

MICHELIN AGRICULTURAL TYRES. DELIVERING VALUE AND PERFORMANCE



FROM 1ST AUGUST 2025 – 31ST OCTOBER 2025

CLAIM CASHBACK ON AGRICULTURAL TYRES*

PLUS: your chance to enter into a prize draw to win a TractAir voucher worth €8500.*



Scan here to make a claim, find out how to enter the prize draw, view the cashback values and many more things!

*Terms and conditions apply. Claim cashback on new Michelin agricultural tyres. Cashback value determined on tyre size and tread pattern. This promotion applies to purchases made between 1st August 2025 and 31st October 2025 at participating Exelagri dealers only. Closing date for receipt of claims is 30th November 2025. Minimum of 2 Michelin tyres purchased, up to a maximum of 12 tyres per claim during the promotion period. Maximum of 4 claims over the promotional period. Cashback will be paid as a BACS transfer. Prize Draw subject to a valid marketing opt-in.



EXAMPLE CASHBACK REWARDS AVAILABLE

Some of the **cashback values** customers can claim on the Michelin Harvest 2025 promotion are listed below. Many other tyre patterns and sizes qualify. Full list of patterns and sizes can be found on the Michelin website.

Go to: business.michelin.co.uk/offers-michelin to see cashback value by pattern/size.

MICHELIN AXIOBIB 2

2 tyres: VF 540/65 R30 = €230 CASHBACK

2 tyres: VF 650/65 R42 = €480 CASHBACK

4 tyres = €710 CASHBACK

MICHELIN MULTIBIB

2 tyres: 540/65 R28 = €160 CASHBACK

2 tyres: 650/65 R38 = €320 CASHBACK

4 tyres = €500 CASHBACK

CLAIM REWARDS ONLINE IN 6 SIMPLE STEPS

- 1 **Purchase** your tyres from a participating Michelin Exelagri tyre dealer
- 2 Go to: business.michelin.co.uk/offers-michelin to see cashback value by pattern and size, or speak with your Exelagri dealer.
- 3 To claim register on: myportal.michelingroup.com
- 4 Click the claim offer **Agriculture Harvest Michelin ROI button** and add the type & number of tyres you've bought.
- 5 Upload proof of purchase
- 6 Receive an email confirmation and the money via direct transfer within 28 days.



For help and advice call +44 330 053 9395 or email: agriculture-harvest@thephgroup.co.uk

Terms and Conditions

Buy eligible Michelin Agriculture tyres and receive cashback by signing up to this promotion. Cashback value determined using the Michelin tyre size and tread pattern. Please refer to the Michelin rewards matrix to calculate potential cashback found at business.michelin.co.uk/offers-michelin. 1. MICHELIN Harvest 2025 ROI Promotion (the 'Promotion') and TractAir Prize Draw (Prize Draw) is open to all end user purchasers (i.e. an individual who will use the tyres for their own benefit - on a vehicle used in their own business) who are ROI residents aged 18 and over, except Michelin Tyre PLCs (the 'Promoter') employees, its agencies or anyone else connected with the creation and administration of this Promotion. For the avoidance of doubt, end users exclude dealers and resellers. 2. By participating in this Promotion and Prize Draw, Claimants agree to be bound by these terms and conditions and by any other requirements set out in the promotional material. The Promoter reserves the right to refuse entry or refuse to award the cashback to any Claimant in breach of these terms. 3. The Claimant will receive cashback on the purchase of eligible Michelin Agricultural tyres only. The amount will be refunded by bank account transfer ('Cashback'). For more information about the eligible tyres and Cashback value please visit business.michelin.co.uk/offers-michelin to see the full reward matrix or speak with Michelin Exelagri participating dealers. Cashback values are dependent on Michelin tyre pattern and size; the matrix shows all values. 4. This Promotion applies to purchases made between 1st August 2025 and 31st October 2025 (inclusive) only (Promotional Period). Closing date for receipt of claims is 23:59 on 30th November 2025. Claims portal opens from 00:01 on 1st August 2025 to submit claims. 5. A minimum of 2 eligible Michelin tyres must be purchased during the Promotional Period to submit a claim. Up to a maximum of 12 tyres per claim during the Promotion Period. Claimants can submit up to a maximum of 4 claims over the Promotional Period. Each claim must have a separate and identifiable tyre purchase transaction invoice number that can be verified. 6. All eligible tyres purchased during the Promotional Period do not need to be the same pattern or size as other tyres purchased during the Promotional Period to be eligible for the Cashback claim. 7. Each vehicle invoice is permitted to be used within one claim only. Multiple invoices may be included within a single claim, up to the maximum individual claim of 12 eligible tyres.

