

Official Rules

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED OR RESTRICTED BY LAW.

The Contest is not sponsored or administrated by or associated with Instagram ("Instagram") You understand that you are providing information to the Sponsor (defined below) and not to Instagram. Instagram is hereby completely released of all liability by each entrant in this Contest. Any questions, comments or complaints regard to the Contest must be directed to the Sponsor and not to Instagram. Information on how to enter, the prizes and rules for redeeming the prizes form part of the terms and conditions of entry of these "Official Rules" ("Official Rules") and any other notices referenced herein.

In these Official Rules, the term " you" refer to any person who enters, or who wishes to enter, the Contest.

1. Eligibility

Open to all who have public Instagram Account. Entrants under 20 years of age require permission of a parent or guardian. By entering the Contest, entrants under 20 years of age indicate that they have obtained the permission of a parent or guardian.

2. Sponsor

The Contest is sponsored by RICOH Imaging Company Ltd., 1-3-6, Nakamagome, Ohta-ku Tokyo, 143-8555, Japan ("Sponsor").

The Contest is not open to employees of the Sponsor or its affiliates.

3. Agreement to Official Rules

By entering, you indicate your full and unconditional agreement to (a) these Official Rules and (b) Sponsor's decisions, which are final and binding. Winning prize is contingent upon fulfilling all requirement set forth herein.

4. Contest Period

The Contest begins on Monday, July 1st, 2019 and ends on Monday, September 30th, 2019 with three themes. Each theme has its entry period as followings. First themes begin on Monday, July 1st, 2019 and ends on Wednesday, July 31st, 2019. Second theme begins on

Thursday, August 1st, 2019 and ends on Saturday, August 31st, 2019. Third theme begins on Sunday, September 1st, 2019 and ends on Monday, September 30th, 2019. Each theme will be announced in the contest page (www.rioh-imaging.com/en/100contest/index.html). 1st theme announced on June 28th 10:00 (JST), 2nd theme announced on August 1st 10:00 (JST), 3rd theme announced on September 1st 10:00 (JST). Sponsor's computer is the official time-keeping device for the Contest.

5. How to Enter

You must have an Instagram Account and post your original photo, not video, in your Account. In order to enter the Contest, you must post with related hashtags which is announced in the contest page (www.rioh-imaging.com/en/100contest/index.html). Required equipment is also mentioned in the contest page (www.rioh-imaging.com/en/100contest/index.html).

Your post will be referred as your Entry ("Entry"). Entries must be posted or reposted from a public account during each entry period. Those posted from private accounts and/or posted outside of the entry period will not be considered eligible. Please see the Submission Requirements as defined below ("Submission Requirements"). Your Entry must be published to your own Instagram account.

Entrants must have permission from all individuals that appear in the Entry (if any) to use their name and likeness in the Submission and to grant the rights set forth herein.

Entries will not be acknowledged if you attempt to obtain Entry using different email addresses, identities, registrations or logins, or through other methods, Sponsor may exclude you from participating in the Contest. When you enter, you are providing information to Sponsor. Released Parties (as defined below) are not responsible for lost, late, stolen, damaged, incomplete, invalid, un-intelligible, garbled, delayed or misdirected Entries; all of which will be void. By entering on Instagram, you agree that your Entry conforms to the Submission Requirements and that Sponsor, in its sole discretion, may disqualify you from the Contest if it believes that your Entry fails to conform to the Submission Requirements.

6. Important Note

Standard text messaging, data and/or other rates apply to participants who submit an Entry via wireless mobile device. Wireless service providers may charge for airtime and/or

data in relation to each standard text message sent and received. Please contact your service provider for pricing and service plan information and rates before mobile device participation.

7. Submission Requirements

BY SUBMITTING AN ENTRY, YOU AGREE THAT THE ENTRY (AND EACH INDIVIDUAL COMPONENT THEREOF, INCLUDING, WITHOUT LIMITATION THE PHOTO) COMPLIES WITH ALL CONDITIONS STATED IN THESE OFFICIAL RULES. THE RELEASED PARTIES WILL BEAR NO LIABILITY WHATSOEVER REGARDING THE USE OF YOUR ENTRY OR ANY COMPONENT THEREOF, INCLUDING, WITHOUT LIMITATION. THE PHOTO IF INCLUDED, THE RELEASED PARTIES SHALL BE HELD HARMLESS BY YOU IN THE EVENT IT IS SUBSEQUENTLY DISCOVERED THAT YOU HAVE DEPARTED FROM OR NOT FULLY COMPLIED WITH ANY OF THESE OFFICIAL RULES.

