

**DESTINATION PARTNER OF THE MICHELIN GUIDE RESTAURANTS**

**SERVICE AGREEMENT**

Purchaser's contract number: **2025/S/310/0027**.

BETWEEN

**MANUFACTURE FRANCAISE DES PNEUMATIQUES MICHELIN**

a company registered with the Trade and Companies Register of Clermont-Ferrand under number 855 200 507, and whose main place of business is located 23, Place des Carmes Déchaux, 63000 Clermont-Ferrand, FRANCE, represented by Gwendal POULLENNEC, duly authorized for the purposes hereof

Hereinafter “Michelin”, on the one hand,

AND

**CZECH TOURISM**

An allowance organisation of the Ministry for Regional Development of the Czech Republic registered in Štěpánská 567/15, 120 00 Praha 2 Nové Město represented by Frantisek REISMULLER, duly authorized for the purposes hereof

Hereinafter the “Client”, on the other hand,

Together the “**Parties**” or individually a “**Party**”.

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| **RECITALS** |

The Michelin group is a worldwide leading tyre manufacturing group and a recognised global mobility player, whose purpose is to offer everyone a better way forward.

Thus, Michelin group companies design, develop, publish and market all around the world a wide range of mobility, travel, gastronomic and hospitality products and services.

Among these products and services, the MICHELIN Guide is a renowned international selection which recognise, on one hand, the most outstanding restaurants in the world by awarding them distinctions (MICHELIN Guide Red and Green Stars, Bib Gourmand…); on another hand, the MICHELIN Guide selection recently extends beyond restaurants, to hotels providing a range of travel/destination recommendations to discerning customers.

MICHELIN Guides are available by country and / or city and / or province and / or state (e.g. MICHELIN Guide France, MICHELIN Guide New York, MICHELIN Guide Fujian, MICHELIN Guide Florida etc.), and are published in different forms (books, websites and mobile applications), and present on major social networks in the world.

Michelin, is a wholly owned subsidiary of the Michelin Group, marketing the Michelin Group offers on its geographical scope.

The Client wishes and Michelin is prepared to associate the Client’s brands to the **MICHELIN Guide (Restaurants Perimeter)** as per the provisions of this agreement.

After negotiation, the Parties have agreed to be bound by the terms of this agreement which is made up of this document, its appendices and the documents to which it refers (hereinafter the “**Agreement**”).

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| **DESCRIPTION OF THE SERVICES** |

1. **DEFINITIONS OF THE AGREEMENT**

**“Territory”** means Czechia;

**“Edition”** means 2025, 2026, 2027;

**“Effective Date”** means the date of publication in the Agreement Register;

**“Event”** means a social gathering of invited guests, typically involving eating, drinking, and entertainment, described in the Agreement and connected to the selection of restaurants of the MICHELIN Guide for each Edition and each Territory defined above;

**“Client Graphical Symbols”** means brands, logo, tradename trademarks and distinctive signs of the Client reproduced in Appendix 1.

1. **SCOPE OF COLLABORATION**
2. **MICHELIN OBLIGATIONS**

Michelin assures and undertakes to promote the Territory as a culinary destination by:

* elaborating an independent yearly MICHELIN Guide selection of restaurants dedicated to the Territory, on the basis of its unique Michelin methodology;
* publishing a yearly Edition of a MICHELIN Guide Restaurants selection covering the Territory on the MICHELIN Guide Digital Platform;
* promoting the yearly MICHELIN Guide Restaurants selection covering the Territory through communication activations, as specified in Section 3 (CONDITIONS OF THE AGREEMENT) of this Agreement.

1. **CLIENT OBLIGATIONS**

The Client assures and undertakes:

* that it recognizes Michelin’s full responsibility for conducting surveys and inspection, independently selecting and distinguishing restaurants according to its own inspection’s criteria, and updating the related content;
* that it acknowledges that (i) the MICHELIN Guide Restaurants content has been / is created / gathered at Michelin’s sole discretion, in total independence, following Michelin’s sole instruction and guidelines and shall be of Michelin’s sole responsibility (ii) any communication made by Michelin to the public, including to the press, about the MICHELIN Guide Restaurants selection shall be under the sole control and choice of Michelin;
* that it acknowledges that the MICHELIN Guide and its content shall remain at all time under the sole ownership and control of Michelin and that Michelin shall be the sole and unique publisher of the content and of the MICHELIN Guide Restaurants. Any and all property rights related to the MICHELIN Guide Restaurants and content, including Intellectual Property Rights, shall remain at all-times vested in Michelin;
* that it acknowledges that any communication to the public, including to the press, and including the Michelin Assets (refer to the Michelin Guidelines and Right of use in Appendix 2) shall be under the sole validation of Michelin;
* that it agrees to always act in good faith and fully cooperate with Michelin.

The Client authorizes Michelin to use, reproduce and represent logos, trademarks and tradenames provided by the Client within the framework of this Agreement only to the extend necessary for the performance by Michelin of its services under the Agreement.

For clarity, the Client has the right to independently communicate about the MICHELIN Guide Chechia selection on a factual basis. All communication that incorporates the co-branded logo, other Michelin branded assets, and/or subjective elements about the partnership and selection should be submitted to the MICHELIN Guide project teams for validation and alignment on messaging.

1. **CONDITIONS OF THE AGREEMENT**

**MICHELIN GUIDE RESTAURANTS TERRITORY’S SELECTION AND ASSOCIATION**

1. **MICHELIN GUIDE RESTAURANTS TERRITORY’S YEARLY SELECTION CREATION**

Michelin undertakes to define the MICHELIN Guide Restaurants selection dedicated to the Territory for each Edition.

* Michelin creates and/or maintain an independent selection of restaurants in the Territory (inspectors apply the unique Michelin methodology in the field of testing and assessing restaurants);
* Michelin creates and/or gather content about the restaurants’ selection of the Territory (description of restaurants, inspector’s word, photos, ratings).

1. **MICHELIN GUIDE RESTAURANTS YEARLY BRAND ASSOCIATION**

* **MICHELIN Guide Assets**

The Client shall be considered as **Destination Partner of the MICHELIN Guide Restaurants** for each Edition and Territory as per the provisions of this Agreement, and use the following titles:

* “Destination Partner of the MICHELIN Guide Restaurants Czechia 2025”
* “Destination Partner of the MICHELIN Guide Restaurants Czechia 2026”
* “Destination Partner of the MICHELIN Guide Restaurants Czechia 2027”

For clarity, no other governmental organization or private brands shall be considered as a Destination Partner of the MICHELIN Guide Restaurants for the Edition and Territory, unless expressly agreed by the Client in writing. And to avoid any doubt, it is specified that neither the Event nor the Agreement covers the selection of hotels from the MICHELIN Guide and that consequently the Client has no rights, particularly in terms of communication, regarding these elements.

