

## NIVEA MEN Real Madrid Sweepstakes & Chance to Win Game

---

### Abbreviated Rules

**\*NO PURCHASE NECESSARY. PURCHASE DOES NOT IMPROVE CHANCES OF WINNING. VOID WHERE PROHIBITED.** Program only open to legal residents of the fifty (50) United States and the District of Columbia who are at least eighteen (18) years of age at the time of entry. Visit <https://www.niveamensweepstakes.com> for Official Rules including all methods of entry and full description of prize(s) and <https://www.beiersdorfusa.com/meta-pages/privacy-policy-us> for Privacy Policy. Program begins 04/01/2026 at 12:00:01 AM ET and ends at 11:59:59 PM ET on 06/30/2026. Limit of one (1) Sweepstakes Entry and one (1) Instant Win Game Play per person for the duration of the Program. Limit of one (1) Instant Win Prize and one (1) Grand Prize per person for the duration of the Program. Odds of winning an Instant Win Prize depend on the date/time of entry, the total number of prizes remaining available at the time of entry and total number of eligible Instant Win entries received. Odds of winning a Grand Prize depends upon the number of eligible entries received during the Program Period. Sponsor: Beiersdorf, Inc.; 301 Tresser Blvd, Stamford, CT 06901, United States

---

### Official Rules

**NO PURCHASE OR PAYMENT OF ANY KINDS IS NECESSARY TO ENTER OR WIN A PRIZE. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID OUTSIDE THE ELIGIBILITY AREA (DEFINED BELOW), AND WHERE PROHIBITED OR RESTRICTED BY LAW. DO NOT PARTICIPATE IN THE PROGRAM (DEFINED BELOW) IF YOU DO NOT FALL WITHIN THE ELIGIBILITY REQUIREMENTS AS SET FORTH BELOW.**

**PARTICIPATION IN THIS PROGRAM (DEFINED BELOW) CONSTITUTES ENTRANT'S (DEFINED BELOW) FULL AND UNCONDITIONAL AGREEMENT TO AND ACCEPTANCE OF THE TERMS AND CONDITIONS OF THESE OFFICIAL RULES (THE "OFFICIAL RULES") WHICH ARE A CONTRACT AND TO THE DECISIONS OF THE SPONSOR, WHICH ARE FINAL AND BINDING IN ALL RESPECTS. AMONG OTHER THINGS, THIS CONTRACT INCLUDES INDEMNITIES FROM YOU TO THE SPONSOR PARTIES (DEFINED BELOW) AND A LIMITATION OF YOUR RIGHTS AND REMEDIES AND BINDING ARBITRATION.**

#### **Program; Program Period**

1. The NIVEA MEN Real Madrid Sweepstakes & Chance to Win Game (the "**Program**") commences at 12:00:01 AM Eastern Time ("ET") on 04/01/2026, and ends at 11:59:59 PM ET on 06/30/2026 (the "**Program Period**"). All Entries must be submitted by 11:59:59 PM ET on 06/30/2026 (the "**Program Closing Time**"). Entries submitted after the Program Closing Time will not be accepted.

The computer clock of Sponsor is the official time-keeping device in the Sweepstakes, and the Sponsor may also rely on the time processing functions of third parties. Sponsor shall have the sole discretion in determining the timeliness of any action or inaction related to this Sweepstakes.

The Program comprises of a sweepstakes game of chance (the "**Sweepstakes**") and an instant win game of chance (the "**Instant Win Game**") as further set out in these Official Rules.

## **Sponsor**

2. The Program is sponsored by Beiersdorf, Inc. (the "**Sponsor**"). The Sponsor's address is 301 Tresser Blvd, Stamford, CT 06901, United States. The Program is administered by **Snipp Interactive Inc.** ("Administrator").

## **Eligible Persons**

3. The Program is open only to individuals who: (a) are legal residents of the fifty (50) United States and the District of Columbia (the "**Eligibility Area**"); (b) who have reached the age of majority in their state of residence at the time of entering the Program; (c) agree to be bound by the terms of these Official Rules; and (d) submit a valid Entry (as defined below) (each such individual, an "**Entrant**" or "**you**"). This Sweepstakes is **not open** to Entrants who: (i) are employees, officers, directors, agents and representatives of the Sponsor, or any other entity which is involved in any aspect of the creation, production, operation, execution or fulfillment of the Program, including without limitation, the Administrator, and Beiersdorf, Inc (such entities, collectively, the "**Sponsor Parties**"); (ii) are immediate families (defined as parents, child, sibling, domestic partner, spouse and their respective spouses, regardless of where they reside) or household members (defined as those people who share the same residence at least three (3) months a year) of such individuals listed in clause (i) above); (iii) are prohibited by applicable law from entering the Sweepstakes; or (iv) do not meet any of the eligibility requirements set forth above.
4. An Entrant must meet the eligibility requirements set out in these Official Rules from the time of Entry until the time they are confirmed a winner, if applicable.