8. TractAir Voucher Prize Draw:

- 8.1. To be in with the chance of winning a TractAir voucher worth €6500, opt-in to receive marketing communications from Michelin. For a valid entry into the Prize Draw, the marketing opt-in must occur when submitting the Promotion claim. Any opt-ins outside of this will not be entered into the Prize Draw. Only one entry per person is permitted.
- 8.2. TractAir Voucher terms and conditions apply. Voucher will be valid for 12 months from the date of issue. The Voucher will be sent as an e-voucher, to the email address used to opt-in.
- 8.3. Entries into the prize draw are valid for all marketing opt-ins received during Promotional claim period (00:01 on 1st August and 23:59 on 30th November 2025).
- 8.4. Prize Draw entry winner will be selected at random from all the opt-in entries correctly submitted in accordance with the TractAir Prize Draw terms and conditions. The winner will be selected and contacted by email week commencing 1st December 2025.
- 8.5. If a winner does not respond to the Promotion within 7 days of being notified by the Promoter, then the winner's prize will be forfeited and the Promoter will be entitled to select another winner in accordance with the process described in 8.4 above.
- 8.6. The prize is subject to availability and is non-exchangeable, non-transferable and no cash alternative is offered. The Promoter reserves the right to replace the prize with an alternative prize of equal or higher value if circumstances beyond the Promoter's control make it necessary to do so.
9. Entry into this promotion cannot be in conjunction with any other offer. 10. The Promoter reserves the right to discard incomplete or illegible invoices. 11. Lost, incomplete, invalid, illegible, or late claims will not be accepted. The Promoter reserves the right to investigate, and where necessary, dispute a claim if it believes the claim is not legitimate and amend, suspend or cancel the Promotion where it becomes necessary to do so. In such circumstances, cashback payment to the Claimant's bank account may be withheld until the Promoter is satisfied that the claim is legitimate. In order to satisfy itself that the claim is legitimate, the Promoter shall review the claim information including, but not limited to the claimant's name, email address, physical address, vehicle registration number, IP location, and any other information deemed necessary by the Promoter to ascertain that the Claimant is complying with these terms and conditions. The Promoter's decision is final.

12. Promotion - How to apply:

- 12.1 Buy eligible new Michelin Agricultural tyres between 1st August 2025 and 31st October 2025 (inclusive) from a participating Michelin Exelagri dealer.
- 12.2 View eligible cashback value matrix at business.michelin.co.uk/offers-michelin for eligible tyres and to calculate Cashback value.
- 12.3 Claims must be made online via business.michelin.co.uk/offers-michelin between 00:01 on 1st August and 23:59 on 30th November 2025 by clicking on the Harvest ROI 'Claim Now' button.
- 12.4 Claims must be accompanied by a legitimate and legible copy of a valid invoice, showing the tyres purchased subject to these promotional terms. A copy of the valid invoice must be uploaded as an attachment in a format specified on the website.
- 12.5 Receive a Cashback amount dependent on tyre pattern and size as per values calculated on the Michelin rewards matrix found at business.michelin.co.uk/offers-michelin.
13. Cashback payment will be made via bank transfer to the Claimant's nominated bank account within 28 days from receipt of the uploaded invoice of a valid claim. The Promoter accepts no responsibility for entries not successfully completed due to a technical fault, technical malfunction, computer hardware or software, satellite, network, or server failure of any kind. Successful claimants will receive an email to confirm application. If no confirmation email is received, please contact agriculture-harvest@thephgroup.co.uk. 14. The Promoter will not be responsible for any tax liability in whole or in part incurred by Claimants as a result of this Promotion or Prize Draw. 15. To the extent permitted by law, the Promoter, its agents, or distributors will not in any circumstances be responsible or liable to compensate claimants or accept any liability for any loss, damage, personal injury, or death occurring as a result of taking up the cashback or prize except where it is directly caused by the negligence of the Promoter, its agents or distributors or that of their employees. Claimants' statutory rights are not affected. 16. Personal data supplied during this Promotion will be passed on to a third-party supplier (namely PHL) only as required for fulfilment/arrangement of the BACS transfer and prize if you signed up for marketing and are the winner of the Prize Draw. For further details, please refer to the privacy notice set out below. 17. The Promoter reserves the right to hold, void, cancel, suspend, or amend the Promotion or Prize Draw where it becomes necessary to do so. The Promoter's decision is final. 18. These terms are governed by English law. If you are a consumer then, wherever you live, you can bring claims against us in the English courts, and if you live in Wales, Scotland, or Northern Ireland, you can also bring claims against us in the courts of the country you live in. If you are a consumer, we can claim against you in the courts of the country you live in. If you are a business, you irrevocably agree to submit all disputes arising out of, or in connection with our contract with you to the exclusive jurisdiction of the English courts.
19. Promoter: Michelin Tyre PLC, Campbell Road, Stoke-on-Trent, ST4 4EY.

Privacy statement

General - Michelin Tyre plc ('Michelin') acts as a Data Controller for this Promotion and the Prize Draw. You can contact Michelin's data protection officer by emailing legal.general@michelin.com. You can request access to your data, update any inaccurate or incomplete data, object to the processing of your data, request the deletion or removal of personal data and restrict the processing of your personal data. Further information on your rights can be found by visiting the Information Commissioner's Office website www.ico.org.uk. If you are not happy with how we deal with your personal data, you have the right to lodge a complaint with the ICO. For further details about how Michelin processes your data, please see <https://www.michelin.co.uk/privacy-policy>.

Promotion and Prize Draw - Personal data collected for the purpose of administering the Promotion and Prize Draw is being collected directly by PHL Group ('PHL') on Michelin's behalf as a Data Processor. Such data processing is being carried out solely to administer the promotion and prize draw or arrange your bank transfer and to verify the information provided. Personal data may be shared with third parties to verify your identity and issue the Cashback. The Promoter will process claimants' data based on these Promotion terms and conditions and, where applicable the Prize Draw terms and conditions. The Promoter will only retain claimants' information for 6 months after the end of the Promotion and Prize Draw.

Marketing - If you select to receive marketing, personal data collected for marketing purposes is being collected by PHL for and on behalf of Michelin. Michelin will use your consent as the legal basis for collecting your information as requested for marketing purposes. Michelin will generally retain your information until you choose to unsubscribe. However, if we have not heard from you for a while or notice that you have not opened our emails etc. in a period of 36 months, we will remove your details from our database. You can withdraw your consent at any time by contacting us at legal.general@michelin.com or by clicking the unsubscribe link in any marketing email.