Michelin shall provide to the Client:

* a co-branded logo for the Edition and Territory “Destination Partner”;
* MICHELIN graphical symbols (Michelin commercial logo, Michelin Distinctions symbols);
* MICHELIN restaurant data for published selection (Inspector’s review, name of the restaurant, address, phone number - Does not include the photos) – shared for each Edition, after the MICHELIN Guide Restaurants yearly selection announcement press release and, in the format defined by Michelin;
* MICHELIN creative contents (such as key visuals, invitations, event photos and videos…) covered and delivered in the Agreement.
* **Client press release**

Michelin authorizes the Client to publish two (2) official press releases per Edition concerning its partnership with MICHELIN Guide Ceremony and/or any MICHELIN Guide activations covered by the Agreement.

Michelin authorizes the Client to publish Client press releases and to use the MICHELIN Guide Assets in order to communicate around its partnership with Michelin:

* for each Edition designated in this Agreement;
* from the date defined by Michelin and until the term of the Agreement;
* as per the guidelines of usage defined and shared with the Client in “Appendix 2 - The MICHELIN Guide Assets & Rights of use”.

Michelin authorizes the Client to use, reproduce and represent the MICHELIN Guide Assets listed above in accordance with the provisions and limits described in the Agreement, defined in the article “Intellectual Property” of the section “Terms and Conditions” of the Agreement, in the “Appendix 2 - The MICHELIN Guide Assets & Rights of use” and in the branding guidelines which will be provided by Michelin no later than one month after the signature of the Agreement. Translations of Inspectors Reviews, part of MICHELIN restaurant data, cannot be edited by Partner and shall be used as such, with no cropping or editing allowed. The translations of Inspectors reviews will be provided in Czech by MICHELIN.

**In any case, all communication material issued by the Client will be submitted to Michelin for prior approval regarding its content as well as the use of MICHELIN Guide Assets. No communication shall be made by the Client regarding the contents before obtaining Michelin’s prior written (by e-mail) consent. Michelin agrees to provide approval or denial within twenty (20) business days of submission. Michelin may revoke such approval, if in Michelin's reasonable opinion, at any time during the Term, such materials may damage the MICHELIN Guide Assets, the Michelin Group image, reputation or the commercial interests of Michelin.**

**For clarity, the Client has the right to independently communicate about the MICHELIN Guide Chechia selection on a factual basis. All communication that incorporates the co-branded logo, other Michelin branded assets, and/or subjective elements about the partnership and selection should be submitted to the MICHELIN Guide project teams for validation and alignment on messaging.**

**The provisions of this Agreement related to the MICHELIN Guide Assets, especially those provided in article “Intellectual Property” shall also apply to the use by the Client.**

**MICHELIN GUIDE RESTAURANTS TERRITORY’S SELECTION COMMUNICATION PLAN**

Michelin undertakes to promote for each Edition the MICHELIN Guide Restaurants Selection announcement dedicated to the Territory in particular through the communication activations as described below:

**C. MICHELIN GUIDE RESTAURANTS TERRITORY’S DEBUT ANNOUNCEMENT**

* **Press release – (2025 Edition)**

Michelin shall create and publish, in 2025, a **MICHELIN Guide Restaurants Territory’s debut announcement press release** to announce the arrival of the MICHELIN Guide Restaurants in the Territory.

Michelin shall send the press release to the Michelin’s press offices in **Americas, Africa, Asia, Middle East and Europe (in English and French)**. The press release will also be translated into Czech to be shared with local media. Date of publication will be defined by Michelin and communicated to the Client for validation.

Michelin shall display the co-branded logo at the end of the MICHELIN Guide Restaurants debut announcement press release in a dedicated section and could integrate one quote of an official Client’s representative under Michelin prior approval.

**Client’s communication**

The Client will have the right to share the press release without any edit on it with its owned networks, for clarity no integration of the Michelin logo or Michelin distinctions will be allowed.

* **Digital activations – (2025 Edition)**

**Conception and creation**

Michelin shall drive, in 2025, the conception and production of one (1) video **“Debut announcement video”** and one (1) associated article to announce the arrival of the MICHELIN Guide Restaurants selection in the Territory. For clarity, associated article means a short article to contextualize the video.

Michelin will mainly use the shoots provided by the Client to produce the “Debut announcement video” but will organize a shooting for additional footage needed, and the production shall be limited to 2 rounds of minor editing within three (3) business days turnaround for each content with the Client.

The video production includes:

* one (1) long format of the “Debut announcement video” (full video up to ninety (90) seconds in a 9:16 and 16:9 format)
* one (1) cut teaser of the “Debut announcement video” (fifteen (15) seconds teasing of the full long format video in a 9:16 and 16:9 format)

*Content formats may be subject to change depending on their availability or relevancy at the time of the production and publication.*

Michelin shall integrate the co-branded logo at end of the “Debut announcement video”, and the following sentence at the end of the web article “This article is supported by “MICHELIN Guide Restaurants Destination Partner”.

**Publication and amplification**

Michelin shall publish the “Debut announcement video” and associated article in English on the global hub of Guide.michelin.com. Date of publication will be defined at the sole discretion of Michelin and communicated to the Client.

Michelin shall produce and post a story series in English and in organic, on the MICHELIN Guide Instagram worldwide account, including at least one (1) organic 15’s video Instagram Story: cut teaser of the “Debut announcement video” redirecting to the article page on the Global hub of Guide.michelin.com (in English).

Michelin shall integrate one Client’s Instagram tag (@Client) and one Client’s Instagram hashtag (#Client)

Number of stories in the series, and dates of publication will be defined at the sole discretion of Michelin and communicated to the Client.

In the case of any edits of the content on the original versions published on the MICHELIN Guide Digital Platforms, the Client will be informed and expected to implement the appropriate edits within seven (7) working days.

**Reporting**

Michelin shall present and send to the Client a digital reporting of the content, including organic performances and visuals of our MICHELIN Guide Instagram worldwide account no later than 3 months after the end of the broadcasting.