## **How To Enter**

5. **NO PURCHASE NECESSARY. Purchase is not required to enter the Program and will not improve your chances of winning.**
6. There are two methods to participate in the Program (each, a "**Method**") and to receive Sweepstakes Entries (defined below) and Instant Win Game Plays (defined below) as further set forth below (an Internet connection is required and connection fees may apply).

To Enter via any Method, take the following steps during the Program Period, as applicable:

### 6.1. **Receipt Upload Method.**

During the Program Period purchase one (1) of the qualifying Sponsor products or services from the list of qualifying products and services set out in Exhibit A (each product and/or service, a "**Qualifying Product**") from any retailer or other store in the Eligibility Area (each retailer and/or store, a "**Qualifying Retailer**"; and each such purchase, a "**Qualifying Purchase**").

Thereafter during the Program Period visit the Program website at <https://www.niveamensweepstakes.com> (the "**Program Site**") and follow the onscreen instructions to register online on the Program Site, including by providing your name, email address, phone number and mailing address, as well as passing authentication tests requiring the requesting of a one-time password ("**OTP**") to your mobile phone and entering the OTP on the registration form, and reading and accepting any required terms and conditions. Upon successfully completing the registration process navigate to the 'Receipt Upload' page of the Program Site and follow instructions to upload a photograph (png, jpeg, pdf, and tiff file types with a maximum file size of 10MB) of the applicable sales receipt of the Qualifying Purchase in its entirety (such photograph,

a "Receipt Image") identifying the applicable Qualifying Retailer, the Qualifying Product and date of purchase. Entrants must remove, obscure or redact any personal information that appears on the Receipt Image, except for information necessary to verify the Qualifying Purchase. For each such completed Receipt Image upload, if so verified you will earn (a) one (1) entry into the Sweepstakes (a "Sweepstakes Entry") for a chance to win a Grand Prize; and (b) one (1) game play for the Instant Win Game for a chance to win an Instant Win Prize, (an "Instant Win Game Play" and together with a Sweepstakes Entry, an "Entry").

Limit: Subject to the overall limits as set out in Section 7, each person/Entrant can earn a maximum of one (1) Sweepstakes Entry and one (1) Instant Win Game Play for the entire duration of the Program Period using the Receipt Upload Method.

You must keep your original Receipt(s) for a period of at least ninety (90) days following the end of the Program Period. The Sponsor or the Program Administrator may request to see it to verify that you are eligible to participate in the Program. Any such request must be made within sixty (60) days of the end of the Program Period. If you are unable to produce your original Receipt within ten (10) business days of such request by the Sponsor or Program Administrator, you may be disqualified, in the sole and absolute discretion of the Sponsor or Program Administrator, and if disqualified, will forfeit any right to claim any Prize.

- 6.2. **Non-Purchase Entry Method** (Digital AMOE): To enter without making a purchase (a "**Digital AMOE Entry**"), visit the Digital Alternate Method of Entry website at [www.niveamensweepstakes.com/AMOE](http://www.niveamensweepstakes.com/AMOE) (the "**Digital AMOE Website**") and follow the on-screen instructions to register by providing your name, email address, phone number and mailing address (collectively, "Personal Information"), as well as passing authentication tests requiring the requesting of an OTP to your mobile phone and entering the OTP on the registration form, and reading and accepting any required terms and conditions. By providing your Personal Information, you consent to its collection, use, and storage in accordance with the Privacy Policy available at <https://www.beiersdorf.com/meta-pages/privacy-policy-us>. As part of the registration process, you must also answer the following two (2) questions, each answer limited to one (1) sentence: (1) Why would you like to win the prize?; and (2) Who is your favorite Real Madrid player? (collectively, the "Questions"). Each answer must be original, written solely by the entrant in the entrant's own words, and must not contain any content that is obscene, offensive, defamatory, unlawful, or that infringes on any third-party intellectual property rights or violates any third party's rights of privacy or publicity. By submitting answers to the Questions, you grant Sponsor a perpetual, irrevocable, royalty-free, worldwide license to use, reproduce, modify, and display your answers for any purpose related to the Program. The Sponsor and Contest Administrator reserve the right, in their sole and absolute discretion, to disqualify any Digital AMOE Entry that includes answers that do not comply with the foregoing requirements or that are deemed, in the sole opinion of the Sponsor, to be incomplete, incomprehensible, or otherwise non-compliant with these Rules. Upon successful completion of this registration process, you will receive one (1) Sweepstakes Entry and one (1) Instant Win Gameplay.

