



PANETTONE WORLD CHAMPIONSHIP 2027 - ETHICS CODE

The Accademia dei Maestri del Lievito Madre e del Panettone Italiano (hereinafter also referred to as the "Accademia") is organising the Panettone World Championship (hereinafter also referred to as the "PWC"), a team competition to be held in Verona from 19th to 22nd October 2027, with the Grand Final taking place in Milan on 23rd October 2027.

Recognising that the prestige of an event depends not only on the quality of its Organization and the high standard of the services provided, but also on the attention given to the needs of each participant who joins together as part of a team in pursuit of the highest level of achievement, the Accademia has adopted this **Code of Ethics and Conduct**, which sets out the principles that have always guided the Organization of the Championship.

These principles are intended to be shared and observed by all participants in the Championship, as well as by everyone involved in the organisation of the event, in the belief that the credibility and reputation of the Championship are founded on respect for rules of conduct and on the recognition of the dignity and value of every individual.

This Code of Ethics therefore constitutes a distinctive and defining element of the Championship, setting it apart from other events of a similar nature. Its principles must be known, shared, and observed by everyone who, in any capacity, takes part in the event.

Its purpose is to offer both professionals and the public an event of the highest quality, unique in its kind and worthy of its international reputation, while safeguarding the environment and ensuring the safety of all those involved through conduct inspired by the principles of social ethics. In doing so, the Championship seeks to achieve the highest level of satisfaction and to create lasting value for the Competitors, the employees of the organising entities, and the community as a whole.

01 GENERAL PRINCIPLES

- **Legality**
- **Fairness and Respect**
- **Non-Discrimination**
- **Confidentiality**
- **Diligence**
- **Loyalty**

02 PROHIBITED CONDUCT

03 WORKPLACE HEALTH AND SAFETY

04 COMPLIANCE WITH WORKING HOURS

05 EXTERNAL RELATIONS

06 INTERNAL CONTROL SYSTEM

07 SANCTIONING GUIDELINES

08 USE OF SOCIAL MEDIA, THE PRESS, AND OTHER COMMUNICATION CHANNELS

09 PROTECTION OF THE IMAGE, LOGOS, AND OTHER DISTINCTIVE MARKS



01 GENERAL PRINCIPLES

The conduct of all Recipients, regardless of their role in the Championship, shall be guided by the principles of legality, fairness, non-discrimination, confidentiality, diligence, and loyalty.

1.1 Legality

All Recipients of this Code are required to act in full compliance with applicable laws and regulations.

1.2 Fairness and Respect

Fairness and integrity are fundamental obligations of all Recipients.

Recipients shall refrain from establishing privileged relationships with third parties or engaging in conduct arising from external influence intended to obtain undue advantages. The Accademia therefore encourages all Recipients to carry out their activities with professionalism, integrity, and respect for the values of the art of Italian pastry making, demonstrating the same passion and dedication that they devote to their profession, their customers, and their suppliers.

In particular, Recipients are required to behave respectfully towards all bodies and individuals involved in the Organization of the Championship, including the Competition Management, fellow competitors, judges, and members of the public.

The organising entity reaffirms that the decisions of the Jury are final and binding. All participants are therefore required to respect such decisions and to comply with the determinations adopted by the reviewing body.

1.3 Non Discrimination

The Accademia rejects all forms of discrimination based on age, gender, race, sexual orientation, health status, political or trade union opinions, religion, culture, or nationality affecting its employees and collaborators.

In order to ensure respect for all participants in the Championship, the organising entities require all participants to observe standards of decency and the principle of non-discrimination. They reserve the right to impose sanctions for any discriminatory conduct by Recipients towards others, whether occurring at the event venues or elsewhere, including where such conduct is expressed using mass media or digital communication channels.

1.4 Confidentiality

The Accademia is committed to ensuring the protection and confidentiality of the personal data of all Recipients, in compliance with all applicable data protection legislation.

Recipients are likewise required not to use or disclose any confidential information acquired by virtue of their participation in the Championship.

In particular, Recipients shall maintain the strictest confidentiality with regard to documents and information capable of revealing know-how, transport or logistics information, commercial information, or any other confidential business data.



1.5 Loyalty

In the context of the Championship, all Recipients are required to compete fairly and in full compliance with these Regulations, recognising that fair competition provides a positive incentive for innovation, professional growth, and continuous improvement.