**Client’s communication**

The Client will have the right to use the content produced on its own communication channels, without any edit on the contents delivered, with a redirection link (to be defined by Michelin). The Client shall inform Michelin about any usage of the content and mention appropriate copyrights if necessary and instructed by Michelin.

In any case, all communication material issued by the Client will be submitted to Michelin for prior approval regarding its content as well as the use of MICHELIN Guide Assets. No communication shall be made by the Client regarding the contents before obtaining Michelin’s prior written (by e-mail) consent. Michelin agrees to provide approval or denial within twenty (20) business days of submission. Michelin may revoke such approval, if in Michelin's reasonable opinion, at any time during the Term, such materials may damage the MICHELIN Guide Assets, the Michelin Group image, reputation or the commercial interests of Michelin.

The provisions of this Agreement related to the MICHELIN Guide Assets, especially those provided in article “Intellectual Property” shall also apply to the use by the Client.

For clarity, the Client has the right to independently communicate about the MICHELIN Guide Chechia selection on a factual basis. All communication that incorporates the co-branded logo, other Michelin branded assets, and/or subjective elements about the partnership and selection should be submitted to the MICHELIN Guide project teams for validation and alignment on messaging.

1. **MICHELIN GUIDE RESTAURANTS** **TERRITORY’S YEARLY SELECTION ANNOUNCEMENT**

* **Press release**

Michelin shall create and publish, per Edition, a **MICHELIN Guide Restaurants Territory’s yearly selection announcement press release** to announce the annual MICHELIN Guide Restaurants in the Territory.

Michelin shall send the press release to the Michelin’s press offices in **Americas, Africa, Asia, Middle East and Europe (in English and French)**. The press release will also be translated into Czech to be shared with local media. Date of publication will be defined by Michelin and communicated to the Client for validation.

Michelin shall display the Client’s logo at the end of the press release in a dedicated section. For clarity, Michelin precise that no quote from any public or private partner can be integrated in the yearly selection announcement press release. For information, the press release may also include some other MICHELIN Guide private partners’ logos.

**Client’s communication**

The Client will have the right to share the press release without any edit on it with its owned networks, for clarity no integration of the Michelin logo, Michelin distinctions or co-branded will be allowed.

* **Digital activations**

**Conception and creation**

Michelin shall drive, the conception and production of one (1) article per Edition, to announce the yearly Restaurants selection in the Territory **“Selection announcement article”**.

Michelin informs the Client that, in order to keep its full independence, the “Selection announcement article” will be at the sole discretion of Michelin, no validation or integration of the Client (visually or textually) is planned in the “Selection announcement article”.

**Publication and amplification**

Michelin shall publish, per Edition, a “Selection announcement article” in English on the Territory’s hub of Guide.michelin.com.

Michelin shall produce and post, per Edition, an organic Instagram Story series in English, on the MICHELIN Guide Instagram worldwide account, including at least one (1) organic Instagram story redirecting to the “Selection announcement article” page on the Territory’s hub of Guide.michelin.com (in English).

Michelin shall integrate one Client’s Instagram tag (@Client) and one Client’s Instagram hashtag (#Client). Number of stories in the series, and dates of publication will be defined at the sole discretion of Michelin and communicated to the Client.

**Reporting**

Michelin shall present and send to the Client a digital reporting of the content, including organic performances and visuals of our MICHELIN Guide Instagram worldwide account no later than 3 months after the end of the broadcasting.

**Client’s communication**

The Client will have the right to use the content produced on its own communication channels, without any edit on the contents delivered, with a redirection link (to be defined by Michelin). The Client shall inform Michelin about any usage of the content and mention appropriate copyrights if necessary and instructed by Michelin.

In any case, all communication material issued by the Client will be submitted to Michelin for prior approval regarding its content as well as the use of MICHELIN Guide Assets. No communication shall be made by the Client regarding the contents before obtaining Michelin’s prior written (by e-mail) consent. Michelin agrees to provide approval or denial within twenty (20) business days of submission. Michelin may revoke such approval, if in Michelin's reasonable opinion, at any time during the Term, such materials may damage the MICHELIN Guide Assets, the Michelin Group image, reputation or the commercial interests of Michelin.

The provisions of this Agreement related to the MICHELIN Guide Assets, especially those provided in article “Intellectual Property” shall also apply to the use by the Client.

For clarity, the Client has the right to independently communicate about the MICHELIN Guide Chechia selection on a factual basis. All communication that incorporates the co-branded logo, other Michelin branded assets, and/or subjective elements about the partnership and selection should be submitted to the MICHELIN Guide project teams for validation and alignment on messaging.

**MICHELIN GUIDE RESTAURANTS TERRITORY’S SELECTION DIGITAL AMPLIFICATION**

1. **TERRITORY’S HUB YEARLY CREATION AND/OR MAINTENANCE**

Michelin undertakes to publish, for each Edition, the **MICHELIN Guide Restaurants Territory’s yearly selection** in digital form on the MICHELIN Guide Digital Platforms.

Michelin shall produce:

* the technical creation and yearly maintenance of the Guide.michelin.com Territory’s hub in English;
* the technical yearly addition and maintenance of the MICHELIN Guide Mobile Application for the Territory in English.

For clarity, it means maintenance and regular updates of all restaurants’ inspectors reviews, all restaurants’ information and all restaurants’ photos related to the territory.

Michelin shall create, produce and manage the editorial calendar of the Guide.michelin.com Territory’s hub in English in collaboration with the Client.

1. **TERRITORY’S HUB DESTINATION CONTENT – ARTICLES**

**Conception and creation**

Michelin shall drive the conception and production of three (3) articles per Edition. Michelin shall define the gastronomic thematic of each article, and will validate it with the Client. If any of these articles highlight one of few physical person such as a chef, a celebrity, a pastry chef, a sommelier, a produce… the choice of these persons will be at the sole discretion of Michelin. Each article production shall be limited to 2 rounds of minor editing within three (3) business days turnaround with the Client.

Michelin shall integrate the following sentence at the end of the article “This article is supported by our “MICHELIN Guide Restaurants Destination Partner”.

**Publication and amplification**

Michelin shall publish the three (3) articles per Edition in English on the Territory’s hub of Guide.michelin.com.

Dates of publication will be defined at the sole discretion of Michelin, and communicated to the Client.