Limit: Each person/Entrant can earn a maximum of One (1) Sweepstakes Entry and One (1) Instant Win Game Play for the entire duration of the Program Period using the Non-Purchase Entry Method.

## **OVERALL LIMITS**

7. **Entry Limits**. Notwithstanding anything to the contrary contained in these Official Rules, each person/Entrant can earn a maximum of One (1) Sweepstakes Entry and One (1)

**Instant Win Game Play for the entire duration of the Program Period** irrespective of the Method used to participate in the Program.

8. Instant Win Prize Availability: A total of One Hundred (100) Instant Win Prizes are available to be won. Once all Instant Win Prizes have been awarded, eligible participants will be notified that Instant Win Prizes are no longer available and will continue to receive Sweepstakes Entries only.
9. By participating through any Method, you agree to these Official Rules and to the decisions of the Sponsor and Program Administrator, which are final and binding in all respects.
10. Where you use a mobile device to access the Program, data rates may apply. Please consult with your mobile device service provider regarding rate plans.
11. Any available opt-in opportunities offered in connection with this Program are not required to Enter this Program, and checking any opt-in boxes will not improve your chances of winning.

### **Prizes**

12. There are two (2) classes of Prizes available to be won at the outset of this Program, sweepstakes prize (the "Grand Prize") and instant win prizes (each an "Instant Win Prize", and together with a Grand Prize, a "Prize"). **Limit one (1) Instant Win Prize per person/Entrant.**
13. A person eligible to win a Prize must accept the Prize as awarded and may not transfer such Prize or substitute or exchange for, or apply the Prize's value towards, cash or a higher cost or an alternative prize. All Prizes are non-refundable, cannot be replaced if lost or stolen and are provided on an "as is" basis, without any representation or warranty of any kind. The Sponsor reserves the right, in its sole and absolute discretion, to make substitutions of equivalent or greater kind or value in the event of the unavailability of all or part of a Prize or for any other reason whatsoever.
14. The Approximate Retail Value ("ARV") of any Prize is subject to change based upon current market conditions at the time of Prize fulfillment. Any difference between the ARV and the actual value, if any, will not be awarded. Limit one (1) Instant Win Prize and one (1) Grand Prize per person during the Program Period. All Prize details not specified in these Official Rules will be determined at the Sponsor's sole discretion. If for any reason a Prize is unavailable, Sponsor reserves the right to modify the Program in its sole discretion and award a substitute prize, or portion of a prize, of comparable or greater value as set forth in these Official Rules. No substitution, transfer, assignment or cash equivalent of a Prize, or any portion thereof, is permitted by a winner. The Sponsor Parties shall have no responsibility or obligation to a winner who is unable or unavailable to, or who does not for any reason, accept or utilize a Prize.
15. The value of a Prize may be taxable to the winner as income. If the ARV of the Prize is \$2,000 or more, an IRS Form 1099 will be issued in the name of the Winner for the actual value of the Prize awarded, and the Winner will be required to complete and return an IRS Form W-9 before the Prize is awarded. All U.S. federal, state and local tax liability, and any other costs and expenses associated with acceptance or use of a Prize not specifically provided for in these Official Rules are solely the winner's responsibility. Failure to complete any component of any Prize does not relieve the Prize Winner of his/her tax obligations associated with winning such Prize.
16. THE PRIZE(S) ARE AWARDED "AS IS" WITH NO GUARANTEE. ALL WARRANTIES, WHETHER EXPRESS OR IMPLIED, INCLUDING THE WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE, ARE HEREBY DISCLAIMED BY THE SWEEPSTAKES PARTIES. ALL PRIZE DETAILS ARE AT

SPONSOR'S SOLE DISCRETION. ANY COSTS AND EXPENSES ASSOCIATED WITH PRIZE ACCEPTANCE AND USE NOT SPECIFIED HEREIN AS BEING PROVIDED ARE WINNERS' SOLE RESPONSIBILITY.

17. NEITHER SPONSOR NOR ANY SWEEPSTAKES PARTY SHALL HAVE ANY LIABILITY FOR ANY PERSONAL INJURIES, DEATH, PROPERTY DAMAGE, OR OTHER DAMAGES OR EXPENSES RESULTING FROM OR ARISING OUT OF OR RELATED TO A PRIZE OR ANY ACTIVITY RELATED TO A PRIZE OR ANY OTHER ASPECT OF WINNER'S OR THEIR GUEST'S ACCEPTANCE OR USE OF A PRIZE. Prizing may be fulfilled by a third-party fulfillment agency. Prize will only be awarded if properly claimed according to the Official Rules. All costs and expenses related to the Prize acceptance; the Prize use not specified herein as being provided are the sole responsibility of the winner.
18. Prize will only be awarded by Sponsor upon potential winners' verification of eligibility and final approval by Sponsor.

