

OFFICIAL RULES OF THE MARKETING CAMPAIGN
“NEODENT® NEOARCH® by STRAUMANN®”
- GENERAL TERMS AND CONDITIONS -

Art. 1. ORGANIZER AND OFFICIAL RULES OF THE MARKETING CAMPAIGN

1.1. The marketing campaign “NEODENT® NEOARCH® by STRAUMANN®” (hereinafter referred to as the “Campaign”) is organized and conducted by:

- DENT ESTET CLINIC S.A., a Romanian legal entity, registered with the Trade Register under no. J2003013510403, Tax Identification No.: 15801244, account RO13RNCB0483163965570001, opened with BCR, with registered office in Bucharest, 3 Postelnicului Street, Sector 1, represented by Monica Efta - General Manager,
- COSTEA DIGITAL DENTAL SRL, a Romanian legal entity, registered with the Trade Register under no. J05/817/2018, Tax Identification No.: 39158830, account RO42RNCB0483174281910001, opened with BANCA BRDE - PTA. RELELE FERDINAND I BRANCH, NO. 4, ORADEA, 57B GHEORGHE DOJA STREET, BIHOR COUNTY, ORADEA, represented by Alexandru Georgescu, acting as Administrator,
- DENT ESTET PLOIESTI SA, a Romanian legal entity, registered with the Trade Register under no. J2021001183293, Tax Identification No.: 44253404, account RO71RNCB0483173872960001, opened with BANCA TRANSILVANIA - BUCURESTI PLOIESTI BRANCH NO. 43, with registered office at 32 RAHOVEI STREET, PRAHOVA COUNTY, PLOIESTI, represented by Alexandru Georgescu, acting as Administrator,
- DENT ESTET-GENESYS SRL, a Romanian legal entity, registered with the Trade Register under no. J2022006241407, Tax Identification No.: 45901490, account RO19RNCB0483173342440001, opened with BANCA COMERCIALA ROMANA - CALEA PLEVNEI BRANCH NO. 159, with registered office in Arad, Arad County, 40 Dorobantilor Street, 2nd Floor, represented by Monica Efta, acting as Administrator,
- GREEN DENTAL CLINIC SRL, a Romanian legal entity, registered with the Trade Register under no. J2007008431403, Tax Identification No.: 21651648, account RO39RNCB0483168753830003, opened with BANCA COMERCIALA ROMANA - CALEA PLEVNEI BRANCH NO. 159, with registered office at 3 Postelnicului Street, Sector 1, Bucharest, represented by Alexandru Georgescu, acting as Administrator,
- KRONDENT S.A., with registered office at 108 Castelului Street, Brasov County, Brasov, registered with the Trade Register under no. J2008000215080, Tax Identification No. 23157137, account RO74RZBR0000060011046973, opened with RAIFFEISEN BANK - CALEA BUCURESTI BRANCH NO. 54, BRASOV, represented by Codruta Ciurescu, as General Manager,

hereinafter referred to as the “Organizer”.

1.2. The purpose of this Campaign is to attract new clients and retain existing clients by offering promotional packages (“Products”), as specified in the annexes to these Rules, all of which shall be administered, organized and granted by the Organizer.

1.3. Campaign Participants are required to comply with the terms and conditions of the Official Rules, as set out below (hereinafter referred to as the “Official Rules”).

1.4. The Official Rules are drawn up and shall be made public in accordance with the legislation applicable in Romania, on the webpage dedicated to the Campaign (<https://campanii.dentestet.ro/a-smile-4-all>), and shall be available free of charge to any Campaign participant. The Organizer reserves the right to amend or change the provisions of these Official Rules, with such amendments entering into force only after prior notice thereof is published on the Organizer’s website, www.dentestet.ro.

1.5. At the Organizer's sole discretion, the Campaign may or may NOT be publicized, both before and during its implementation, for the purpose of informing the public, including through advertising and/or informational materials that may be disseminated/published through media such as print, radio and/or online. The information contained in such materials shall necessarily be supplemented and interpreted in accordance with the provisions of these Official Rules.