Recipients are expected to participate using their own resources and to refrain from engaging in any conduct intended to disadvantage, obstruct, or harm other participants, in accordance with the principles of fairness and loyalty set out in this Code.

02 PROHIBITED CONDUCT

2.1 Impartiality

Without prejudice to the principles set out in Article 1 of this Code, all Recipients are expressly prohibited from engaging in any conduct that may influence the judging process or the final results of the Championship.

In particular, Judges are required to act with independence, impartiality, and objectivity, and to disclose any relationship or conflict of interest involving competition participants. Competition participants, whether directly or indirectly, including through their collaborators or representatives, shall respect the independence and impartiality of the Judges and shall refrain from any conduct intended, or liable, to influence their assessments.

2.2 Common Sense and Team Spirit

In keeping with the principles of team spirit, mutual respect, and fair competition, the Accademia prohibits any conduct that, according to objective standards of fairness and loyalty, is intended to prejudice, obstruct, or otherwise harm one or more teams or any of their members.

03 HEALTH AND SAFETY

The Accademia and the organising entity are committed to providing a healthy, safe, and environmentally responsible environment for their personnel, all participants, and all guests attending the Championship.

All Recipients are required to comply with the applicable health and safety regulations and to conduct themselves in a manner that protects the safety of persons, the integrity of the competition venues, and the environment.



04 COMPLIANCE WITH WORKING HOURS

The authorised working hours and the permitted use of competition areas during the Championship, including any authorised pre-competition preparation days, are governed by the Official Competition Regulations.

Competition Commissioners, staff members, and surveillance systems monitor access to, exit from, and movement within the competition areas. Nevertheless, compliance with these rules ultimately relies on the honesty, integrity, and sense of responsibility of all Competitors. Failure to comply with these provisions constitutes a breach of the Competition Regulations, may result in the application of the prescribed penalties, and shall be regarded as conduct contrary to the principles of fairness and respect for all those involved.

05 EXTERNAL RELATIONS

Collaborators, employees, and all persons participating in the Championship, in whatever capacity, are required to interact with third parties with courtesy, professionalism, competence, and integrity, recognising that the reputation and success of the event depend upon the conduct of each individual. In particular, Recipients shall refrain from any unfair, deceptive, or misleading conduct that could induce other participants, members of the public, suppliers, or other third parties to rely on false or unfounded information.

Recipients are expected to provide timely, efficient, and high-quality services to participants, the public, and suppliers, while striving to ensure the highest standards of organisation and professionalism. Recipients shall also make every reasonable effort to ensure that suppliers, contractors, and business partners comply with the fundamental ethical principles set out in this Code.

Relations with public authorities and public administrations shall be conducted with the utmost transparency, fairness, and cooperation, in full compliance with applicable laws and the highest standards of professional and ethical conduct. In particular, no Recipient shall make, or contribute to making, false, misleading, incomplete, or intentionally inaccurate statements or declarations to any public authority.

06 INTERNAL CONTROL SYSTEM

Compliance with the provisions of this Code is entrusted to the diligence, integrity, and sense of responsibility of each Recipient, within the scope of their respective roles and responsibilities throughout the Championship.



All Recipients are encouraged to report to the organising entities and the designated supervisory body any conduct, facts, or circumstances that they reasonably believe to be inconsistent with the principles or provisions of this Code.

As the organiser of the Championship, the Accademia reserves the right to take any measures necessary to prevent or stop violations of this Code and, where appropriate, to impose the disciplinary measures provided for in the Competition Regulations.

07 SANCTIONING GUIDELINES

Any violation of this Code of Ethics or of the internal procedures adopted for the Championship shall be taken into account with respect to all persons who, in any capacity, are involved in the event.

Depending on the nature and seriousness of the violation, the organising entities shall promptly adopt the measures deemed appropriate, in accordance with the provisions of the Competition Regulations.

08 USE OF SOCIAL MEDIA, THE PRESS, AND OTHER COMMUNICATION CHANNELS

The use of any means of communication, including social media, mobile phones, messaging applications, and any other communication devices or services, is strictly prohibited throughout the Event, including for personal purposes. Any breach of this provision may result in the sanctions set out in these Regulations.

The capture, recording, reproduction, or dissemination of photographs, videos, audio recordings, or any other images or content within non-public or restricted areas is subject to applicable law and may give rise to disciplinary and legal consequences. Any authorization or release granted by the Organization for the use of images or recordings is intended solely for the benefit of the host entity and the Organization. Such authorization does not extend to the rights of individual participant. In particular, any communication between Competitors and the Team Manager during the competition, as well as the dissemination of photographs, videos, or other content relating to the competition, work areas, competition facilities, or activities in progress, is strictly prohibited.