### **Grand Prizes and Odds of Winning**

19. One (1) Grand Prize will be awarded pursuant to the Grand Prize Draw described below (the "Grand Prize"). The description of the Grand Prize and the Approximate Retail Value ("ARV") of the Grand Prize is as set out below:

A "Madrid Experience" for the Winner and one (1) guest, consisting solely of the following components: (a) roundtrip economy class airfare for up to two (2) people from one (1) location in the United States to and from Madrid, Spain, on an airline of Sponsor's sole choosing (ARV: \$4000); (b) three (3) nights and four (4) days of hotel accommodation for up to two (2) people at a four-star hotel of Sponsor's sole choosing (one single room, double occupancy basis) (ARV: \$1770); (c) ground transportation for up to two (2) people from the airport to the hotel, hotel to the airport, hotel to the venue, and venue to the hotel (ARV: \$975); (d) two (2) general admission tickets to a Real Madrid La Liga football (soccer) match, as selected by the Sponsor in its sole discretion, subject to match availability and scheduling ARV: \$350. Sponsor makes no guarantee regarding specific match, date, opponent, or seating location. If no match is available during the travel dates, the Sponsor will provide a substitute experience of equal or greater value, such as a stadium tour or alternative sporting event.; and (e) one hundred dollars (US\$100) in spending money, provided in the form of a prepaid debit card or check (ARV: \$100).

20. The total ARV of the Grand Prize is Six Thousand Eight Hundred and forty five United States Dollars (\$6,845). No difference between the actual and approximate Grand Prize value will be provided.
21. The odds of winning a Grand Prize depend on the total number of eligible Sweepstakes Entries received by the Program Closing Time.

### **Grand Prize Additional Conditions**

22. Specific travel arrangements and all prize details not specified herein will be made and determined at the Sponsor's sole discretion. Travel must originate from and end at the same airport and Grand Prize Winner and Guests must travel on the same itinerary. Grand Prize Winner's Guest, if any, must be eighteen (18) years of age or older as of the date of travel. Grand Prize Winner and Guest are expected to follow all applicable health and safety guidelines, including any COVID-19 protocols, set by federal, state, and local governments, as well as any requirements imposed by airlines, hotels, venues, or other service providers. If the winner elects to travel or partake in the Grand Prize without one (1) Guest, no additional compensation will be awarded to the winner. The Madrid Experience must be completed between **07/02/2026 and 04/01/2027** or as otherwise specified by and at the sole discretion of Sponsor and must be booked at least ninety (90) days in advance of the intended travel date. Failure to book within the specified timeframe or complete the experience within the specified dates will result in forfeiture of the Grand Prize with no compensation. The actual value of the Madrid Experience may

vary depending on point of departure and fluctuations in the cost of air transportation. Travel dates are subject to availability; blackout dates and other restrictions may apply. Grand Prize Winner and Guest(s) are solely responsible for obtaining and having valid travel documents including government-issued identification, passports, and visas to the extent required for travel. Failure to obtain proper documentation will result in forfeiture of the Grand Prize with no compensation provided. Winner is responsible for all travel expenses not included herein, including visas, airline baggage fees, gratuities, meals, and any other incidental costs or expenses related to participation in this Grand Prize. Winner and his or her Guest hereby acknowledge that Sponsor has not and will not obtain or provide travel insurance or any other form of insurance for any part of the Madrid Experience. Grand Prize Winner will be required to provide a major credit card upon hotel check-in, and all in-room charges will be charged to the credit card. Any damage to the room will be the responsibility of the Grand Prize Winner. Sponsor bears no responsibility if any event, element, or detail of the Madrid Experience is canceled, postponed, or becomes unavailable for any reason. Should any event, element or detail of the Madrid Experience become unavailable, the Sponsor shall have no obligation to the Grand Prize Winner aside from providing the remaining portion of the Madrid Experience, minus any unavailable event, element or detail. Sponsor is not responsible if Madrid Experience is delayed, postponed, or canceled for any reason. No refund or compensation will be paid in the event of the cancellation or delay of any portion of the Grand Prize, or any portion thereof. Winner and guest must travel together on the same itinerary. Winner and guest are solely responsible for obtaining all necessary travel documents including but not limited to passports and visas. Sponsor is not responsible for any costs associated with obtaining travel documents. Trip is subject to availability and blackout dates may apply.

