

THE CARTIER WOMEN'S INITIATIVE RULES OF PARTICIPATION

1. The Rules of Participation

1.1 In addition to the information provided on the CWIA web site regarding the organisation of the Awards, the following Rules will apply to all Participants.

1.2 By submitting their registration, Participants agree to be bound by all the Participation Rules.

1.3 CWIA and its partners reserve the right to cancel the Awards or amend these Rules at any time without prior notice. Any changes will be posted on the CWIA website at:

www.cartierwomensinitiative.com.

1.4 Furthermore, CWIA reserves the right to change the format of the Awards at any point.

1.5 In the event of any dispute whether such dispute concerns the conduct or eligibility of Participants, results and any and all other matters relating to the Awards, CWIA's and/or the Jury's decision shall be final. No correspondence or discussion shall be entered into and no legal recourse shall be available to the Participants.

2. Qualifying Participants

2.1 To qualify to enter the Awards, you must be aged 18 or the age of legal majority in your country/state of citizenship, whichever is older, on the day of the Entry Submission Deadline;

2.2 Participants may only submit one Project. Multiple projects will not be accepted.

2.3 The Project to be submitted:

2.3.1 Must be an entirely original for-profit business creation, wholly conceived by the team;

2.3.2 "Original" means a completely new concept, that is not a buy-back, a copy of an existing business concept, an off-shoot or a subsidiary of an existing business;

2.3.3 Must be in its initial phase: the project should not as yet have been launched OR if it has already started operating but is still in the first stages of development (no older than three to four years);

2.3.4 Must not have an existing business sponsor or other funding for business project;

2.3.5 Furthermore, the Project Leader must be a woman, either in the capacity of Founder, Director, General Manager, or Project leader. If the company is already registered, the main shareholder, CEO, or Chairman must be a woman.

2.3.6 Only one Project Leader will be accepted and that person will be expected to represent the Project to the CWIA throughout the Awards.

2.4 Any Cartier employees and/or family members of employees, or employees and/or family members of employees of its partners, the Women's Forum for the Economy & Society, McKinsey & Company and INSEAD or any promotional or advertising agencies involved in the Awards, are not eligible to enter the Awards. CWIA reserves the right to verify the eligibility of all Participants.

2.5 By entering the Awards, you, the Participant, hereby warrant that all information submitted by you is true, current and complete.

2.6 Participants will provide and maintain an active email address throughout the Awards.

2.7 The language of the Awards is English.

3. Timing – Registration and Submissions

3.1 Registration and Submissions will be made in accordance with the requirements provided on the Website and the following timetable:

3.1.1 Deadline for registration and submission of short business plan: February 15, 2008, 23.59h Paris time

3.1.2 Announcement of the finalists: May, 2008

3.1.3 Deadline for submission of detailed business plans (for finalists only): September 2nd, 2008, 23.59h, France

3.1.4 Selection of the international winners: **October 2008**

3.2 Failure to meet any of the deadlines may result in disqualification.

3.3 The application form should be filled completely by the Founder of the business to be considered for the Cartier Women's Initiative Awards. If a question is not applicable, please write "NA".

3.4 Registration forms sent by postal mail will **NOT** be accepted.

3.5 **DEADLINE:** the Registration form must be received before February 15, 2008, 23:59 (Paris time: GMT + 1).

3.6 Any forms received after this date will **NOT** be accepted. You will be notified of the results in May 2008.

4. Participation

4.1 If selected, then each Participant must be available for at least 1-2 hours of coaching a week. Failure to do so may result in disqualification.

4.2 Moreover, Participants will be required to participate in all special activities organized by the CWIA.

5. Evaluation criteria

5.1 Projects will be assessed by the Jury in accordance with fixed criteria including but not limited to:

5.1.1 Creativity: The degree of innovation shown by the overall business concept

5.1.2 Sustainability: Financial impact of the business, indicating chances of long-term success

5.1.3 Impact: Effect on society of the business, in terms of jobs created or its effect on the immediate or broader environment.

5.1.4 Overall quality and clarity of the material presented

6. Disqualification

6.1 By entering the Awards each Participant accepts the conditions stated in these Rules of Participation, agrees to be bound by the decisions of the Judges and warrants that he/she is eligible to participate in the Awards. In addition each Participant certifies that their entry does not violate any of the Rules of Participation. CWIA reserves the right to disqualify a nomination or a winner discovered to be ineligible, with no refund of entry fees, costs or other expenses.

6.2 CWIA reserves the right, at its sole discretion, to disqualify any Participant and its team from this Award if his or her fraud or misconduct affects the integrity of the Awards. A Team may be disqualified:

6.2.1 if CWIA has reasonable grounds to believe the Participant has breached any portion of the Rules of Participation including any of the organisational measures as set out in the Website.; and/or

6.2.2 if any member of the Project Team is found to be acting in an inappropriate, disruptive or unsportsmanlike manner or with the intent to abuse, threaten, or harass any other person; and/or

6.2.3 if there is any attempt by any member of the Team to deliberately damage or undermine the legitimate operation of the Awards.

6.3 Furthermore, any copying of an existing business, plagiarism or copyright violation will result in a Participant's disqualification. For purposes of these Rules, "plagiarism" means:

6.3.1 Any copying of another person's work that results in the Project not being substantially the original work of the Project Team;

6.3.2 Any other conduct that the CWIA determines to be of bad faith such as a copy of another existing business, plagiarism or other in its sole discretion.

