By obtaining an admission ticket and exhibiting it upon entry to the reception staff, Visitors confirm and accept the General Conditions.

The General Conditions, drafted in Italian as the official language, are governed exclusively by Italian law. Any dispute concerning the General Conditions shall be devolved exclusively to the jurisdiction of the Court of Milan, without prejudice to the application of the mandatory rules of law.

EICMA SPA reserves the right to modify the General Conditions at any time. Updated copies of the General Conditions will be disseminated within the event's website www.eicma.it, as well as in the Exhibition Districts, and will be effective immediately upon disclosure.