23. In the event a Grand Prize Winner or any of their guest(s) engages in behavior (as determined by Sponsor in its sole discretion) that is illegal, tortious, or subjects Grand Prize Winner or any of their guests to arrest or detention, Sponsor shall have no obligation to pay any damages, fees, fines, judgments or other costs or expenses of any kind whatsoever incurred by Winner as a result of such conduct.

### **Instant Win Prizes and Odds of Winning**

24. There are a total of One Hundred (100) Instant Win Prizes available to be won at the outset of this Program. The description of each Instant Win Prize and the ARV of each Instant Win Prize is as set forth below:

Each Instant Win Prize comprises of one (1) Real Madrid Swag Pack comprising solely of: (i) 1x Jersey, 1x Gymsack, 1x water bottle, 1x beanie, 1x scarf, assorted NIVEA MEN products (3 products per bag (i.e. 16.9oz NIVEA MEN Active Clean Body Wash, 16.9oz NIVEA MEN Maximum Hydration Hand & Body Lotion, and the 3.3oz NIVEA MEN Sensitive Post Shave Balm). The ARV of each Instant Win Prize is Three Hundred Dollars (US\$300).

25. The ARV of all Instant Win Prizes is Thirty Thousand Dollars (US\$30,000).
26. All Instant Win Prizes will be awarded based on random computer-generated Winning Times (defined below). The odds of winning an Instant Win Prize depend on the date/time of Instant Win Game Play, the total number of Instant Win Prizes remaining available at the time of such Instant Win Game Play and total number of eligible Instant Win Game Plays played.

### **Grand Prize Draw:**

27. A random draw (a "**Grand Prize Draw**") to award the Grand Prize, subject to these Official Rules (including the verification and additional skill-testing question requirements), will be held on or around 07/02/2026 at approximately 2:00 PM ET in Detroit, Michigan from all eligible Sweepstakes Entries received during the Program Period. One (1) potential winner will be randomly selected in the Grand

Prize Draw for the Grand Prize available to be won. The Grand Prize Draw will be conducted by the Program Administrator.

### **Instant Win Game:**

28. If found eligible to receive an Instant Win Game Play as set out in these Official Rules, the Instant Win Game will be automatically played.
29. One Hundred (100) random computer-generated date and time combinations will be generated and selected at the outset of this Program using a computerized randomizer program for each Instant Win Prize available to be won (each, a "**Winning Time**"). The first eligible Instant Win Game Play to be automatically played following each random computer-generated Winning Time will receive the applicable Instant Win Prize and will be sent the corresponding fulfillment instructions.
30. Limit of one (1) Instant Win Prize per Entrant/person for the Program Period. Winning an Instant Win Prize will not disqualify participant from winning the Grand Prize.
31. If at the end of the Program Period there are any unawarded or unclaimed Instant Win Prizes, the Sponsor reserves the right, in its sole and absolute discretion to award such Instant Win Prizes through a random draw from amongst all eligible Instant Win Game Plays, at a date beyond the Program Period.
32. The Sponsor and/or its representatives may respond to entrants or otherwise engage with Program participants during the Program Period, but such interactions will have no impact on the process through which Prizes are awarded in accordance with these Rules.

### **Winner Notification and Confirmation**

33. Instant Win Prize Winners. Upon playing a valid Instant Win Game Play you will be informed whether you have been selected as a potential Instant Win Prize winner via email sent to the Registered Email Address, where you may be asked to provide further information before being awarded the Instant Win Prize.

Grand Prize Winner. The potential winner of the Grand Prize will be notified initially by email sent to the Registered Email Address beginning within one (1) day of the date on which their Sweepstakes Entry was selected as a potential winner. If the Program Administrator is unsuccessful in its attempt to reach and communicate directly with a potential Grand Prize winner by email after one (1) attempt, then the Program Administrator will follow up with a phone call via the phone number provided on the potential winner's Sweepstakes Entry. If after two (2) phone outreach attempts over the course of two (2) days, the Program Administrator is unsuccessful in its attempts to reach and communicate with the potential winner, at the Sponsor's sole and absolute discretion, that potential winner may be disqualified without liability to the Sponsor, and an alternate winner may be selected, time permitting.

The potential Grand Prize winner(s) will also be sent a Declaration of Eligibility and Liability & Publicity Release for such winner and a Guest Liability/Publicity Release for their guest(s) (collectively, (the "Winner Documentation") via email, which must be duly completed, signed, and returned to Administrator in accordance with the Administrator's instructions within three (3) business days of date of issuance, or such other period as specified by the Administrator.