Art. 2. CAMPAIGN PERIOD

2.1. The Campaign shall be conducted in accordance with the Organizer's announcements, following the format of the Annex for each individual period. The Campaign may end before the established period expires or may be suspended at any time at the Organizer's sole discretion, provided that such a situation is communicated in advance and the provisions of the Rules are observed.

Art. 3. CAMPAIGN AREA

3.1. The Campaign shall take place in the Organizer's clinics, in accordance with the Organizer's announcements and the Annex to these Rules.

Art. 4. ELIGIBILITY

4.1. In order for a Participant to access this Campaign, the following mechanism must be followed:

- Purchase, from the Organizer's Website during the Campaign Period, the Product participating in the Campaign.

4.2. Participation in this Campaign is open to any natural person, hereinafter individually referred to as a "Participant" and collectively as "Participants", who cumulatively meets the following conditions:

- Has reached the age of 18 on the date of registration in the Campaign;
- Completes the registration form available on the webpage dedicated to the Campaign.

4.3. Upon registration in the Campaign, Participants must complete the data requested by the Organizer in a "participation form" application.

4.4. Products received under the Campaign may be used under the conditions stated in each Annex, strictly for payment of the services for which they were issued and strictly during the stated validity period.

4.5. Campaign Participants shall not incur any additional direct or indirect costs, except for the normal costs associated with participation in the Campaign (for example, costs arising from the purchase of participating Products).

- Complete the order.

Conditions for valid registration in the Campaign:

- The Participant must be eligible to participate in accordance with Art. 4 of these Rules.
- Registrations in the Campaign must have been made during the Campaign Period, in accordance with the Annex to these Rules.
- The Participant registers in the Campaign by completing the data requested by the Organizer in a "participation form" application available on the Campaign webpage: <https://dentestet.ro/implant-dentar-neodent-neoarch>
- Each registration represents a valid request that shall be recorded for the purpose of conducting the Campaign.

4.6. The Organizer reserves the right to take all measures necessary to prevent registration in the Campaign, as well as the right to exclude from the Campaign any person who does not meet the eligibility requirements.

4.7. The Organizer is entitled to take all necessary measures in the event of attempted system fraud, abuse or any other attempts that could affect the image of the Campaign or of the Organizer. The Organizer shall not be responsible or liable for any damages or losses of any kind, including direct or indirect damages, resulting from participation in the Campaign.

4.8. The following additional general rules apply:

- Products are mandatorily issued in the beneficiary's name.
- A Participant may purchase one or more Campaign packages during the Campaign Period.
- Unused benefits from a Package may not be transferred to another beneficiary.
- The Campaign Period is different from the period until which Participants may use the benefits in the clinic (as stated in this Annex).
- Products purchased for a clinic in a particular city may not be used in another city.
- Benefits may not be combined for the same type of dental service; a beneficiary is entitled to two promotional packages for a complex treatment plan only if the promotional packages relate to a complete bimaxillary treatment performed once.
- A subscription holder may purchase promotional packages, but benefits may not be combined for the same type of treatment; the beneficiary must choose between the benefits provided by the subscription and those provided by the promotional package, according to preference.

Art. 5. CAMPAIGN PRODUCTS

5.1. Under the Campaign, Participants may access the following dental services and treatments at special rates:

- Package "18% discount NEODENT® NEOARCH® Immediate fixed full-arch solution by Straumann®", includes:

- Neodent® NeoArch® by Straumann® dental implant system,
- Temporary prosthetic components,
- Full-arch fixed temporary restoration,
- EXCLUSIVE Airflow® PREVENTION Protocol.

COMPLETE EVALUATION PROTOCOL - RON 300 (Clinical examination; Complete set of imaging investigations (diagnostic photographs, panoramic X-ray/CT scan, depending on the doctor's recommendation); Interpretation of imaging investigations; Personalized treatment plan; Digital preview of the final smile.