Michelin shall also boost, per Edition, three (3) articles in two others target markets on:

* two (2) hubs of Guide.michelin.com;
* two (2) destinations with a paid Instagram and Facebook campaign, for clarity destination means a city

The Client shall send to Michelin a list of top 5 cities to target per article, Michelin will validate the two destinations to target per article as per its expertise and interest from the MICHELIN Guide audience. For any doubts, Michelin accept to have two different destinations per article.

For clarity, Michelin has no obligation to post, in organic, these articles per Edition on the MICHELIN Guide Instagram Global page, it will be at the sole discretion of Michelin, depending on the interest of the thematic, the place on the editorial calendar…

For Guide.michelin.com, Michelin shall manage a maximum of two (2) translation per article (maximum two (2) other languages).

Dates of publication will be defined at the sole discretion of Michelin, and communicated to the Client.

For the paid Instagram and Facebook campaign, Michelin shall:

* prepare and deliver the paid Instagram and Facebook campaign with the official media agency of the Michelin Group including the definition of the media targeting to use for the paid Instagram and Facebook campaign, mutually agreed with the Client using the two (2) destinations per article defined above. Michelin will share with the Client the estimated media plan at least 1 month before the campaign;
* produce the creatives for the campaign and validated them with the Client;
* manage any translation in maximum of two (2) other languages, if any;
* integrate one Client’s Instagram tag (@Client) and one Client’s Instagram hashtag (#Client).

In the case of any edits of the content on the original versions published on the MICHELIN Guide Digital Platforms, the Client will be informed and expected to implement the appropriate edits within seven (7) working days.

**Reporting**

Michelin shall present and send to the Client a digital reporting of the content, including organic / paid performances and visuals of our MICHELIN Guide Instagram worldwide account no later than 3 months after the end of the broadcasting.

**Client’s communication**

The Client will have the right to use the content produced on its own communication channels, without any edit on the contents delivered, with a redirection link (to be defined by Michelin). The Client shall inform Michelin about any usage of the content and mention appropriate copyrights if necessary and instructed by Michelin.

In any case, all communication material issued by the Client will be submitted to Michelin for prior approval regarding its content as well as the use of MICHELIN Guide Assets. No communication shall be made by the Client regarding the contents before obtaining Michelin’s prior written (by e-mail) consent. Michelin agrees to provide approval or denial within twenty (20) business days of submission. Michelin may revoke such approval, if in Michelin's reasonable opinion, at any time during the Term, such materials may damage the MICHELIN Guide Assets, the Michelin Group image, reputation or the commercial interests of Michelin.

The provisions of this Agreement related to the MICHELIN Guide Assets, especially those provided in article “Intellectual Property” shall also apply to the use by the Client.

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| **FINANCIAL CONDITIONS** |

1. **Prices**

This article defines the prices to be paid by the Client to Michelin.

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| **MICHELIN GUIDE RESTAURANT’S ACTIVATION** | **PRICE (Excluded VAT)** | **VAT** | **PRICE (Included VAT)** | **TENTATIVE TIMELINE** |
| **TOTAL 2025 EDITION** | **355 000 €**  **Three hundred and fifty-five thousand Euros** | **71 000 €**  **Seventy-one thousand euros** | **426 000 €**  **Four hundred twenty-six thousand euros** | **All Edition 2025 elements will be delivered by December 2025.** |
| **TOTAL 2026 EDITION** | **385 000 €**  **Three hundred and eighty-five thousand Euros** | **77 000 €**  **Seventy-seven thousand euros** | **462 000 €**  **Four hundred sixty-two thousand euros** | **All Edition 2026 elements will be delivered by December 2026.** |
| **TOTAL 2027 EDITION** | **385 000 €**  **Three hundred and eighty-five thousand Euros** | **77 000 €**  **Seventy-seven thousand euros** | **462 000 €**  **Four hundred sixty-two thousand euros** | **All Edition 2027 elements will be delivered by December 2027.** |
| **TOTAL CONTRACT PRICE** | **1 125 000 €**  **One million one hundred and twenty-five thousand Euros** | **225 000 €**  **Two hundred twenty-five thousand euros** | **1 350 000 €**  **One million three hundred fifty thousand euros** |  |
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In the event of an increase in the country Consumer Price Index (CPI) where the Territory is located by 10% or more within any 12-month period during the term of this Agreement, Michelin shall propose a price review to the Client, and the Parties shall negotiate in good faith a suitable increase in the price set out above. In case the Agreement covers several countries, each country will be considered separately et individually.

1. **Currency and taxes**

The client shall not be deemed as a taxable person within the meaning of Art. 9 of Council Directive 2006/112/EC on the Common System of Value Added Tax in relation to all supplies rendered or to be rendered under this contract. For this reason, the client has not provided and shall not provide the supplier with any VAT number in connection with the supplies rendered or to be rendered under this contract.

All prices stipulated in this contract are in Euros inclusive applicable VAT and inclusive of any other taxes, fees and duties due under applicable laws and regulations.

The prices are stipulated in gross amount including all applicable taxes and/or duties related to the rendered services and supplied goods, and including any applicable withholding taxes.

Invoicing and payment

Michelin will send the invoice to the Client according to the following schedule:

Client will follow the below schedule for the payment:

Invoices will be sent after the completion of the deliverables (edition) and at a maximum on the following dates and for the below amounts.

* **October 30, 2025 – 285 000€ (ex. VAT) + 57 000 € (VAT) = 342 000 € (inc. VAT)**
* **December 1, 2025 – 70 000€ (ex. VAT) + 14 000 € (VAT) = 84 000 € (inc. VAT)**
* **October 30, 2026 – 315 000€ (ex VAT) + 63 000 € (VAT) = 378 000 € (inc. VAT)**
* **December 1, 2026 – 70 000€ (ex VAT) + 14 000 € (VAT) = 84 000 € (inc. VAT)**
* **October 30, 2027 – 315 000€ (ex VAT) + 63 000 € (VAT) = 378 000 € (inc. VAT)**
* **December 1, 2027 – 70 000€ (ex VAT) + 14 000 € (VAT) = 84 000 € (inc. VAT)**

Michelin is informed that invoices will be worded and sent to:

CzechTourism

Štěpánská 567/15

120 00 Praha 2 Nové Město

Czech Republic

The payments will be made by the Client and all the invoices will mention this Agreement.

Invoices are payable within **forty five (45) days end of month** of the invoice date by bank transfer to Michelin’s account. The relevant bank account details will be specified in the invoice. Default or partial settlement of invoices by the due date will produce interest at the rate of three (3) times the rate of legal interest. In addition, in accordance with Article D.441-5 of the French Commercial Code, the lump sum compensation for recovery costs is set at € 40. In the event of non-payment at due date, Michelin may suspend the execution of the Agreement without the need for prior notice.

