

TERMS & CONDITIONS

CY, MT only. 18+. Purchase a Pringles can, visit Pringles.com & scan the can to launch the AR game and complete the challenge between 00:01 CEST (01:01 EEST) on 15.06.23 & 23:59 CEST 15.10.23 (00:59 EEST 16.10.23) to enter the competition. Prizes: 18 x €300 Multi-retailer voucher for CY residents or €300 One4All voucher for MT residents. Prize to be awarded to the entrant who successfully completes the challenge fastest in each week. Extended Period: Enter between 00:01 CEST (01:01 EEST) on 16.10.23 & 23:59 CET 03.01.24 (00:59 EET 04.01.24). Prize: 1 x €300 Multi-retailer voucher for CY residents or €300 One4All voucher for MT residents available, 1 prize awarded to the entrant who successfully completes the challenge fastest within the Extended Period. Max 1 prize per person per entry period & 1 entry/day. Internet access & smartphone/tablet with camera required. Retain receipt and can. Full T&Cs: Pringles.com. Total prize pool value: €5,700.

MGA Permit Number: MGA/CCG/012/2023

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1. Participating in this Promotion implies full acceptance of these Terms & Conditions as a whole.
2. This Promotion is only open to legal residents of Cyprus and Malta aged 18 or over.
3. This Promotion excludes employees of Kellogg's and their immediate families, its agencies, or anyone professionally connected with the Promotion.
4. Purchase of a Pringles can, internet access & smartphone or tablet are required. This is an online Promotion only, there is no postal or telephone application route.
5. Only entries via the official website and entry form will be accepted.
6. **Main Promotional Period:** The Promotion is open from 00:01 CEST (01:01 EEST) on 15th June 2023 until 23:59 CEST on 15th October 2023 (00:59 EEST 16th October 2023), within which there will be weekly promotional periods ("Weekly Promotional Period") as outlined below. Entries can be made between 00:01 and 23:59 each day during the Main Promotional Period.

Weekly Promotional Period	Start Time & Date	End Time & Date
1	00:01 CEST on 15.06.23 (01:01 EEST on 15.06.23)	23:59 CEST on 21.06.23 (00:59 EEST 22.06.23)
2	00:01 CEST on 22.06.23 (01:01 EEST on 22.06.23)	23:59 CEST on 28.06.23 (00:59 EEST 29.06.23)
3	00:01 CEST on 29.06.23 (01:01 EEST on 29.06.23)	23:59 CEST on 05.07.23 (00:59 EEST 06.07.23)
4	00:01 CEST on 06.07.23 (01:01 EEST on 06.07.23)	23:59 CEST on 12.07.23 (00:59 EEST 13.07.23)
5	00:01 CEST on 13.07.23 (01:01 EEST on 13.07.23)	23:59 CEST on 19.07.23 (00:59 EEST 20.07.23)

6	00:01 CEST on 20.07.23 (01:01 EEST on 20.07.23)	23:59 CEST on 26.07.23 (00:59 EEST 27.07.23)
7	00:01 CEST on 27.07.23 (01:01 EEST on 27.07.23)	23:59 CEST on 02.08.23 (00:59 EEST 03.08.23)
8	00:01 CEST on 03.08.23 (01:01 EEST on 03.08.23)	23:59 CEST on 09.08.23 (00:59 EEST 10.08.23)
9	00:01 CEST on 10.08.23 (01:01 EEST on 10.08.23)	23:59 CEST on 16.08.23 (00:59 EEST 17.08.23)
10	00:01 CEST on 17.08.23 (01:01 EEST on 17.08.23)	23:59 CEST on 23.08.23 (00:59 EEST 24.08.23)
11	00:01 CEST on 24.08.23 (01:01 EEST on 24.08.23)	23:59 CEST on 30.08.23 (00:59 EEST 31.08.23)
12	00:01 CEST on 31.08.23 (01:01 EEST on 31.08.23)	23:59 CEST on 06.09.23 (00:59 EEST 07.09.23)
13	00:01 CEST on 07.09.23 (01:01 EEST on 07.09.23)	23:59 CEST on 13.09.23 (00:59 EEST 14.09.23)
14	00:01 CEST on 14.09.23 (01:01 EEST on 14.09.23)	23:59 CEST on 20.09.23 (00:59 EEST 21.09.23)
15	00:01 CEST on 21.09.23 (01:01 EEST on 21.09.23)	23:59 CEST on 27.09.23 (00:59 EEST 28.09.23)
16	00:01 CEST on 28.09.23 (01:01 EEST on 28.09.23)	23:59 CEST on 04.10.23 (00:59 EEST 05.10.23)
17	00:01 CEST on 05.10.23 (01:01 EEST on 05.10.23)	23:59 CEST on 11.10.23 (00:59 EEST 12.10.23)
18	00:01 CEST on 12.10.23 (01:01 EEST on 12.10.23)	23:59 CEST on 15.10.23 (00:59 EEST 16.10.23)

