

# ALEXELA'S SUMMER CAMPAIGN 2024 TERMS AND CONDITIONS

Valid from 30.07.2024

These terms and conditions amend and replace the conditions of the Alexela summer campaign 2024 published on 15.06.2024. The terms and conditions published herewith shall apply prospectively from 30.07.2024 in the following version. 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 total period of the campaign** is 12.06.2024 - 20.09.2025. However, in the raffle wheel draw participate spins performed in the Alexela self-service environment or in Alexela app during the period from 12.06.2024 to 19.09.2024 (hereinafter **the Campaign period**).
- 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 ten winners for a year. The virtual coffee coupons will expire on 20 Sept 2025, regardless of use.
  - 100 Alexela design coffee mugs.
  - 100 packs of Alexela coffee beans.
  - 46 750 (forty-six thousand seven hundred and fifty) coffee coupons. The virtual coffee coupons will expire on 20 Sept 2025, regardless of use.
  - 10 100-euro Alexela gift cards. The gift cards will expire on 20 Sept 2025.
  - 162 20-euro Alexela gift cards. The gift cards will expire on 20 Sept 2025.
  - 350 10-euro Alexela gift cards. The gift cards will expire on 20 Sept 2025.
  - 600 5-euro Alexela gift cards. The gift cards will expire on 20 Sept 2025.
  - 1000 2-euro Alexela gift cards. The gift cards will expire on 20 Sept 2025.
  - In addition, new spins of the lottery wheel will be drawn.
- **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 up to three times for free (free of charge, without completing any transactions, but having joined the My Alexela loyalty program).
- Daily free spins expire at midnight, after which there will be the next opportunity to spin the lottery wheel. Previously unused free spins cannot be carried out retrospectively.
- 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.

- All prizes can be redeemed by the winners until 20.09.2025 at Alexela convenience stores. Ruffled coffee coupons and gift cards are virtual. Ruffled gift cards will be added to the winner's Alexela app as digital stamps upon a successful spin of the raffle wheel, the Winner can convert them into bonus money (i.e. 100 euro gift card = 1000 digital stamps = 100 euros of Alexela bonus money), and they are also valid until 20.09.2025.
- 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 promotional materials used in the Campaign, including the image of the Campaign's raffle wheel, are illustrative and do not reflect the actual chance of winning.
- Prize winners are randomly selected by a computer program. All prizes listed in the Campaign Rules will be handed over. In order to distribute the Prizes evenly during the Campaign Period, the computer program monitors the time elapsed since the start of the Campaign and compares it against the amount of Prizes drawn. If the Program determines that too few Prizes have been drawn in relation to the time elapsed since the start of the Campaign, a Prize will be drawn from among the remaining Prizes to the first spinner of the raffle wheel.
- 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.