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| **TERMS AND CONDITIONS** |

1. **Term**

The Agreement shall enter effect on the Effective Date.

Except if terminated earlier in accordance with the terms hereof, the Agreement shall end at the latest of the following dates: the date of full performance of the services, the date of full delivery of the Products, the date of full payment, the expiration date of the rights of use by the Client of MICHELIN Guide Assets.

1. **Cancellation/modification of the Event, the Products and/or services**

Michelin undertakes to make its best efforts so that (i) the Event takes place at the location and according to the dates and description agreed in this Agreement; (ii) the Products and services are provided according with the terms of this Agreement.

If whole or part of the Event is canceled and/or if Michelin does not provide all or part of the Products or services described in this Agreement, for any reason whatsoever (including force majeure event), the Parties will meet as soon as reasonably possible to discuss the new terms of their relationship (updated schedule, modification of the financial terms etc.).

In case of a cancellation by Michelin of the Event, a Product or a service, for any reason within the scope of Michelin’s responsibility and if the Parties don’t agree on new terms for their relationship, Michelin shall refund the Client of all the amounts already paid by the Client and related to cancelled Event, Products and/or service not provided.

In the event of a change in the date and/or location of the Event (and related provision of Products and services) by Michelin, this Agreement will apply under the same terms, without compensation to either side, and will not give rise to no refund of sums already paid by the Client. A possible postponement of the date of the Event (and related provision of Products and services) will then automatically lead to an extension of the Agreement until the day of the postponed event, which the Client expressly accepts.

1. **Intellectual property**

Unless otherwise stated, neither Party grant nor assign intellectual property rights to the other Party within the framework of this Agreement. Any reproduction and/or representation by a Party of any protected item belonging to the other Party, without prior authorization of the latest, is strictly prohibited.

**3.1 Rights granted to Michelin by the Client**

The performance of the Agreement may require the right for Michelin to use (including to reproduce and represent) trademarks, logos, tradenames, concepts and other distinctive signs (the “Client Graphical Symbols”), as well as articles, data, images and videos and other recordings (the “Client Creative Contents”) provided by the Client.

In such case, the Client grants Michelin the right to use the Client Graphical Symbols and the Client Creative Contents only as described and for the purposes detailed in this Agreement.

The Client will send to Michelin the files containing the Client Graphical Symbols and Client Creative Contents in formats agreed with Michelin.

Any use of the Client Assets and any communication made by Michelin about the Client or any part of the relationship between Michelin and the Client shall be first approved in writing by the Client.

**3.2 Rights granted by Michelin to the Client**

The Agreement may provide the non-exclusive and non-assignable right for the Client to use (including to reproduce and represent) (i) a status to promote its association with the MICHELIN Guide (the “Title”) and an associated communication tool illustrating graphically this association (the “Co-branded Logo”), and/or (ii) trademarks, Michelin logos or Michelin distinctions symbols, restaurant related symbols and other distinctive signs (the “MICHELIN Graphical Symbols”), and/or (iii) inspectors reviews and information about the restaurants (name, address, phone number, etc.) (the “MICHELIN Restaurants Data”) and/or (iv) articles, data, images and videos and other recordings (the “MICHELIN Creative Contents”) provided by Michelin.

The Co-branded Logo, the Title, the MICHELIN Graphical Symbols, the MICHELIN Restaurants Data and the MICHELIN Creative Contents are together the “MICHELIN Guide Assets”.

In such case, Michelin grants the Client the non-exclusive and non-assignable right to use, reproduce and represent the MICHELIN Guide Assets in accordance with the provisions and limits described in the Agreement, including “Appendix 2 “The MICHELIN Guide Assets & Rights of use” and in the branding guidelines which will be provided by Michelin no later than one month after the signature of the Agreement.

The Client shall not use any MICHELIN Guide Assets not directly provided by Michelin.

Any use of the MICHELIN Guide Assets and any communication made by the Client about the MICHELIN Guide or any part of the relationship between Michelin and the Client shall be first approved in writing by Michelin. Michelin may revoke such approval in its absolute discretion, if in Michelin's reasonable opinion, at any time during the term of the Agreement, the use of the MICHELIN Guide Assets or any communication made by the Client may damage the MICHELIN Guide Assets, the Michelin Group image, reputation or the commercial interests of Michelin.

Michelin (or its Affiliates) remain the owner of all goodwill and intellectual property rights in relation with the MICHELIN Guide, including but not limited to the “MICHELIN” trademark and “BIBENDUM” trademark, the MICHELIN Guide selection as well as any user/customer data generated from the MICHELIN Guide websites and applications.

In no event:

* the use of the MICHELIN Guide Assets by the Client, as well as any communication made by the Client about the MICHELIN Guide shall impair the image and reputation of Michelin or of the MICHELIN Guide;
* the Client will make a commercial use or exploitation of the MICHELIN Guide Assets.

Where the MICHELIN Guide Assets includes trademarks or other intellectual property rights, the rights granted by Michelin to the Client also includes the right to use the included trademarks and other intellectual property rights, in accordance with the same terms and conditions.

Any use of MICHELIN Guide Assets shall comply with the MICHELIN Guide guidelines communicated by Michelin as the case may be. The Client shall never make an application for the registration of any trademark based on the MICHELIN Guide Assets.

The Client will use the MICHELIN Guide Assets as provided, to republish the original in full with no modifications or edits.

The Client will not remove and agrees to maintain all copyright notices referring to copyright holders.

The Client shall inform the public in a suitable way that the MICHELIN Guide Assets are protected by intellectual property rights and that these intellectual property rights do not allow the multiplication and copying of the content.

The Client agrees that the MICHELIN Guide Assets shall never be used by the Client for search engine advertising purposes (launch SEA advertising campaigns by using MICHELIN Guide assets as targeted keywords). The Client also undertakes not to authorize a third party to do so.

In order to preserve the MICHELIN Guide image as an independent player in the gastronomy sector, the Client shall not give the impression or suggest that it has been involved in the selection process.

The Client shall stop using, reproducing and representing the MICHELIN Guide Assets and shall delete every file containing all MICHELIN Guide Assets from its (or its partners) information systems and confirm to Michelin such deletion at the first of the following event:

* at the end of the relevant periods of authorization to use of the MICHELIN Guide Assets, as determined in each relevant section of the Agreement;
* upon termination of the Agreement, for any reason whatsoever.