34. Provided that a potential winner is in compliance with these Official Rules and after having successfully proven eligibility and provided any documentation as may be required by the Program Administrator, the potential winner will be determined to be a Prize "winner." If such potential winner cannot be contacted within a reasonable time period, if the potential winner is ineligible, if the potential winner fails to return the duly completed Winner Documentation within the prescribed time period (if

applicable), if any notification is returned undeliverable, or if the potential winner otherwise fails to fully comply with these Official Rules, they will forfeit the Prize as determined by the Sponsor in its sole discretion, and an alternate winner may be selected from among all remaining eligible Entries either through a process similar to the one that selected the original potential winner or through a random draw, the exact process to be determined by the Sponsor in its sole and absolute discretion, subject to these Official Rules, and the process of confirming the winner will again be followed. This will be repeated until such time as a Prize winner is ultimately determined, unless the Sponsor determines in its reasonable discretion that it is unlikely that a Prize Winner will be determined in which case the applicable Prize will remain un-awarded. Sponsor expressly reserves the right to delay the announcement of the Winner for any reason it deems necessary. Any disqualified winner will not receive any alternate prize, substitution or compensation.

35. Upon satisfaction of all requirements of these Official Rules, including, without limitation, receipt of the completed applicable Winner Documentation, winners will be contacted to make further Prize delivery arrangements.
36. Please allow six (6) to eight (8) weeks for delivery of any Prize.

### **Verification:**

37. All Entries may be subject to verification at any time and for any reason. The Sponsor reserves the right, in its sole and absolute discretion, to require proof of identification and/or eligibility (in a form acceptable to the Sponsor, including, but not limited to, government-issued photo identification): (i) to verify an individual's eligibility to participate in this Program; (ii) to verify the eligibility and/or legitimacy of any Entry, submission and/or information submitted (or purportedly submitted) for the purposes of this Program; and/or (iii) for any other purpose that Sponsor deems necessary, in its sole and absolute discretion, for the administration of this Program in accordance with Sponsor's interpretation of the letter and spirit of these Official Rules. Any person who fails to provide such proof to the complete satisfaction of the Sponsor, within the time period specified by the Sponsor, may be disqualified from participating in this Program in the sole and absolute discretion of the Sponsor

Without limiting the generality of the preceding, Entrants must comply with the following conditions, or they may be disqualified, and their Entry may be cancelled:

- Entrants must use a valid email address.
- Multiple Entrants cannot share the same email address.
- Entrants must use the same email address at all times in connection with the Program.
- Use of more than one (1) email address by an Entrant will result in automatic disqualification.
- Multiple accounts created by the same Entrant will be disqualified.

### **Privacy**

38. The Sponsor respects your right to privacy and works at all times to comply with all applicable data protection and privacy laws. Except as expressly set out in these Official Rules, in the Sponsor's Privacy Policy (available at <https://www.beiersdorfusa.com/meta-pages/privacy-policy-us>), or as otherwise agreed to by you, any personal information provided in connection with this Program will only be collected, used and disclosed by the Sponsor and its third party partners and service providers for the purposes of administering and conducting this Program, including, without limitation, verification of eligibility and identity and awarding and delivering Prizes.
39. Please note that personal information provided as part of this Program may be collected in, transferred to, and processed and stored in jurisdictions outside of the United States. Such information will be subject to the general laws applicable within those jurisdictions, including, without limitation, possible access by regulatory authorities. The Sponsor will not sell, share or otherwise disclose personal

information provided in connection with this Program to or with third parties or agents, other than to third parties or agents engaged by the Sponsor to fulfill the above purposes, to comply with legal obligations, to protect and defend the rights or property of Sponsor, or as otherwise permitted or required by applicable laws. This section does not limit any other consent(s) that an individual may provide the Sponsor or others in relation to the collection, use and/or disclosure of their personal information.

### **Release**

40. By participating in this Program, you agree to release, discharge and hold harmless Sponsor and Sponsor Parties, and its and their respective directors, officers, employees, agents and assigns; and each of these companies' and individuals' respective successors, representatives and assigns (the "Released Parties") from and against: (a) any claims, liabilities, losses, and damages arising out of, or relating to, your participation in this Program or any Program-related activities and the acceptance and use, misuse, or possession of any Prize awarded hereunder (including, without limitation, any misrepresentation made by you in connection with this Program; (b) any non-compliance by you with these Official Rules; (c) claims brought by persons or entities other than the parties to these Official Rules arising from or related to your involvement with this Program; (d) acceptance, possession, misuse or use of any prize or participation in Program-related activity or participation in this Program; (e) any malfunction, error or other problem arising in connection with the collection, processing, or retention of Entry information; or any typographical or other error in the printing, offering or announcement of any winner). The foregoing includes, without limitation, any claim for personal injury, property loss or damage, or death arising in any way in connection with this Program. If Sponsor's use of your Entry causes Sponsor to be subject to a claim by any third party (including, but not limited to, a claim of infringement), you agree to indemnify and hold harmless the Released Parties, and all persons acting by, through, under or in concert with them, against any and all damages, costs, judgments and expenses (including reasonable attorney's fees) which the Released Parties (or any one of them) may incur as a result of the use of your Entry.