7. **Extended Promotional Period:** After the Main Promotional Period, entries made between 00:01 CEST (01:01 EEST) on 16th October 2023 and 23:59 CET on 3rd January 2024 (00:59 EET on 4th January 2024) will be entered into the Extended Promotional Period competition.
8. To enter the Promotion, entrants must:
- a. Purchase a can of Pringles;
 - b. Using a smartphone or tablet, visit Pringles.com and register for a Kellogg's account if they have not already done so, and complete the multi-factor authentication requirements if required;
 - c. Launch the AR window on Pringles.com and scan the Pringles can to launch the AR game;
 - d. Complete the AR game challenge ("the challenge") in the fastest time.
9. **Further Entry Conditions:**
- a. Smart phones using operating systems below iOS 14 or Android 9, and iPhone models of an iPhone 8 or older may operate at a sub-standard rate which may impact on an entrant's completion time.
 - b. The AR game can only be launched using mobile Safari or mobile Google Chrome.

10. Winners must retain the itemised receipt that states the time and date of purchase made within the Promotional Period that pre-dates the time and date of entry, as they may be required at any time for validation and in order for the Winner to receive the prize.
11. Entrants may submit 1 entry per day during the Promotional Period. Once an entrant has entered the Promotion a total of 50 times throughout the entire Promotion Period, they will instantly be notified on screen that they need to provide Pringles Customer Care with proof of purchase for all entries submitted. If proof of purchase for all entries submitted cannot be provided, that entrant will no longer be eligible to be able to enter the Promotion and all subsequent entries will be void.
12. Max. 1 prize per person during the entire Promotional Period.
13. **Main Promotional Period Prizes:** During the Main Promotional Period, there are a total of 18 Prizes to be won, one per Weekly Promotional Period. Each Prize consists of one (1) €300 Multi-retailer voucher code for Cyprus residents or €300 One4All voucher for Malta residents.
14. **Extended Promotional Period Prize:** There is one (1) Prize to be won within the Extended Promotional Period. The Prize consists of one (1) €300 Multi-retailer voucher code for Cyprus residents or €300 One4All voucher for Malta residents.
15. **Further Prize Details:**
 - a. Winners will be contacted via email within 28 days of completing the challenge on the Pringles website regarding their Prize
 - b. Vouchers and voucher codes can be redeemed partially or in full.
 - c. Vouchers and voucher codes are not transferable, cannot be exchanged for cash and cannot be re-issued if lost.
 - d. Vouchers and voucher codes cannot be extended or refunded if not redeemed by their expiration date.
 - e. **Multi-retailer Vouchers (Cyprus Only):**
 - i. Winners will be issued a prize code along with a URL:
<https://clients.ovationincentives.com/redeem/el/home>
 - ii. Prize codes and URLs will also be sent by the Promoter to the Winner via email.
 - iii. To redeem, Winners must visit the URL, and enter their prize code.
 - iv. Select the chosen voucher provider including the desired quantity of vouchers for that specific retailer. Once complete add vouchers to the shopping basket.
 - v. Winners must then follow the check-out process to confirm their selected voucher.
 - vi. Once Winners have selected their voucher, they will then be subject to any applicable terms and conditions for that voucher. Winners should find these terms and conditions on the voucher provider's website, and should review these before selecting their voucher.
 - i. Each voucher code will be issued with a minimum 15-month validity period.
 - ii. Voucher codes can be redeemed partially or in full.
 - iii. Voucher codes can be added together in order to use the total value of all rewards received by a recipient. Up to 10 voucher codes can be added together and redeemed in one go.
 - f. **One4All Vouchers (Malta Only):**