1. **Liability**

NEITHER PARTY MAY BE HELD LIABLE FOR ANY INDIRECT DAMAGE WHATSOEVER, INCLUDING, BUT WITHOUT LIMITATION, ANY LOSS OF PROFIT OR TURNOVER, LOSS OR IMPAIRMENT OF DATA, COSTS RELATED TO ADDITIONAL INSURANCE OR REPLACEMENT GOODS OR SERVICES. MICHELIN’S TOTAL LIABILITY IN AGGREGATE FOR ALL CLAIMS ARISING OUT OF OR IN CONNECTION WITH THE AGREEMENT MAY NOT UNDER ANY CIRCUMSTANCES EXCEED THE TOTAL AMOUNT PAID OR PAYABLE BY THE CLIENT UNDER THE AGREEMENT (OR IN CASE OF A MULTIYEAR AGREEMENT THE TOTAL AMOUNT PAID OR PAYABLE BY THE CLIENT UNDER THE AGREEMENT FOR THE YEAR AFFECTED BY THE EVENT GIVING RISE TO THE LIABILITY). THE LIMITATIONS OF LIABILITY SET OUT IN THIS CLAUSE APPLY TO ANY TYPE OF LOSS, HOWSOEVER CAUSED, AND SHALL SURVIVE THE EXPIRY OR TERMINATION OF THE AGREEMENT. THE LIMITATIONS OF LIABILITY DO NOT APPLY IN THE EVENT OF (I) ) EITHER PARTY’S FRAUD OR WILLFUL MISCONDUCT; (II) DEATH OR BODILY INJURY OR (III) BREACHES OF THE LIMITS APPLICABLE TO THE AUTHORIZATIONS GRANTED BY MICHELIN TO THE CLIENT ON THE MICHELIN GUIDE ASSETS. THE LIMITATIONS OF LIABILITY SET OUT IN THIS CLAUSE SHALL ALSO APPLY TO ANY CORPORATE OFFICER, MANAGER, EMPLOYEE, AGENT OR SUPPLIER OF THE PARTIES. COMPENSATION REQUESTS MUST BE SUBMITTED TO MICHELIN WITHIN ONE (1) YEAR OF THE EVENT GIVING RISE TO THE CLAIM.

1. **Confidentiality**

The Parties acknowledge that confidentiality is of the essence of this Agreement.

Within the context of this Agreement, either Party (each a “Discloser”) may disclose confidential information (the “Confidential Information”) to the other Party (the “Recipient”). The following are considered Confidential Information: (i) information that the Discloser designates as being confidential to the Recipient, (ii) information that under the circumstances surrounding disclosure should be treated as confidential by the Recipient, or (iii) information that by reason of its nature should be reasonably treated as confidential by the Recipient. Confidential Information includes, without limitation, documents, data, know-how, marketing, commercial and communication strategies and policies, financial information, hardware and software, provided by the Discloser by any means whatsoever (written, oral, electronic form or any other form) or to which the Recipient accesses in the framework of its collaboration with the Discloser.

The Recipient shall (i) keep strictly confidential all Confidential Information, and any authorized copies of such, applying at least the same degree of care as the Recipient applies to the protection of its own confidential information, but in no event less than a reasonable degree of care; and (ii) use the Confidential Information solely for the purpose of the performance of the Agreement.

The Recipient is authorized to disclose the Disclosing Party’s Confidential Information to its Affiliates, to its own employees and, as the case may be, to its providers and subcontractors (i) having a legitimate need to know for the purpose of this Agreement and (ii) bound by a confidentiality obligation no less protective of the Discloser than the Agreement.

The obligations set forth in this article “Confidentiality” shall not apply, to the extent it is demonstrated by the Recipient, through documentary evidence, that the information at issue is or was:

* publicly available at the time of disclosure or becomes publicly available after disclosure through no act or omission of the Recipient;
* already legally in the possession of the Recipient prior to receipt of the Confidential Information of the Discloser, provided, however, that said information was not obtained by the Recipient, directly or indirectly, in violation of an obligation of confidentiality;
* disclosed to the Recipient by a third party who has not violated any obligation of confidentiality;
* independently developed by or for the Recipient, without access to or use of Confidential Information; or
* required to be disclosed by law, court order or other lawful government action, but only to the extent so ordered or compelled by law, and provided the Recipient shall immediately notify the Discloser and shall limit the scope of such disclosure to the extent possible and shall preserve as much as possible the confidentiality of such disclosures, including cooperating with the Discloser in its efforts to do the same.

The Recipient shall promptly inform the Discloser of any unauthorized possession, use, access or knowledge, or attempt thereof, of Confidential Information by any person not authorized, of which it becomes aware.

The period during which the Parties shall keep confidential the Confidential Information will continue notwithstanding any termination of this Agreement for a period of five (5) years from the date of disclosure of said Confidential Information.

From and after the date of expiry or termination of this Agreement, all Confidential Information (other than information the Recipient is required to retain for administrative or evidentiary purposes), whether originals or copies, provided by the Discloser to the Recipient, shall be returned to or destroyed in accordance with the instructions of the Discloser and erased from any computer memory, provided that this is technically feasible, within the timeframe agreed by the Parties, or failing such agreement, within ten (10) days from the Discloser’s formal request.

1. **Anti-bribery**

The Parties state and agree that they have not, and will not, in the course of conducting business under this Agreement:

(a) violate any applicable anti-bribery policies and anti-bribery laws; or

(b) offer, promise, give or agree to receive or accept any unlawful bribe, rebate, pay-off, influence payment, kickback, or other unlawful payment (including facilitation payments).

If a Party or any of its Affiliates, group companies, sub-contractors, agents, or representatives breaches this representation and/or is charged with or investigated in relation to or engages in any conduct that may constitute an offence under the anti-bribery laws, the other Party shall have the right unilaterally to immediately suspend the services and/or payment or terminate this Agreement or to take other appropriate action in accordance with the terms of this Agreement.

Each Party warrants and represents that it has not and will not, at any time or during the term of this Agreement, offer, promise, render or agree to give any illegal bribery, kick-back, benefits, mediation fee, commission or any other illegal fees (including mediation fee in small amount), including any improper money or any form of benefit or advantage, gift or entertainment to the other Party’s staff. If a Party fails to fulfill above undertaking, the other Party shall have the right to terminate this Agreement forthwith in writing without liability to the defaulting Party and to claim against the defaulting Party for any direct loss or damage arising thereof. Each Party shall report to the other Party any solicitation or extortion of bribery or other such actions from any staff of the other Party and assist the other Party in its investigation or prosecution of such conduct.

