

## ALEXELA'S SUMMER CAMPAIGN 2024 TERMS AND CONDITIONS

In case of discrepancies in the versions of the campaign terms in different languages, the Estonian version takes precedence.

- Alexela's summer campaign 2024 "**Spin to win hundreds of prizes every day**" (hereinafter referred to as the **Campaign**) is organized by AS Alexela, Roseni 11, 10111 Tallinn (hereinafter referred to as the **Campaign Organizer**).
- The **Campaign** runs from 12 Jun 2024 to 19 Sep 2024.
- The **Campaign** is organized and carried out in Estonia.
- Private customers of My Alexela who spin the **Campaign lottery wheel** in the Alexela self-service environment or Alexela app during the Campaign period (12.06.2024 - 19.09.2024) participate in the **prize draw of the Campaign**.
- As part of the **Campaign**, the following will be drawn as campaign prizes:
  - Free coffee for a year for ten winners (365 virtual coffee coupons for each winner) with a total value of €913 (nine hundred and thirteen euros) including VAT. The virtual coffee coupons will expire on 20 Sept 2025, regardless of use.
  - 100 Alexela art coffee cups with a total value of €1,390 (one thousand three hundred and ninety euros) including VAT.
  - 100 packs of Alexela coffee beans with a total value of €2,500 (two thousand five hundred euros) including VAT.
  - 6770 (six thousand seven hundred and seventy) coffee coupons with a total value of €16,925 (sixteen thousand nine hundred and twenty five euros) including VAT. The virtual coffee coupons will expire on 20 Sept 2025, regardless of use.
  - 10 Alexela gift cards worth €100 with a total value of €1,000 (one thousand euros) including VAT. The gift cards will expire on 20 Sept 2025.
  - 162 Alexela gift cards worth €20 with a total value of €3,240 (three thousand two hundred and forty euros) including VAT. The gift cards will expire on 20 Sept 2025.
  - 350 Alexela gift cards worth €10 with a total value of €3,500 (three thousand five hundred euros) including VAT. The gift cards will expire on 20 Sept 2025.
  - 600 Alexela gift cards worth €5 with a total value of €3,000 (three thousand euros) including VAT. The gift cards will expire on 20 Sept 2025.
  - 1,000 Alexela gift cards worth €2 with a total value of €2,000 (two thousand euros) including VAT. The gift cards will expire on 20 Sept 2025.
  - One OFURO barrel sauna worth €2,543 (two thousand five hundred and forty-three euros) including VAT (not drawn by spinning the Campaign lottery wheel but at the end of the Campaign among all those buying kebab products during the Campaign period in accordance with the provisions of the Terms and Conditions of the Campaign).
  - In addition, new spins of the lottery wheel will be drawn.
- The prize base is divided equally between the weeks of the campaign.
- The total prize pool of the **Campaign** is €37,011 (thirty seven thousand eleven euros) including VAT.

- At the end of the **Campaign, one OFURO barrel sauna** will be drawn among all private customers of My Alexela who buy at least one kebab product from an Alexela convenience store during the Campaign period (12.06.2024-19.09.2024). The kebab products participating in the OFURO barrel sauna raffle are as follows: wraps with chicken or beef kebab; XL wraps with chicken or beef kebab; spicy pockets with chicken or beef kebab; kebab burgers with chicken or beef kebab; spicy burgers with chicken or beef kebab; meals with chicken or beef kebab; XL meals with chicken or beef kebab.
  - **Campaign lottery wheel spins** can be earned as follows:
    - Every 24 hours during the Campaign period, every private customer of My Alexela can spin the lottery wheel once for free (free of charge, without completing any transactions, but having joined the My Alexela loyalty program).
    - Extra wheel spins can be earned for purchases as follows:
      - **At the pace >€0, >€10, ><€30, >€50, one extra spin** is earned when passing each amount. *For example, by making a purchase of €15, the customer earns two spins.*
        - The account is done separately for each purchase.
        - Purchases will not be summed up.
      - Every private customer of My Alexela can earn a maximum of **4 extra spins** per day. Therefore, it is possible for every private customer of My Alexela to perform **a maximum of 5 lottery wheel spins in one calendar day, along with one free lottery wheel spin every day.**
    - Additional spins of the lottery wheel can be earned with the following purchases registered by a customer of My Alexela:
      - paying for refuelling the following goods at Alexela service stations: Gasoline 95, Gasoline 98, Diesel fuel, E85, CNG, LPG, AdBlue, windshield washer fluid);
      - purchases at Alexela convenience stores (except tobacco and alcoholic products):
        - warm food,
        - essential goods,
        - hot drinks,
        - hot drinks,
      - trailer rental,
      - using a vacuum cleaner,
      - by charging a vehicle with electricity at Alexela's public electric chargers.
- The daily free spin expires at midnight, after which there will be the next opportunity to spin the lottery wheel. Previously unused free spins cannot be carried out retrospectively.
  - Bonus spins received for transactions will expire 14 days after earning, visible in the Alexela app until they expire.
  - Any unused spins at the end of the Campaign will expire with the end of the Campaign.

