

LENTA LTD CORPORATE ACCELERATION PROGRAM TERMS AND REGULATIONS

1. General Provisions

- 1.1. The given Terms and Regulations (hereinafter referred to as the Regulations) define the goals, objectives, procedures and timeline of the acceleration program for innovative startup projects of Lenta Program (hereinafter referred to as the Program).
- 1.2. The organizer of the Program is Lenta Ltd. (hereinafter referred to as the Organizer), and the operator of the Program is the Joint Stock Company Russian Venture Company represented by the GenerationS Corporate Accelerator (hereinafter referred to as the Operator).
- 1.3. The official website of the Program is located at <https://lenta.generation-startup.ru> (hereinafter referred to as the Website).
- 1.4. The terms of the Program are formalized by posting the relevant information and the given Regulations on the Program Website.
- 1.5. The official language of the Program is English.
- 1.6. Participation in the Program is free of charge for participants.
- 1.7. The Organizer reserves the right, at its sole discretion, to cancel, terminate, suspend or extend the implementation of the Program.

2. Goals and Objectives

- 2.1. The purpose of the Program is to find, evaluate, and select innovative startup projects for their subsequent implementation into the Organizer's business processes.
- 2.2. Program goals:
 - 2.2.1. Search for innovative startup projects, whose products and solutions can be applied in the retail industry, and which correspond to one of the main Program streams specified in clause 4 of these Regulations.
 - 2.2.2. Expertise and selection of innovative startup projects through the preliminary filter of startup projects (screening) and the rating of projects (scoring).
 - 2.2.3. Potential launch of joint pilot projects and further cooperation between the Organizer and selected startup projects.
- 2.3. During the Program, other companies of the Severgroup investment group interested in finding and developing innovative products are invited to evaluate participating startup projects for their business needs.

3. Terminology Definitions

Organizer: Lenta Ltd.

Functional unit: department, division or other structural unit of Lenta Ltd.

Corporate Experts: representatives or heads of departments of the Organizer's functional units.

Program participant (or Applicant): an individual or legal entity that has submitted an application to participate in the Program.

Project: an innovative project, realized by the Program participant using information technology, telecommunications technology, robotics, cloud computing, big data, control systems, etc.

Pitch session: a short, structured presentation of the Project.

4. Program Streams

- 4.1. Startup projects that offer retail industry solutions in the following areas are welcome to participate in the Program:
- Marketing
 - Operations
 - Human Resources (HR)
 - Logistics and Supply Chain

5. Program Participants

- 5.1. The Program participants must be foreign legal entities or individuals (based outside Russia) who are at least 18 years of age on the date of application, and who are interested in cooperating with the Organizer.
- 5.2. Program participants must meet the following requirements:
- 5.2.1. To participate in the Program, the representative of the startup project must submit an Application on the Program Website. Confirmation of the Application submission is sent automatically to the email address specified in the Application, after its submission on the Website.
- 5.2.2. Startup projects, whose founders or representatives are employees, family members, or in any way affiliated with the Organizer or the Operator, are not allowed to participate in the Program.
- 5.2.3. Startup projects, whose founders or representatives are individual entrepreneurs or employees of organizations involved in the preparation and

execution of the Program, or contractors of the Organizer or the Operator, are not allowed to participate in the Program.

- 5.2.4. Startup projects whose founders or representatives are organizations (legal entities) affiliated with the Organizer or the Operator are not allowed to participate in the Program.
- 5.2.5. A startup project participant must be properly registered as a legal entity in accordance with the applicable law, and there must not be any bankruptcy, voluntary liquidation or other similar procedures initiated against the participant.
- 5.2.6. Foreign (non-Russian) participants are welcome to participate in the Program. It is required to submit an Application in English. Foreign startup projects must be represented by an English speaker to facilitate cooperation with the Organizer and the Operator.
- 5.2.7. The startup project must represent solutions (products or technologies) that correspond with one of the Program streams specified in clause 4 of these Regulations.
- 5.2.8. The startup project team must have at least two team members.
- 5.2.9. The startup project submitted to the Program must have first sales or realized pilot projects in the retail industry.
- 5.2.10. The startup project submitted to the Program must represent a mature, fully developed solution that can be piloted without delay. The solution should have sufficient technology readiness to be integrated into the client's business processes and infrastructure.
- 5.2.11. The startup project participants must be ready to conduct a pilot project in Russia. Pilot projects will be conducted remotely whenever possible.
- 5.2.12. The Organizer and the Operator have the right to verify the participants' compliance with the requirements of these Regulations, as well as the sufficiency or reliability of the information and documents submitted by the participant. Non-compliance with the requirements of these Regulations, and insufficiency or inaccuracy of information or documents provided by the participant is grounds for refusal to register the Application or its cancellation at any stage of the Program.
- 5.3. The Application of the Program participant must meet the following requirements:
 - 5.3.1. All Applications must be sent by an authorized representative of the startup project through the Program Website within the time specified on the Website, by filling out an electronic questionnaire and attaching the documents required in the application form.