1. **Export control**

In addition, the Client shall comply with all applicable laws and regulations with regard to the supply, sale, transfer, export, re-transfer, or re-export, including but not limited to those relating to: trade sanctions (including but not limited to comprehensive or sectoral embargoes and restricted parties) and export controls (including but not limited to military or dual usage products), altogether defined hereafter as “Trade Restrictions”. For the avoidance of doubt, all applicable laws and regulations could include those originating out of the United Nations, the European Union, the OSCE, or the United States of America. The Client shall not cause Michelin to, either directly or indirectly, risk any potential violation of any applicable Trade Restrictions.

The Client certifies that, as of the date hereof, neither the Client, nor any of the Client’s group companies, nor any of their respective directors or officers is a Restricted Person. Client shall immediately notify Michelin if any of the abovementioned Client, Client Group Companies, directors or officers becomes a Restricted person. Restricted Person shall mean any individual, entity or body either: (i) specifically designated or listed under Trade Restrictions; (ii) owned or controlled by any person specifically designated or listed under Trade Restrictions; or, (iii) acting for or on behalf of any person specifically designated or listed under Trade Restrictions.

1. **Indemnification**

Michelin warrants that it holds all of the necessary rights, and in particular intellectual property and/or licence rights over the Products and services provided under this Agreement. In the event of an action or allegation made against the Client by a third party on the grounds of infringement, by the Products or services, of an intellectual property right belonging to the said third party, Michelin, assisted by the Client, shall defend the case against the third party’s claim, provided that (i) the Client notifies Michelin of the allegation or action by the third party within 15 days after this comes to its notice; (ii) the Client allows Michelin to be in sole charge of managing the defence and any negotiations conducted with a view to reaching a possible settlement with the third party, (iii) the Client joins Michelin to the action without delay in the event of legal proceedings, and (iv) the infringement of intellectual property rights is not due to the Client’s failure to comply with the obligations arising from this Agreement. If the infringement of a third party’s rights by Michelin’s Products or services is proven and recognised by a court decision handed down as res judicata or by a settlement agreed by Michelin, Michelin shall compensate the Client for any damages awarded against the latter by a final court decision and based solely on the demonstration of such an infringement.

The Client agrees to indemnify, defend and hold harmless Michelin and to keep Michelin indemnified against all claims, demands, actions, proceedings, damages, losses, costs and expenses (including reasonable legal and other professional advisers’ fees and disbursements) which are made or brought against or incurred by Michelin arising directly from any infringement of any third party right (including but not limited to intellectual property rights) where such infringement arises out of the use, in accordance with the terms of this Agreement, of any distinctive signs or content provided by the Client.

1. **Reporting and verification process**

Michelin will provide to the Client the reporting information and documents agreed between the Parties.

Once the services are provided by Michelin, the Client will control that they are compliant with the terms and conditions of the Agreement. If the Client considers that all or part of the services provided are not compliant with the terms and conditions of the Agreement, the Client will notify Michelin of this non-compliance situation. Such notification will (i) identify the services considered as non-compliant, as well as the compliance gap and (ii) be made within a month from the date Michelin has notified the Client of the provision of the services (or if no notification was made by Michelin, from the date of provision of the products and/or services itself). If no notification is made to Michelin within the aforementioned time limit, the services shall be considered as compliant with the terms and conditions of the Agreement.

1. **Defense**

Each Party undertakes to immediately inform the other Party if it becomes aware of an act that may constitute an infringement of its rights or could be non-compliant with the terms and conditions of the Agreement. Each Party undertakes to provide support the other in any legal proceeding that may be taken to enforce its rights. Each Party shall allow the other Party to defend itself and to collect any damages that may be awarded provided that such Party bears its own defense costs.

1. **Insurance**

Each Party warrants that it is insured against all the financial consequences of its professional civil and operational liability incurred as a result of any physical, material or consequential damage caused to the other Party and/or to any third Party in connection with the Agreement. These insurance policies shall be maintained for the term of the Agreement and for one year after its expiry, and shall be taken out with an insurance company known to be solvent. Each Party undertakes to provide an annual certificate issued by said company stating the sums guaranteed, upon the first request of the other Party.

1. **Termination**

Either party may terminate this Agreement immediately upon written notice to the other in the event of any material breach of this Agreement which breach is not remediable or, if remediable, is not remedied within thirty (30) days after the service by the party not in default of a written notice on the other Party, specifying the nature of the breach and requiring that the same be remedied.

Client may for its own convenience terminate this Agreement by giving a notice period of thirty (30) days, starting from the day the notice is delivered to Michelin. The Parties agree that the following amounts shall be payable by Client to Michelin if the Client exercises its termination right:

1. if the effective date of termination of the Agreement is earlier than nine (9) months before the Announcement communication date for the relevant Edition, Client will pay Michelin fifty percent (20%) of the total fees due for the current year; and
2. if the effective date of termination of the Agreement is earlier than six (6) months and later than nine (9) months before the Announcement communication date for the relevant Edition, Client will pay Michelin fifty percent (50%) of the total fees due for the current year; and
3. if the effective date of termination of the Agreement is later than six (6) months before the Announcement communication date for the relevant Edition, Client will pay Michelin one hundred percent (100%) of the total fees due for the current year.

The Parties agree that the above amounts have been negotiated by the Parties in good faith and that they represent a fair and reasonable estimate of the anticipated costs and damages, if any, that Michelin may incur or suffer as a result of the Client exercising its right to terminate for convenience. Accordingly, Michelin expressly acknowledges and agrees that no other fees, costs or expenses will be payable by the Client to Michelin and Michelin shall not make any other claims as a result of or in connection with the Client’s exercise of its right to terminate for convenience, including, but not limited to, any claim for damages.

Termination of this Agreement for any reason will be without prejudice to any obligation or right of any Party which has accrued prior to such expiry or termination.