- i. Vouchers will be sent via postal service to the address registered with the winner's Kellogg's account.
 - ii. Vouchers are redeemable in store only. Please visit the following link for participating retailers: <https://one4all.mt/directory/>
 - iii. Each voucher code will be valid for 18 months.
 - iv. Winners can view further terms and conditions regarding their Prize by visiting here: <https://one4all.mt/terms-conditions/>
16. **Malta only:** Any relevant taxes that are required to be paid in order to claim the Prize is the responsibility of the Winner.
17. **Winner Selection Main Promotional Period:** The entrant who successfully completes the challenge in the quickest time in each Weekly Promotional Period will be deemed the weekly winner ("Weekly Winner"). Any unwon prizes from any week will be rolled over into the prize pool for the next Weekly Promotional Period.
18. **Winner Selection Extended Promotional Period:** The entrant who successfully completes the challenge in the quickest time during the Extended Promotional Period will be deemed the final winner for the Extended Promotional Period ("Final Winner").
19. In the event of a tie between two or more entrants due to equal completion times, those entrants will be contacted and asked to answer the following question: What is your idea of the perfect summer get-together?
20. Entries received based on clause 18 above will be judged by an independent third party on:
 - a. Originality;
 - b. Creativity; and
 - c. Humour
21. **Winner Notification Main Promotional Period:**

The Weekly Winners (determined by completing the challenge in the fastest time or answering the question in Clause 19) will be contacted via email within 28 days of completing the challenge on the Pringles website or by answering the question in Clause 19 and will be asked to provide evidence of identity and eligibility. If a Weekly Winner does not respond to the initial contact within 14 days, or is disqualified for any breach of these Terms and Conditions, the Promoter reserves the right to award the Prize to the next fastest entrant from the relevant Weekly Promotional Period.
22. **Winner Notification Extended Promotional Period:**

The Final Winners (determined by completing the challenge in the fastest time during the Extended Promotional Period, or answering the question in Clause 19), will be contacted via email within 28 days of the relevant Extended Promotional Period end date and will be asked to provide evidence of identity and eligibility. If a Final Winner does not respond to the initial contact within 14 days or is disqualified for any breach of these Terms and Conditions, the Promoter reserves the right to award the Prize to the next fastest entrant from the Extended Promotional Period.

23. **Prize Delivery:** Once a Weekly or Final Winner (“Winner” or “Winners”) has provided evidence of their identity and eligibility, they should look out for an email confirming they are a Winner. Please allow up to 90 days for delivery of Prizes to the email address provided when registering for a Kellogg’s account for residents of Cyprus or to the address provided when registering for a Kellogg’s account for residents of Malta. The Promoter will endeavour to send these out within 28 days of winning.

In the unlikely event that a Prize doesn’t arrive within 90 days, Winners will have a further 28 days to inform the Promoter by visiting the Contact Us page on Pringles.com. In the event that a Winner does not inform the Promoter within this time frame, the Promoter will reserve the right to not reissue the Prize or limit its value at their sole discretion.

24. Following the end of the Extended Promotional Period, in the event of any Prizes that are rejected, undelivered, unclaimed or returned to sender, or if a winner is disqualified for any breach of these Terms and Conditions, the Promoter reserves the right to award these to the next fastest entrant/s who successfully completed the challenge during the Extended Promotional Period. As this depends wholly on what is won during the Promotion, the number of Prizes that may be awarded by this route is unknown. Any Winners via this route will be notified via email within 28 working days from the end of the Extended Promotional Period.
25. **Moderation:** The Promoter will reject entries based on Clause 19 which, in the reasonable opinion of the Promoter:
- a. Contain any content that is offensive or could reflect negatively on the name, reputation, or goodwill of the Promoter;
 - b. Defame, misrepresent, or insult other people or companies, including, but not limited to the Promoter (including its partners); and/or promote any political agenda.
26. It is the responsibility of the Winners to supply the correct personal information to claim the Prize. The Promoter will not be liable for the non-delivery of a Prize caused by the provision of wrong information. A Winner’s postal address or email address cannot be updated after entry.
27. Winners may be required to take part in publicity with no recompense, subject to their prior approval. Winners may withdraw their consent to participate in such activities and agreement is not a condition of prize acceptance.
28. Malta only: At the request of the Malta Gaming Authority, the first name and locality of the Prize winners will be made available by visiting www.promowinners.com/pringlessummerforaperiodof6monthsafterthecloseoftheextendedpromotionalperiod. Without prejudice, the Promoter will provide the full winner details to the Malta Gaming Authority on reasonable request.
29. No responsibility can be taken for entries or claims which are misdirected, lost, delayed, or corrupted during delivery to or from the Promoter due to any computer malfunction, virus, bug, delay or other reason whatsoever. The Promoter is not responsible for any incorrect or inaccurate information supplied to the Promoter by the claimant in the application.
30. The Promoter together with any associated agencies and companies will not be liable for any loss (including, without limitation, indirect, special or consequential loss or loss of profits), expense or damage which is suffered or sustained (whether or not arising from any person’s negligence) in connection with this Promotion or accepting or using a Prize, except for any