Photographs or recordings of individuals, competition activities, or works created during the Championship may not be published or distributed. Recipients are required to use social media and all other forms of communication responsibly, respectfully, and consistently with the principles of this Code in all interactions involving the organisers, competing teams, judges, staff, collaborators, sponsors, suppliers, the host venue, and any other persons connected with the Championship.



The conclusion of the competition does not mark the end of the Participants' obligations under this Code of Ethics. Such obligations shall continue beyond the duration of the Event, particularly with regard to compliance with applicable law and the maintenance of personal dignity, decorum, integrity, and professional honour.

09 PROTECTION OF IMAGE, LOGOS, AND THE USE OF DISTINCTIVE MARKS

Any unauthorized use, or any use likely to create confusion regarding affiliation, official status, titles, awards, or official recognition, is strictly prohibited.

Such conduct may constitute an infringement of industrial property rights under Italian Legislative **Decree No. 30 of 10 February 2005** (the **Italian Industrial Property Code**), including, in particular:

- **Article 20** of the Italian Industrial Property Code, which grants the trademark owner the exclusive right to prevent third parties from using identical or similar signs for identical or similar goods or services where there exists a likelihood of confusion, including a likelihood of association;
- **Article 22** of the Italian Industrial Property Code, which prohibits the use of signs liable to deceive the public or create confusion as to the origin, nature, or characteristics of goods or services;
- **Article 23** of the Italian Industrial Property Code, concerning the use of a trademark in a manner contrary to the principles of professional fairness.; where applicable, such conduct may also fall within the scope of **Articles 2569 et seq. of the Italian Civil Code**, together with the related provisions governing the protection of distinctive signs.

Furthermore, such conduct may constitute an act of **unfair competition** pursuant to **Article 2598 of the Italian Civil Code**, insofar as it may create confusion as to the commercial origin of products or services or as to participation in an official circuit, misappropriate the reputation, merits, qualifications, or recognition of others, or otherwise constitute conduct contrary to the principles of professional fairness that is liable to cause damage to the Competition Management.

It is further acknowledged that such conduct may also be relevant under the provisions governing **unfair commercial practices** and **misleading commercial communications** set out in Italian **Legislative Decree No. 206 of 6 September 2005** (the **Italian Consumer Code**), where it is liable to mislead the public as to the existence of official affiliations, authorisations, or titles that have not in fact been granted.

Mere participation in selection events, ancillary initiatives, or promotional activities does not confer any right to use the Championship's trademarks or to claim official titles, qualifications, or recognition, unless expressly authorised in writing by the Competition Management. The Participant acknowledges that the Championship is made possible through the contribution and support of its sponsors and strategic partners, whose cooperation is essential to the Organization, development, promotion, and international and national reputation of the Championship.



Accordingly, the Participant undertakes, for a period of **twenty-four (24) months** following the conclusion of the Championship, to not engage in any promotional, advertising, or commercial activity that directly conflicts with the legitimate interests of the Championship's principal sponsors, where such activity makes use of, refers to, or associates itself with the title obtained, any awards received, or the official image of the Championship.

The use of Championship titles, logos, official images, slogans, and any other distinctive elements associated with the Championship is permitted only in accordance with the guidelines issued by, and the prior authorisation of the Competition Management.

Winners are free to pursue their professional activities, endorse products, and collaborate with companies, including those operating in competition with the Championship's sponsors. However, the use of the title "**World Champion**", the Championship's logos, official images, claims, or any other elements associated with the Championship shall remain subject to compliance with this Code of Ethics, the Competition Regulations, and sponsor-related rights.

Any breach of the guidelines or authorisations issued by the Competition Management, at its sole discretion, may result in one or more of the following measures:

- Withdrawal of the right to use the Championship title in advertising, promotional, or commercial communications;
- Withdrawal of the authorisation to use the Championship's logos, official images, and other official materials;
- Exclusion from official events, initiatives, collaborations, or programmes connected with the Championship;
- Withdrawal of official awards, recognitions, or privileges associated with the Championship;
- In particularly serious cases, revocation of the title awarded.

Acknowledgement and Acceptance

By signing below, the Participant acknowledges having read, understood, and fully accepted the provisions of this Code of Ethics and Conduct.

Participant's Signature