You can post many times, but please post one photo per one Entry. The Post of multiple photos in an Entry or the post of video will be disqualified.

By participating in the Contest, each entrant hereby warrants and represents that:

- any Entry he/she submits is original to him/her;
- any Entry he/she submits does not violate any law, statute, ordinance or regulation;
- the Account will need to be made public to see the specific hashtag;
- entrant saves original data and would provide it upon Sponsors request;
- any Entry he/she submits will not give rise to any claims whatsoever, including, without limitation, claims of infringement, invasion of privacy or publicity, or infringe on any rights and/or interest of any third party; and
- any Entry he/she submits is not defamatory, trade libelous, pornographic or obscene, and further that it will not contain, depict, include, discuss or involve, without limitation, any of the following: nudity; alcohol/drug consumption or smoking; explicit or graphic sexual activity, or sexual innuendo; crude, vulgar or offensive language and/or symbols; derogatory characterization of any ethnic, racial, religious or other groups (including, without limitation, any competitors of Sponsor); conduct or other activities in violation of these Official Rules; and/or any other comment that is or could be considered inappropriate, unsuitable or offensive, all as determined by the Sponsor in its sole and absolute discretion.

The Sponsor reserves the right, in its sole and absolute discretion, at any time and for any reason to screen any Entry(s). Any Entry that the Sponsor deems, in its sole and absolute discretion, to violate the terms and conditions set forth in these Official Rules is subject to disqualification. The Sponsor reserves the right, in its sole and absolute discretion at any time and for any reason, to request an entrant to modify, edit and/or re-submit his or her Entry in order to ensure that the Entry complies with these Official Rules, or of any other reason. If such an action is necessary at any point during or after the Contest, then the Sponsor reserves the right, in its sole discretion, to take whatever action it deems necessary based on the circumstances - including, without limitation, disqualifying the Entry (and therefore the corresponding Entry and/or the associated entrant).

8. Judging

Judging standard of this Contest is a photo captured in line with a designated theme and conveying the fun of photography. Winners of each category will be decided after the Contest period ends, by PENTAX 100 Photo Contest Office (RICOH Imaging Group staff). Contest results are scheduled to be announced on the contest page (www.ricoh-imaging.com/en/100contest/index.html) in November 2019.

9. Sponsor's Rights to Entries

By entering the Contest and submitting an Entry, each entrant: (i) without limiting the Instagram Rules, grants to the Sponsor and its affiliates, irrevocable, royalty-free, worldwide, in perpetuity, a non-exclusive license to publish, display, reproduce, modify, edit or otherwise use his/her Entry (and each component thereof), in whole or in part, for advertising or promoting the Contest or for any other reason in our web-site, SNS and other media; (ii) waives all moral rights in and to his/her Entry (and each component thereof) in favor of the Sponsor; and (iii) agrees to release and hold harmless the Released Parties from and against any and all claims, damages, liabilities, costs, and expenses arising from us of his/her Entry (or any component thereof), including, without limitation, any claim based on publicity rights, defamation, invasion of privacy, copyright infringement, trademark infringement or any other intellectual property related or other caused of action whatsoever. For greater certainty and the avoidance of any doubt, the Sponsor reserves the right, in its sole and absolute discretion and at any time, to disqualify any Entry (or any component thereof) if a complaint is received with respect to the Entry, or for any other reason. If such an action is necessary at any point during or after the Contest, then Sponsor reserves the right, in its sole discretion, to take whatever action it deems necessary based on the circumstances, including, without limitation, disqualifying the

Entry and/or the associated entrant.

10. Notification and Requirements of Potential Winners

Potential winners will be notified by direct message on Instagram and will be asked to respond to provide their Instagram account, full name, full address, telephone number (including country code), date of birth, and e-mail address. Sponsor will then follow up with potential winners via email with instructions on how to claim their prize. Potential winners will be required to execute and return to Sponsor a declaration of eligibility, a liability release and, where lawful, a publicity release within five (5) days of date of issuance. If documents are not returned within the specified time period, prize notification is returned as undeliverable. Sponsor is unable to contact the potential winner(s), or the potential winner(s) is not in compliance with these Official Rules, prize will be forfeited, and, at Sponsor's discretion, an alternate potential winner(s) may be selected from among all remaining eligible entries received as soon as reasonably possible. Such newly selected potential winner(s) will be notified by direct message on Instagram and will be asked to provide the same information as requested above. Results will be published on the Sponsor's official website (www.ricoh-imaging.com/en/100contest/index.html) and RICOH Group social media channels.