- **Barrel sauna OFURO** will be drawn by 26 Sept 2024. The winner will be selected using a random number generator and must comply with all the prerequisites specified in the **Campaign**. All private customers of My Alexela who buy a kebab product from an Alexela convenience store at least once during the Campaign period will participate in the OFURO barrel sauna draw
  - The **Campaign Organizer** will contact the winner of the barrel sauna by phone or e-mail within 7 (seven) days after the draw to agree the place and time for receiving the Prize.
- The **Campaign Organizer** shall have the right not to hand over the Prize if the Winner does not meet the conditions of the Campaign established by the Campaign Organizer, the Winner has provided false information or if the Winner cannot be contacted within the time specified in the conditions.
- If the winner of the OFURO barrel sauna cannot be contacted for reasons beyond the control of the **Campaign Organizer** within 7 (seven) days after the draw, the **Campaign Organizer** shall have the right to draw a new winner from among the **Campaign** participants. All other prizes can be redeemed by the winners until 20 Sept 2025 at Alexela convenience stores. The raffled coffee coupons and gift cards are virtual, so that they will be added to the winner's Alexela app in case of a successful spin of the lottery wheel, being valid until 20 Sept 2025.
- The winner of the OFURO barrel sauna is obliged to agree to interviewing, filming and photoshoots, as well as to the publication of the content on Alexela's website and social media channels (Facebook, Instagram). This content can be used by the **Campaign Organizer** in the listed channels for 12 months after the prize draw. The respective consent is a prerequisite for receiving the **Prize**.
- Winner of the **Campaign** must present a valid identification document (passport or ID card) in order to receive the Prize.
- All state taxes related to the Prize will be paid by the **Campaign Organizer**. Any other costs associated with accepting the Prize will be paid by the Prize winner.
- All costs and/or losses that the **Campaign** participants may incur in connection with participation in the **Campaign** and receiving and using the Prize shall be borne by the **Campaign** participant.
- The Prize will not be replaced by another type of prize at the participant's request or paid out in cash.
- Current or former employees of Alexela and their family members who carry out transactions with an AGR card cannot participate in the draws of the **Campaign**.
- The **Campaign Organizer** has the unilateral right to change the terms and conditions of the **Campaign** for a valid reason or to interrupt the **Campaign** and stop awarding Prizes. The **Campaign Organizer** considers a valid reason to be a circumstance that it cannot influence and for which, based on the principle of reasonableness, it cannot be expected that it would take it into account at the time of announcing the **Campaign** or would avoid it.
- All advertising materials used in the **Campaign** are illustrative.
- The procedure for conducting the **Campaign** is established by the **Campaign Organizer** in these Terms and Conditions. All decisions made by the **Campaign Organizer** in conducting the **Campaign** are final and binding on all participants of the **Campaign**.

- All claims related to the organization and/or execution of the **Campaign** must be sent in writing to the **Campaign Organizer** at AS Alexela, Roseni 11, 10111 Tallinn or to the e-mail address [alexela@alexela.ee](mailto:alexela@alexela.ee) by 4 Oct 2024 with the keyword “Alexela summer campaign 2024”. Claims will be resolved within 10 (ten) business days from the receipt of the respective claim.
- In matters not regulated by the terms of the **Campaign**, the laws of the Republic of Estonia will be used. All disputes arising from the **Campaign** shall first be tried to be resolved through negotiations and in accordance with the laws of the Republic of Estonia.