*The RON 300 cost is deductible upon payment for the dental implant surgical procedure.

Art. 6. CAMPAIGN MECHANISM

- Each Participant who completes the Registration Form shall be entered into a system that keeps a record of all persons interested in the Products available under the Campaign. The Participant shall subsequently be contacted by the Organizer's team to schedule the consultation.
- The Participant pays the special fee of RON 300 for the Complete Evaluation Protocol.
- Following the evaluation, the medical team shall present the preliminary treatment plan.
- Upon the decision to begin surgical treatment and payment of the procedure cost, the RON 300 paid for the evaluation shall be deducted in full from the total treatment value.

Additional details:

- To find out the value of the purchased Product and the discount applied to it, Campaign Participants may contact the dedicated person in the relevant city in Romania using the contact details available on the Campaign webpage.

6.1. Products available under the Campaign may be used in accordance with the conditions set out in these Rules and each Annex, strictly for payment of the services for which they were issued and strictly during the stated validity period.

Art. 7. PROTECTION OF PERSONAL DATA

7.1. The Organizer acts as personal data controller and undertakes to process the data collected in connection with the Campaign in compliance with Regulation No. 679 of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data ("General Data Protection Regulation - GDPR"), directly applicable in the Member States of the European Union from 25 May 2018.

7.2. The Organizer and its processor, as applicable, undertake to maintain the confidentiality of Campaign Participants' personal data and to use such data in accordance with these Official Rules, applicable legislation and only for the purposes approved by the Participants.

7.3. During the Campaign, the Controller shall collect the following personal data from Participants:

- i. First name, surname
- ii. Personal numerical code (CNP)
- iii. Identity card series and number
- iv. Mobile telephone number
- v. Email address
- vi. Address: city, sector/county, street.

7.4. Personal data provided by natural persons through participation in the Campaign are processed by the Organizer and/or by the processor on behalf of the Controller:

- i. to ensure compliance with the legal conditions for awarding the prize and fulfillment of tax obligations, in which case they are retained for five years, in compliance with applicable legal provisions concerning the processing of personal data;
- ii. to send commercial communications for promotional and advertising purposes and information regarding organized events, based on the Participant's freely given consent - throughout the Organizer's activities or until the Participant withdraws consent to processing for this purpose by unsubscribing (either by SMS in the case of communications sent by the Organizer via SMS, or via the unsubscribe link included in each commercial email communication).

7.5. Personal data collected during the Campaign are stored by the Organizer or by a processor on behalf of the Organizer within the European Union and shall not be disclosed to third parties, except to service providers contracted for the transmission of commercial communications (where applicable and only for Participants who have expressly consented to this type of communication). In all cases, the Organizer shall ensure that the selected service providers undertake to provide the same level and the same technical and organizational data protection and security measures.

7.6. The Organizer guarantees Participants the rights provided by the GDPR in relation to personal data processing activities, namely:

Right of access	Upon the Participant's request, the Organizer shall confirm or deny whether data are being processed and shall provide access to such data (by providing a copy of the personal data and additional information regarding the processing).
Right to rectification	Upon the Participant's request, the Organizer shall rectify inaccurate data without delay and complete any incomplete data it holds concerning the data subject.
Right to erasure of data	Upon the Participant's request, in certain cases provided by the GDPR, the Organizer shall erase the data subject's personal data (e.g. if they are no longer necessary for the purposes for which they were collected, or if the data subject withdraws consent and there is no other legal basis for processing).
Right to restriction of processing	Upon the Participant's request, in certain cases provided by the GDPR, the Organizer shall restrict data processing where the Participant contests their accuracy or has objected to their processing. The Organizer shall promptly inform the data subject of the lifting of any processing restriction.
Right to data portability	Upon the Participant's request, the Organizer shall transmit personal data processed on the basis of consent in a structured, commonly used and machine-readable format. The Participant may also request transmission of their data to another controller.
Right to object	Upon the Participant's request, in certain cases where the Participant's rights and legitimate interests prevail, the Organizer shall cease processing the data.
Right to withdraw consent	With regard to categories of personal data processed on the basis of consent, the Participant may notify the Organizer of the withdrawal of consent. Withdrawal shall not affect the lawfulness of processing carried out before withdrawal.
Right to lodge a complaint with the supervisory authority	Updated information on lodging a complaint with the National Supervisory Authority for Personal Data Processing can be found at www.dataprotection.ro .

