

ALEXELA'S KEBAB 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 Kebab Campaign 2024 (hereinafter referred to as the **Campaign**) is organized by AS Alexela, Roseni 11, Tallinn (hereinafter referred to as the **Campaign Organizer**).
- **The total period of the campaign** is 12.06.2024 - 04.10.2024. Purchases made in accordance with the provisions of these terms and conditions during the period from 12.06.2024 to 19.09.2024 (hereinafter **the Campaign period**) participate in the barrel sauna draw.
- The **Campaign** is organized and carried out in Estonia.
- Private customers of My Alexela who have bought at least one kebab product from Alexela convenience stores during the Campaign period (12.06.2024-19.09.2024) participate in **the Campaign prize draw**. 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.
- As part of **the Campaign**, one (1) OFURO barrel sauna worth 2 543 (two thousand five hundred and forty-three) euros including VAT will be drawn as the Campaign Prize.
- **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 specified in these terms and conditions 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 has not been able to be contacted within the time specified in the terms and conditions.
- If the Campaign Organizer has made reasonable efforts to contact the barrel sauna OFURO winner during the 7 days following the draw, but this has not been successful for reasons beyond the control of the **Campaign Organizer**, the **Campaign Organizer** has the right to draw a new winner from among the **Campaign** participants within the following 7 (seven) days.
- 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 Prize**.
- 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 the Prize. 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 by 4 Oct 2024 with the keyword "Alexela kebab 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.