### **Additional Rules and Restrictions**

41. If due to production, online, internet, computer or other error of any kind, more Prizes, in any category, are claimed than intended to be distributed or awarded according to these Official Rules, then, the Sponsor reserves the right, in its sole and absolute discretion, to rescind invalid Prize claims and/or conduct a random draw from amongst all eligible Prize claimants to award the correct number of Prizes in each category. In no event will the Sponsor be liable for more than the number of Prizes in any category as stated in these Official Rules.
42. By participating in this Program, Entrants agree to abide by and be bound by these Official Rules and the decisions of the Sponsor and the Program Administrator, which shall be final and binding on all Entrants in all matters relating to this Program. In the event an entrant wins a Prize and is later found to be in violation of these Rules, they will be required to forfeit the Prize or to reimburse Sponsor for the stated value of the Prize if such violation is discovered after winner has used the Prize. False, fraudulent or deceptive Entries or acts shall render entrants ineligible for the Prize.
43. Proof of sending Entry (regardless of Method) is not proof of receipt by the Sponsor or Program Administrator. Incomplete, altered, mutilated or garbled Entries will be disqualified. The Released Parties are not responsible for lost, late, misdirected, garbled, stolen, incomplete, invalid, unintelligible or damaged Entries, or for Entries submitted in a manner that is not expressly allowed under these Rules, or for any Entry not submitted or received due to any technical error or failure, unauthorized human intervention, inaccurate capture or mis-entry of any required information, the effects of hackers, the failure of any electronic equipment, computer transmissions and/or network connections or any other reason beyond Sponsor's reasonable control; all of which will be disqualified. The Released

Parties are not responsible for mechanical, technical, electronic, communications, telephone, computer, hardware or software errors, malfunctions or failures of any kind, including, without limitation: failed, incomplete, garbled or delayed transmission of online Entries, traffic congestion on telephone lines, the Internet or at any website or lost or unavailable network connections which may limit an online entrant's ability to participate in the Program, and any injury or damage to entrant's or any other person's computer related to or resulting from participating in or downloading any information necessary to participate in the Program. Entrants are restricted to use of ordinary and typical computer equipment and internet access use in respect of the Program.

44. The Released Parties are not responsible for the cancellation or postponement of any component of this Program or any associated programs and materials. The Released Parties are not responsible for any other errors of any kind, whether computer, technical, typographical, printing, human or otherwise, relating to or in connection with the Program. The Released Parties are not responsible for typographical or other errors in the offer or administration of this Program, including, without limitation, errors which may occur in connection with the printing or advertising of this Program, these Official Rules, administration or execution of the Program, the conducting of the any Prize drawing or winner selection, the cancellation of any element of a Prize, the processing of Entries or in the selection or announcement of a Prize or Prize winner.
45. Each entrant must be a natural person and must submit an Entry and participate in the Program on his/her own behalf in accordance with these Official Rules. Any Entry submitted on behalf of another individual, on behalf of a group or organization, or using another person's email address, name, social media account, or other personal information, or any Entry that Sponsor determines in its sole discretion was submitted through fraudulent means or in violation of these Official Rules, will be disqualified and ineligible to claim any Prize, and Sponsor may, in its sole discretion, pursue all available legal remedies against such entrant. Sponsor reserves the right to verify the identity and eligibility of any entrant and to require proof of identity and eligibility as a condition of awarding any Prize.
46. Any attempt by any Entrant to obtain more than the specified number of Entries by using (or attempting to use) multiple names, identities, email addresses, registrations or logins, or by any other means whatsoever, will entitle the Sponsor, in its sole and absolute discretion, to void that entrant's Entries and disqualify that entrant from the Program. Entries by any means which subvert the Entry process will be void. Any Entry that is determined by the Sponsor, in its sole and absolute discretion, to have failed to have been fully completed and submitted during the Program Period will be rejected. Use (or attempted use) of any automated, macro, script, robotic or other systems or programs to enter or otherwise participate in, subvert or disrupt the Program, and any other attempt to manipulate, tamper with or defraud any element of this Program, is prohibited and is grounds for disqualification by the Sponsor in its sole and absolute discretion.
47. In the event of a dispute as to any Entry, the authorized account holder of the email address included in the Entry form for that Entry will be deemed to be the entrant and they must be eligible according to these Rules. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. All Entries received become the property of the Sponsor and will not be returned or acknowledged.
48. The sole determinant of the time of receipt of an Entry for the purposes of determining the eligibility of that Entry shall be the Sponsor or Program Administrator's computer or server.
49. By participating in the Program, except to the extent prohibited by applicable legislation, each Entrant consents to the publication, reproduction and/or other use of his/her name, address, voice, statements about the Program and/or photograph and/or other likeness without further notice or compensation,

in any publicity or advertisement carried out by or on behalf of the Sponsor in any manner whatsoever, including, without limitation, print, broadcast and the Internet.