1. **Privacy**

Michelin, as data controller, implements personal data processing of Client’s employees which purpose is to perform the Agreement. These processing are based on the execution of a contract and, as the case may be, the legitimate interest of the data controller to defend its interest in legal proceedings, as well as to comply with relevant regulations. The processed data are essential for these processing and are used by Michelin's relevant departments and, where applicable, its subcontractors. They may in certain cases be transferred outside the European Union. In order to provide adequate safeguards for the protection of such data, a cross border flow agreement incorporating the standard clauses of the European Commission has been signed between Michelin and its subcontractors. Transfers within the Michelin Group can also take place and are framed by the Group’s Binding Corporate Rules which have been validated by the CNIL (available on michelin.com). The data retention period is strictly limited to what is necessary to fulfill the purposes of the processing, plus relevant legal limitation periods. In accordance with the General Data Protection Regulation and related local regulations, the Client undertakes to inform the data subjects about these data processing and about their rights to access and obtain copy of their data, to object the processing of data for legitimate reasons, to have them rectified or deleted, to restrict the processing of their data, their right to the portability of their data in the cases defined by the applicable regulations and their right to define the fate of their data after their death. To exercise one of these rights please contact the service privacy at the following address [privacy.exp@michelin.com](mailto:privacy.exp@michelin.com). If your request is unsatisfied, you can also file a complaint with the CNIL on its website www.cnil.fr or with your local control authority.

1. **Miscellaneous**

**Deadlines.** Michelin will not be held liable of any delay caused directly or indirectly by the Client. If Michelin fails to complete the services described in the Agreement within the time frame specified in the Agreement, the Client shall be entitled to claim financial compensation amounting to two percent (2%) of the total price of the services delayed for each week of delay, up to a maximum of ten percent (10%) of the total price of the services delayed. To avoid any doubt, the Parties agree that Michelin will not be held liable for any postponement of the delivery of the services less than a one-month period.

**Compliance with the law.** The Parties warrant that they will comply with the regulations in force applicable to the performance of the Agreement.

**Waiver.** A Party’s delay or failure to exercise any right or remedy will not result in a waiver of that or any other right or remedy.

**Assignment.** Michelin may assign this Agreement to any Affiliates (meaning any existing or future legal entity which, directly or indirectly, through one or more intermediaries, controls, is controlled by, or is under common control with one of a Party; the notion of control shall consist in the power to direct the management and policies of the legal entity whether through the ownership of a fraction of the share capital or by contract or otherwise and shall be deemed to exist upon the ownership of 50% or more of the share capital or voting rights of such entity). Subject to the foregoing, neither Party may assign this Agreement or its rights or obligations arising therefrom.

**Notices.** All notices given under the Agreement must be given by registered post with acknowledgment of receipt to the address of the Party stated on the first page of the Agreement.

**Arm’s length Agreement.** The Parties warrant that they are and shall remain independent commercial and business partners throughout the term of the Agreement, with each Party assuming the risks of its own operations. Nothing in the Agreement shall be construed as appointing the Client as a representative, agent or attorney of Michelin, for any purpose whatsoever.

**Entire Agreement.** This Agreement (including any Appendices) is the entire agreement between the Parties regarding its subject matter. It replaces all prior agreements, communications and representations between the Parties regarding its subject matter.  This Agreement can be changed only by an amendment signed by authorized representatives of both Parties.

**Severability.** If any court of competent jurisdiction determines that any provision of this Agreement is illegal, invalid or unenforceable, the remaining provisions will remain in full force and effect.

**Sub-contracting.** Michelin may sub-contract all or part of its services under the Agreement, but shall remain solely liable for performance of the sub-contracted obligations.

**Commercial references.** Michelin may refer to the fact that the Client is a commercial partner in its sales documents, press releases and/or any other external documents.

**Force majeure.** Neither Party shall be held liable for delays, non-performance of its obligations or damage caused by a force majeure event, provided the Party asserting the force majeure event notifies the other Party of its existence within ten (10) days of the said event. It is expressly agreed that the following events shall be treated as force majeure events: pandemics, fires, explosions, lightning or power failures, strikes or labour disputes, water damage, wars, public disorder, terrorist acts, actions by civil or military authorities and damage arising from the operation or availability of a third Party’s communication services or networks.

**Survival.** Upon termination or expiry of the Agreement, those provisions of the Agreement which by their nature are intended to survive will survive termination or expiry. It is especially, but not limited to, the case for the following articles of this Agreement: “Liability”, “Confidentiality” and “Miscellaneous”.

**Conciliation**. In the event of any dispute, controversy or difference between the Parties arising out of or relating to this Agreement, including a dispute relating to the validity or existence of this Agreement and any non-contractual obligations arising out of or in connection with this Agreement (the "Dispute"), the representatives of the Parties shall, within five (5) business days of service of a written notice from either Party to the other Parties hold a meeting (the "Dispute Meeting") in an effort to resolve the Dispute in good faith. If, however, the representatives mentioned above, as applicable, don't reach an amicable settlement within five (5) working days after the Dispute Meeting (or such additional time as they may agree on) or if the emergency justifies not to hold a Dispute Meeting, the matter may be referred to the courts having jurisdiction.

1. **Applicable Law and Jurisdiction**

**THE AGREEMENT IS GOVERNED BY FRENCH LAW. THE COURTS OF PARIS SHALL HAVE EXCLUSIVE JURISDICTION TO HEAR ANY KIND OF DISPUTE THAT MAY ARISE IN CONNECTION WITH THE INTERPRETATION, PERFORMANCE AND/OR TERMINATION OF THE AGREEMENT.**

1. **Electronic signature**

The Parties may sign this Agreement by electronic signature where and to the extent recognized by applicable law. An electronic signature of this Agreement made through the means of Electronic Transmission as defined hereinafter shall be as legally binding as a physical signature. “Electronic Transmission” shall mean any form of communication, not directly involving the physical transmission of paper, that creates a record that may be retained, retrieved, and reviewed by a recipient thereof, and that may be directly reproduced in paper form by such a recipient through an automated process, provided that the transmission is secure and all actions are tracked and recorded by a reliable system, such record being able to be retained, retrieved and reproduced by the recipient and the sender.

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| --- | --- | --- |
| MICHELIN Date:  Name:Gwendal Poullennec  Title: Michelin Lifestyle Director |  | **THE CLIENT**  Date:  Name:  Title: |



**Appendix 1 – Client Graphical Symbols**

* Graphic Manual – Destination Brand Czechia

Obsah obrázku Písmo, Grafika, grafický design, text

Popis byl vytvořen automaticky



* Graphic Manual – Corporate Brand CzechTourism

Obsah obrázku Písmo, Grafika, grafický design, logo

Popis byl vytvořen automaticky