- 5.3.2. The participant is allowed to submit only one Application to the Program.
- 5.3.3. In filling out the Application, the participant may indicate several proposed solutions or technologies that their startup project represents.
- 5.3.4. If the startup project Application was rejected, the participant cannot re-submit the same project to the Program. The Application submission process is described in section 6.3 of these Regulations.
- 5.3.5. The information in the Application must be complete and accurate, and must not violate the rights of third parties, including intellectual property and privacy rights.
- 5.3.6. If the Application (questionnaire and attached documents) contains personal data of certain individuals, the consent of these persons must be provided in order for such data to be processed by the Organizer and the Program Operator. The participant is not obliged to provide any confidential information in the Application.
- 5.3.7. The startup project representative must have all rights, permissions and consent necessary to submit the Application.
- 5.4. Violation of clauses 5.2 and (or) 5.3 of these Regulations is grounds for refusal to register the Application or its cancellation at any stage of the Program.

6. Program Phases and Timelines

- 6.1. The Program phases are carried out in the following order:
 - Application submissions: October 13 – November 8, 2020
 - Webinar: October 28, 2020
 - Expert assessment of submitted projects: November 9 – November 22, 2020
 - Pitch session: November 30, 2020
- 6.2. The dates of Program phases can be subject to change and the latest changes are updated on the Website.
- 6.3. Application submission process:
 - 6.3.1. The applicant fills out the online Application form on the Program Website and attaches a presentation containing information requested in the application template provided.
 - 6.3.2. The information provided in the Application must be complete, accurate, reliable, and must not contain any call for violence, racial discrimination, terrorist or other illegal activities, and other extremist materials. It must not contain materials offensive towards religious beliefs, elements of pornography, violence, cruelty, or swear words. It must not contain obscene

or offensive images, comparisons and expressions, including in relation to professions, age, language, official state symbols of the Russian Federation, or objects of cultural heritage of the Russian Federation. It must not contain information and (or) materials that may violate other rights and interests of citizens and legal entities, the legislation of the Russian Federation, or public morality and ethics.

- 6.3.3. The submitted Application undergoes initial screening by the Program Manager.
- 6.3.4. Based on the results of the initial screening, the Application is assigned one of the following statuses:
 - Rejected – if the Application does not meet the requirements specified in clause 6.3.2 of these Regulations, or the requirements for the Program Participants specified in section 5 of these Regulations.
 - Sent for revision – if the Application is filled in incorrectly and (or) does not contain the required information.
 - Passed moderation (screening) – if the Application meets all the requirements specified in section 5 and clause 6.3.2 of these Regulations. Applications that pass the initial screening proceed to the Expert assessment phase for evaluation.
- 6.4. The Webinar is a virtual meetup between startup projects and the Organizer, during which the Operator and the representatives of the Organizer's functional units offer insights about the Program streams, cooperation opportunities and benefits for participating startup projects, and answer participants' questions.
- 6.5. Expert assessment process:
 - 6.5.1. Startup projects are evaluated by industry Experts and assigned points based on business and technology criteria.
 - 6.5.2. Startup projects are presented to the Corporate Experts along with the prior assessment for consideration. Corporate Experts select startup projects based on their Applications for participation in a virtual pitch session.
- 6.6. A virtual pitch session is conducted, during which the participants present their projects to the Organizer, followed by a brief Q&A session. Based on the results of the pitch session, the Organizer selects participants with whom they are willing to launch joint pilot projects and whose solutions can be implemented in the Organizer's business process and infrastructure.
- 6.7. The Organizer reserves the right to admit any participant to the pitch session regardless of their Expert assessment status, and to cooperate with any startup project that submitted an Application to the Program.

7. Copyright

- 7.1. Applicants guarantee that they have the rights to the results of intellectual activity and materials of the submitted project, and are fully responsible for their unlawful use of third parties' materials that are protected by copyright or other rights.
- 7.2. Materials submitted by the participants during the Program may be partially published, copied or broadcast for informational purposes at the discretion of the Organizer or the Operator without the participants' consent.
- 7.3. No transactions or intentions of transactions of intellectual property and (or) company shares are carried out during the Program.

8. Final Provisions

- 8.1. Application submission for participation in the Program implies full agreement and acceptance of these Terms and Regulations.
- 8.2. The materials submitted by the participants during the Program may be partially published for informational purposes on the Program Website, to which the participant agrees when submitting the Application.
- 8.3. The Program participant has the right to withdraw his Application from the Program at any time. In this case, the participant's startup project ceases to participate in all procedures and activities of the Program.
- 8.4. The Organizer and the Operator are not under any legal obligations to select startup projects in the Program, to provide Program participants with financing or invest in participants' projects, to provide participants with services or purchase any products, services, or intellectual property from participants, to compensate participants' expenses (including the costs of filing an Application or participating in the Program) or any other types of losses, or to sign any agreements or contracts with participants. Obligations of the Organizer, the Operator, and the Program participants may arise only from the contracts signed by them on the basis of their free will.
- 8.5. The Organizer reserves the right to amend these Regulations.