50. The Released Parties shall not be liable to any Prize winners or any other person for failure to supply any Prize or any part thereof by reason of any acts of God, viral or bacterial outbreaks, pandemics, epidemics or similar events, any actions, regulations, orders, or requests by any governmental entity, equipment failure, terrorist acts, war, fire, unusually severe weather, embargo, labor dispute or strike, labor or material shortage, transportation interruption of any kind, or any other cause beyond the reasonable control of the Released Parties.
51. Sponsor reserves the right, where applicable, to cancel, modify, suspend or terminate the Program, to change any Program draw dates and to modify these Rules at any time without notice, for any reason, including, without limitation, if, in the opinion of the Sponsor, in its sole and absolute discretion: (a) fraud, misconduct or technical failures destroy or threaten the integrity of any portion of the Program; (b) a computer virus, bug, or other technical problem corrupts the administration, security, or proper conduct of the Program; or (c) there is any accident or printing, administrative or other error of any kind related to the Program. In the event of an early termination of the Program, Sponsor reserves the right at its sole discretion to determine the Prize winners in a random drawing from among all eligible, non-suspect Entries received as of the time/date of such termination.
52. The Sponsor reserves the right, in its sole and absolute discretion, and without prior notice, to adjust any of the dates and/or timeframes stipulated in these Rules, to the extent necessary, for purposes of verifying compliance by any entrant or entry with these Rules, or as a result of technical problems, or in light of any other circumstances which, in the opinion of the Sponsor, in its sole and absolute discretion, affect the proper administration of the Program as contemplated in these Rules
53. The Sponsor may, in its reasonable discretion, and with notice where practicable, terminate the right of any entrant or user of the Program Site to participate in the Program or use the Program Site or any other website related to the Program for cause, including but not limited to violation of these Rules, fraudulent activity, or conduct that undermines the integrity of the Program.
54. In the event of any discrepancy or inconsistency between the terms and conditions of these English Official Rules and disclosures or other statements contained in any Program-related materials, including, but not limited to, the Entry form, the French version of these Official Rules and/or point of sale, television, print or online advertising, the terms and conditions of these English Official Rules shall prevail, govern and control.
55. Except where prohibited by law, by completing the act of entering the Program, each Entrant agrees that the Program, and all issues and questions concerning the construction, validity, interpretation and enforceability of these Rules, shall be governed by the laws in force in the State of Connecticut and the federal laws of the United States applicable therein (excluding any conflict of laws, rule or principle that might refer such interpretation to the laws of another jurisdiction). Each entrant irrevocably submits to the non-exclusive jurisdiction of the courts of Connecticut with respect to any matter related to this Program.
56. If any provision of these Official Rules is determined to be invalid or unenforceable, the remaining provisions of these Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained herein.
57. Except where prohibited by law, by participating in this Program, each entrant agrees that (a) any and all claims, judgments, and awards arising solely from the administration of this Program shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Program, and in no event will entrant be entitled to receive lawyers' fees or other legal costs, except as may be required

by applicable law; and (b) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, punitive, incidental, and consequential damages arising solely from the administration of this Program, and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased, except where such waiver is prohibited by law or where Sponsor's conduct constitutes willful misconduct or gross negligence.

58. A copy of these Official Rules is available on the Program Site. For the names of the winners of the Prizes (first name, last initial and city of residence) email [help@niveamensweepstakes.com](mailto:help@niveamensweepstakes.com). All requests for the names of the winners must be made by 07/31/2026. Requests received after this date will not be honored.

[Real Sponsor: Beiersdorf Inc is the official Sponsor for this sweepstakes. Real Madrid CF has not offered or sponsored the Sweepstakes in any way. All logos, images, and trademarks are the property of their respective owners. Entrant irrevocably waives all claims against Real Madrid CF and agrees that Real Madrid CF will have no liability or responsibility for any claim arising in connection with participation in the Promotion or any prize awarded.

**A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. OFFERED ONLY TO LEGAL U.S. RESIDENTS, AGE 18 YEARS OR OLDER. VOID WHERE PROHIBITED OR RESTRICTED BY LAW. INTERNET ACCESS REQUIRED.**

#### **EXHIBIT A.**

Click [here](#) to view the participating products.