liability which cannot be excluded by law. Nothing will exclude the Promoter's liability for death or personal injury as a result of its negligence.

31. There are no other Prize alternatives available in whole or in part. No cash alternatives are available. If for any reason any part of any Prize is not capable of being provided as planned, the Promoter reserves the right to substitute for an alternative Prize of equal or greater value. Unless otherwise agreed in writing by the Promoter, the Prizes will only be awarded directly to the Winners.
32. Insofar as is permitted by law, the Promoter's decision is final with regard to all promotional matters and no correspondence will be entered into. The governing courts will have final say in the event of any legal dispute. By participating in the Promotion, you accept these Terms & Conditions and are bound by all the rules in full.
33. The Promoter reserves the right at its sole discretion, to eliminate or disqualify any entries or entrants that it regards as being in breach of these conditions or the spirit of the Promotion.
34. In the event of circumstances outside the reasonable control of the Promoter, or otherwise where fraud, abuse, and/or an error (human or computer) affects or could affect the proper operation of this Promotion or the awarding of prizes, and only where circumstances make this unavoidable, the Promoter reserves the right to cancel or amend the Promotion or these Terms and Conditions, at any stage, but will always endeavour to minimise the effect to entrants in order to avoid undue disappointment.
35. The Promoter will not be liable for any failure to comply with its obligations or any delay in performing its obligations within these Terms and Conditions. If an act, omission, event or circumstance occurs caused by (but not limited to) global or regional health crisis, epidemic, pandemic, weather conditions, fire, flood, strike, hurricane, industrial dispute, war, terrorist activity, hostility, political unrest, riot, civil commotion, famine, plague or other natural calamity and act of God or any other circumstances beyond the reasonable control of the Promoter.
36. The Promoter reserves the right to verify all entries and winners and to refuse to award a Prize or seek recovery of its value if the Prize has been awarded, or withdraw a Prize entitlement or refuse further participation in the Promotion in the event of any entrant's fraud, dishonesty, where there are reasonable grounds to believe there has been a breach of these Terms and Conditions or any instructions forming part of this Promotion's entry requirements or otherwise where an entrant has gained unfair advantage in participating in the Promotion or won using fraudulent means.
37. An entry must be made directly by the individual entering the Promotion. Bulk entries from trade, consumer groups or third parties will not be accepted. Incomplete or illegible entries and entries submitted by macros or other automated means together with entries which do not satisfy the requirements of these Terms & Conditions in full shall be disqualified and will not be counted. If it becomes apparent that an entrant is using a computer(s) to circumvent this condition by, for example, the use of 'bots', disposable email addresses, 'script', 'brute force', making their identity by manipulating IP addresses, using identities other than their own or any other automated means in order to increase that entrant's entries into the Promotion in a way that is not consistent with the rules of the Promotion, that entrant's entries shall be disqualified and any Prize awarded shall be void.

38. Any information collected regarding entrants into this Promotion will be treated in confidence in accordance with Promoter's Privacy Policy and will be used solely to administer the Promotion and for no other purpose unless explicit consent is gained.

Cyprus: <https://www.pringles.com/gr/privacy-policy.html> or
<https://www.pringles.com/gr/en/privacy-policy.html>

Malta: <https://www.pringles.com/gr/en/privacy-policy.html>

39. The pictures and images used in connection with this Promotion and the Prizes are for illustration indication only and may not reflect a true likeness.

40. These Terms and Conditions shall be governed by the law of the relevant country for each entrant, and entrants submit to the exclusive jurisdiction of the courts of the relevant country they reside in.

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PROMOTER: Kellogg Europe Trading Limited. Registered office: 3 Dublin Airport Central (DAC), Dublin Airport, Dublin.