11. Prize

All eleven (11) winners, three (3) from each theme, one (1) from president's award and one (1) from engineering design director's award, will receive PENTAX 100 year original goods (Valued at up to JPY 10,000 for each prize)

Actual retail value of a prize may vary based on the point of departure. Any difference between stated approximate value and actual value will not be awarded. Winner must be of legal age of majority in his/her jurisdiction of residence. If the winner is a child or legal ward of winner, winner must sign and return release on behalf of such child or legal ward. The prize is not transferrable and cannot be redeemed for cash. Winner is responsible for paying any applicable federal, state, local income and withholding taxes, if any, and all other costs and expenses not listed here in.

12. General Conditions

In the event that the operation, security, or administration of the Contest is impaired in any way, including, but not limited to fraud, virus, or other technical problems, Sponsor may, in its sole discretion, either; (a) suspend the Contest to address the impairment and

then resume the Contest in a manner that best conforms to the spirit of these Official Rules; or (b) award the prizes at random from among the eligible entries received up to the time of the impairment. Sponsor reserves the right in its sole discretion to disqualify any individual who tampers with the operation of the Contest, violates these Official Rules, or acts in an unsportsmanlike or disruptive manner. Any attempt by any person to undermine the legitimate operation of the may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Failure by Sponsor to enforce any terms of these Official Rules shall not constitute a waiver of that provision. Proof of sending any communication to Sponsor by mail shall not be deemed proof of receipt of that communication by Sponsor. In the event of a dispute as to the owner of an entry, the authorized account holder of the email address used to enter will be deemed to be the entrant. The "authorized account holder" is the natural person who is assigned to an email address by an Internet access provider, online service provider, or other organization responsible for assigning email addresses for the domain associated with the submitted email address. The Contest is subject to federal, state, and local laws and regulations and is void where prohibited.

13. Release and Limitations of Liability

By participating in the Contest, you agree to release and hold harmless Sponsor, Instagram, their parent company, subsidiaries, affiliates and their respective officers, directors, employees, agents (the "Released Parties") from and against any claim or cause of action arising out of participation in the Contest or receipt or used of any prize, including, but not limited to: (a) unauthorized human intervention in the Contest (b) terminal errors related to computers', servers, providers, or telephone, or networks lines; (c) printing errors; (d) lost, late, postage-due, misdirected, or undeliverable mail; (e) errors in the administration of the Contest or the processing of entries; or (f) injury or damage to person or property which may be caused directly or indirectly, in whole or in part from entrant's participation in the Contest or receipt or use of any prize. You further agree that in any cause of action, the Released Parties' liability will be limited to the cost of entering and participating in the Contest, and in no event shall the Released Parties be liable for attorney's fees. You waive the right to claim any damage whatsoever, including but not limited to, punitive, consequential, compensatory, direct, or indirect damages.

14. Privacy and Publicity

Any information collected from the Contest shall be used only in a manner consistent with

the consent given by the entrants at the time of entry, with these Official Rules, and with Sponsor's Privacy Policy found at (<http://www.ricoh-imaging.co.jp/english/privacy/>). Each entrant expressly agrees to the use of his/her personal information for such purpose. The following information will be collected from each entrant for the purpose of administering the Contest and may also be used by Released Parties and their affiliates to contact the potential winners: entrant Instagram account, full name, full address, telephone number (including country code), date of birth, and email address. The Released Parties will not sell, share or otherwise disclose information collected in any manner with third parties, other than those parties necessary to fulfill the above purpose, unless entrant has given his prior express consent to receive additional information from the Released Parties or a third party. Entrants have a right to access to modification and withdrawal of their personal data. The Released Parties will take all steps reasonably necessary to ensure that entrants' personal information is treated securely and in accordance with Sponsor's Privacy Policy and these Official Rules.

15. Governing Law and Jurisdiction

You agree that any and all disputes, claims and causes of action arising out of, or connected with, the Contest or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the Tokyo District Court as the court of first instance having exclusive jurisdiction. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, your rights and obligations, or the rights and obligations of the Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of Japan, including its choice of laws provision.