7.7. To exercise any of the above rights, as well as to receive answers to any questions concerning the processing of personal data by the Organizer, Participants must submit a written request by email to the Data Protection Officer at: smile@dentestet.ro.

7.8. In order to respond to questions submitted by Participants while complying with legal obligations regarding the security and confidentiality of personal data, the Organizer, directly or through its processors, may ask the data subject to provide proof of identity by presenting an identification document or any other necessary information.

Art. 8. FINAL PROVISIONS

8.1. By participating in the Campaign, Participants agree to the provisions of these Official Rules and to their full and unconditional acceptance.

8.2. Participants also agree to receive information and promotional offers by post, telephone, email, SMS or other means of communication from the Organizer and its partners.

8.3. If the organization of the Campaign is prevented by force majeure events, the Organizer reserves the right to decide, as applicable, to terminate or extend the Campaign.

8.4. The Official Rules of the Campaign shall be published on www.dentestet.ro and shall also be available upon request at the Organizer's clinics.

8.5. The Organizer reserves the right to amend these Official Rules whenever necessary, with appropriate notice to interested parties.

8.6. Any disputes arising between the Organizer and Participants concerning any aspect related to the conduct of the Campaign shall be settled amicably; where this is not possible, the disputes shall be settled by the competent Romanian courts at the Organizer's registered office.

ANNEX
TO THE OFFICIAL RULES OF THE MARKETING CAMPAIGN
- SPECIAL TERMS AND CONDITIONS -

PRODUCT NAME	NEODENT® NEOARCH® by STRAUMANN®
CAMPAIGN PERIOD	01 OCTOBER 2026 - 31 DECEMBER 2026
PRODUCT NAME	Neodent® NeoArch® Immediate fixed full-arch solution by Straumann® dental implant system
PRODUCT DESCRIPTION	Neodent® NeoArch® Immediate fixed full-arch solution by Straumann® dental implant package includes: - 18% discount on 4 or 6 Neodent® Titan Aqua by Straumann® dental implants, - 18% discount on the full-arch fixed temporary restoration, - 18% discount on temporary prosthetic components, - 18% discount on the EXCLUSIVE Airflow® PREVENTION Protocol Complete evaluation protocol: RON 300*, including: - Clinical examination, - Complete set of imaging investigations (diagnostic photographs, panoramic X-ray/CT scan, depending on the doctor's recommendation), - Interpretation of imaging investigations, - Personalized treatment plan, - Digital preview of the final smile. <i>*The RON 300 cost shall be deductible from the value of the treatment plan upon payment for the dental implant surgical procedure.</i>
NAMED PRODUCT	YES
TRANSFERABLE BENEFITS	NO
DURING THE CAMPAIGN PERIOD, A PARTICIPANT MAY PURCHASE MULTIPLE PACKAGES	YES - each Participant may purchase a maximum of two packages, for treatment of a single arch or bimaxillary treatment, each package being used only once for the treatment of one dental arch.
CAMPAIGN DEADLINE	31 DECEMBER 2026
DEADLINE FOR USING THE CAMPAIGN BENEFITS IN THE CLINIC	22 JANUARY 2026 - the deadline by which the patient must accept the treatment plan in order to benefit from the current offer.
CAMPAIGN LOCATIONS	DENT ESTET Aviatorilor 98 DENT ESTET Aviatorilor 15 DENT ESTET Unirii Green Dental DENT ESTET Ploiesti DENT ESTET Craiova DENT ESTET Sibiu DENT ESTET Oradea DENT ESTET Arad DENT ESTET Brasov

Organizer,
DENT ESTET CLINIC S.A.