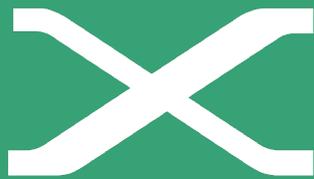




FUJIFILM



## FUJIFILM FRIYAY

Have you always dreamed of being featured on the Instagram wall of FUJIFILM Belgium? Do not hesitate then to participate in FujiFilm Friyay, our brand new photo challenge!

### Competition rules

1. The organizer of this competition is FUJIFILM Belgium NV, located at Europark-Noord 21-22, 9100 SINT-NIKLAAS, Belgium.
2. FujiFilm Friyay is a biweekly Instagram competition which commences on Friday after the announcement of the theme through FUJIFILM Belgium's Instagram stories and/or wallpost and ends two weeks after on Thursday at 23:59 pm.
3. The competition procedure will be as follows: The participant posts a picture that fits the week theme on his/her Instagram feed, tags @fujifilmbelgium in the picture and uses the hashtag #FujifilmFriyay as well as a hashtag including the theme (for example: #IntoTheWild) in the caption. The Instagram account of the participant must be public (private accounts are not eligible). Pictures may be taken with any device, but those taken with a Fujifilm camera have a little step ahead.
4. Every two weeks a new theme will be announced, which means you have a new chance to participate.
5. You may (hash)tag an older picture that fits the theme.
6. The winner of this competition is the participant who has carried out the procedure correctly and whose picture fits the week theme best.
7. By participating in this competition, the participants accept and confirm that these general terms and conditions are applicable.
8. The prize of this competition consists of the following reward: The picture of the winner will be reposted (on Friday) on FUJIFILM Belgium's Instagram wall. The winner will be tagged in the picture and/or in the capture so that he/she is notified automatically.
9. FUJIFILM Belgium NV reserves the right not to accept an entry: i) if FUJIFILM Belgium NV deems it is contrary to this campaign, or ii) if FUJIFILM Belgium NV deems it is contrary to good faith, or iii) on any other reasonable grounds, to be decided entirely at FUJIFILM Belgium NV's discretion.
10. FUJIFILM Belgium NV reserves the right to verify the identity of the prizewinner.

### Fujifilm Friyay photo of the year 2019

On Monday the 30th of December, we will pick our favourite #fujifilmfriyay photo of 2019. The winner will receive a brand new Fujifilm X-T30! Another reason to submit your most unique photos.