6.4 In addition, any substantial change in the Project may be a cause of disqualification including a change in the Project Leader if she is no longer the owner or the main shareholder.

7. General

7.1 Payment of all and any taxes in relation to the winning prizes is the sole responsibility of the prize-winning Participants.

7.2 Any and all costs and expenses incurred by Participants in relation to the Awards, unless otherwise stated, will be assumed by them.

7.3 The winner's name and address will be available from CWIA, 33 Rue Boissy d'anglas, 75008 Paris 08, France after October 2007. Results will be posted to the CWIA Web Site.

7.4 Winners of all prizes must be willing to participate in publicity surrounding the Cartier Women's Initiative Awards including the publishing of their details, photographs and video footage which will be made available in all media, including on the Internet.

7.5 CWIA also reserves the right, and You as a Participant agree, to feature the name of the winners in future promotions and/or Awards.

7.6 The business projects together with any plans submitted will be treated confidentially by CWIA, its partners and the Jury. Other than a brief résumé of the projects (name of the project, brief description, field), in particular winning projects, destined for the press and the media in general, no other information will be made available to the public without the prior authorisation of the Participant.

7.7 However, in spite of the foregoing, CWIA, its Partners and/or members of the Jury cannot be held responsible for information relating to Participants' projects released to the public by any third party.

8. Liability

8.1 CWIA cannot accept any responsibility for any damage, loss, injury or disappointment suffered by any Participant participating in the Awards or as a result of accepting any prize. Furthermore, CWIA will not accept any responsibility resulting from any problems or technical malfunction of any telephone network or lines, computer on-line systems, servers, or providers, computer equipment, standard mail, etc. resulting in the failure to receive e-mails, telephone messages relating to the Awards and/or other correspondence. Nothing shall exclude liability for death and personal injury as a result of its negligence.

9. Data Protection

9.1 All Participants are required to read and accept the special Data Protection Statement applicable to their participation.

9.2 DATA PROTECTION STATEMENT

**INFORMATION AND CONSENT REGARDING THE PROCESSING OF PERSONAL DATA:
APPLICANTS MUST READ THIS STATEMENT BEFORE SUBMITTING INFORMATION ABOUT
THEMSELVES and THEIR PROJECT.**

CWIA, Cartier Women's Initiative Awards together with Cartier International SNC (hereinafter referred to as "CWIA"), having offices at at 33 Rue Boissy d'anglas, 75008 Paris 08, France and registered on the Registre du Commerce des Sociétés de Paris, No.B 321 130 346, its partners, the Women's Forum for the Economy & Society, McKinsey & Company and INSEAD, the processor responsible for the processing of the Participants personal data which is the object of the present statement with regard to submissions and other inquiries, shall process personal data submitted to CWIA via the electronic form. Applicants will be asked to voluntarily provide personal information in relation to their project, notably their name, date of birth, nationality, postal address, email address, telephone and fax numbers and other information requested in the registration form regarding current occupation, etc. (hereinafter referred to as "Personal Data"). The Personal Data provided by applicants is obligatory. In the event that consent is withheld or Personal Data not provided, CWIA may reject applications, such Personal Data being required to evaluate applicants during the assessment process as well as to

contact and correspond with them to respond to such applications relating to the CWIA. Furthermore, should applicants be accepted to participate in the Awards by CWIA, all Personal Data will be incorporated into a Personal Data file and will be used for the purposes of evaluation and correspondence relating to the awards.

Personal Data is shared within CWIA's partners and Jury members, for example, to evaluate applicants' suitability and their projects. In addition, CWIA and its partners may make the Award winners' names and addresses available and more generally, Award Winners must be willing to participate in publicity surrounding the CWI Awards including the publishing of their details, photographs and video footage which will be communicated and distributed in all media. CWIA also reserves the right to feature the winner(s) name, at future Awards.

Furthermore, applicants Personal Data may be transmitted to its partners and their affiliated companies outside France and the European Union, notably to CWIA's partners.

Such Personal Data may also be disclosed to its legal advisors, following a court decision or to external agencies where CWIA has a legal obligation to inform such agencies. Other than as stated above, CWIA will not use Personal Data for unsolicited communications nor will it sell, rent or otherwise make available any Personal Data to third parties not mentioned above.

With respect to the processing of Personal Data carried out by CWIA, Participants retain the rights granted to Data Subjects in accordance with the terms of the French Data Protection laws and any modification thereto, such as, in particular, the right to receive confirmation as to the existence or non-existence of such Personal Data, the manner in which such Personal Data is used, the right to obtain the communication, in an understandable form, of the processed Personal Data and of their origin.

Participants may also request that their Personal Data be updated as necessary or removed should their application not be retained by CWIA. If Participants do not wish CWIA to use their Personal Data for the aforementioned purposes, they should not submit their candidacy to CWIA. The Web Site and database are hosted in France by Claranet SAS, 68 rue du Faubourg Saint-Honoré, 75008 Paris, and CWIA will use its reasonable endeavours to ensure that Personal Data is kept secure, in particular, that access to such Personal Data will be secured and password protected at all times, the access profile being made available to the Cartier International's data processor, CWIA, its partners and members of the Jury.

Should applicants have any queries about data protection, they should contact CWIA at: contact@cartierwomensinitiative.com or write to Cartier Women's Initiative, 33 Rue Boissy d'Anglas, 75008 Paris 08, France.