

Pepsi Win Experiences Sweden” promotion CAMPAIGN CONDITIONS

**PLEASE READ THESE CAMPAIGN CONDITIONS CAREFULLY, THEY CONTAIN
IMPORTANT INFORMATION.**

I. General

1. These Campaign Conditions govern the **Pepsi Win Experiences Sweden”** promotional campaign (the “Campaign”) of “PepsiCo Nordic Denmark ApS (the “Organiser”), having its registered office at Vesterbrogade 149, 1620 København, Denmark.
2. The objective of this Campaign is to promote the products sold under the Pepsi trademark (the “Trademark”). The Campaign runs from 01/05/2026 until 30/09/2026 (the “Campaign Period”). It is a competition in which 188 prize(s) consisting of experience-based prizes, including event and festival tickets and VIP experiences (highest individual value 10,990 SEK), food and dining experiences including catering (highest individual value 10,000 SEK), gift cards and vouchers for food, delivery and entertainment (highest individual value 3,610 SEK), and accommodation-related prizes such as hotel stays (highest individual value 3,000 SEK) are awarded, with a total value of 285,006 SEK.
3. These Campaign Conditions can be found https://www.pepsimax.se/epx_4m9qz_pep26 (the “Campaign Site”). A copy can also be obtained by request from the Organiser.

II. Participation requirements

4. Only persons who reside in Sweden and who have reached the age of 18 years old, with the exception of the persons referred to below, may take part in this Campaign.
5. The following persons may not take part: (a) employees, resident partners, and family members of the Organiser, and (b) any person who is in any manner directly or indirectly involved in the organisation of this Campaign.
6. Participation in this Campaign is free of charge (with the exception of the costs of the use of the Internet).
7. By taking part in this Campaign the participant declares that he/she accepts the applicability of these Campaign Conditions and of the Privacy Statement and Disclaimer that can be found on the Campaign Site.

III. Manner of participation

8. Participation in the Campaign is lawfully possible during the Campaign Period only by:
 - Visiting the Campaign Site;
 - Participate as follows: You can participate by scanning the QR-code on participating packs, which redirects you to the Campaign Site. You enter the weekly prize draw by submitting the required information in the submission form. The Campaign uses an instant win mechanism and you will immediately see whether you have won and, if applicable, which Prize you have won. You may participate up to five (5) times per day. This limit resets daily. You may win a maximum of one (1) Prize per week. Prizes are allocated randomly throughout each week..
 - Accepting these Campaign Conditions.
9. Incomplete and/or inappropriate entries are invalid and will not be considered.

10. Participation is possible only during the Campaign Period via the Campaign Site. All entries received after the end of the Campaign Period are invalid and will not be considered.

IV. General rules of conduct. Entries are valid only if the following criteria are met

11. Participants may not use this Campaign to express any political or religious ideas.
12. Participants may not harass, use abusive language, discriminate or make any sexual innuendoes.
13. Participants may not place any worms, viruses or other harmful software on the campaign website.
14. Entries may not conflict with the law, regulations or morality, and may not entice actions that conflict with the law, regulations or public morality.
15. Entries may not in any manner damage the Organiser, companies affiliated with it and/or the Trademark.
16. The Organiser reserves the right to exclude participants who submit invalid or forged entries from participation.
17. Participants may not submit any entries that infringe any third-party intellectual property rights or other rights.
18. The Organiser reserves the right at any time to refuse or disqualify participants for reasons at its discretion, without the participant having any rights in relation to the Organiser.
19. The Organiser reserves the right to exclude a Participant with invalid or forged personal data from participation.
20. The Organiser reserves the right to exclude a participant who cheats, who is suspected of cheating or who violates these Campaign Conditions in any other manner from participation.
21. Participants are not paid for their entries and/or participation. Participants cannot base any rights on and will not receive any payment for their participation in this Campaign.
22. The Organiser reserves the right at any time immediately to exclude from participation any entries that are invalid in its opinion and/or to remove them or have them removed from the campaign website.

V. Intellectual property rights

23. All intellectual and other property rights involved in this Campaign are vested entirely in the Organiser. If and insofar as necessary, the Participant hereby free of charge transfers those intellectual and other property rights from the moment they come into existence to the Organiser or to an affiliated company designated by the Organiser, which transfer is hereby accepted. Insofar as the transfer of the intellectual property rights requires a further deed, the Participant hereby authorises the Organiser to draw up and sign that deed on behalf of the Participant in order to affect the full transfer.
24. Insofar as legally possible participants hereby unconditionally and irrevocably waive all personality rights granted to them by law.

VI. Publication

25. By taking part in this Campaign, participants give their consent for publication of their name on the Campaign Site, without the Organiser owing any fee in that context. Furthermore, by participating in this Campaign and accepting the Prize, the winners agree that the Organiser may request them to participate in other forms of publicity, including regarding their use of the Prize, after their participation.
26. If the Participant cooperates at the Organiser's request in any other form(s) of publicity, the Organiser does not owe any fee in that context. Any publication and other materials are and remain the Organiser's property. The Participant fully authorises the Organiser to use his/her portrait rights on any publication or other materials.

VII. Prizes

27. Each winner in this Campaign receives 1 of the prizes that is assigned through randomized algorithm (the "Prize").
28. Any tax payable in respect of the aforesaid Prize is payable by the winner unless if indicated otherwise in writing by the Organiser.
29. The Prize is personal and cannot be exchanged for other prizes. The Prize is indivisible and can be accepted only as awarded.
30. Prizes that are not awarded for any reason whatsoever remain the property of Organiser. If a Prize is refused, it also falls to the Organiser.
31. The Organiser reserves the right to award an alternative prize if for any reason whatsoever if the Prize is no longer available or can no longer be awarded.

VIII. Selection mechanism for determining the prize winners

32. A participant qualifies for a Prize by submitting a valid entry.
33. Winner(s) will randomly be selected from all valid entries..
34. A winner will be informed via email about the Prize won no later than 72 hours hours after the end of the Campaign Period. Each winner is entitled to claim their Prize within 48 hours after having received a message from the Organiser. If after this period no response has been received by Organiser, Organiser will select a new prize winner.

IX. Complaints

35. No correspondence on the outcome of the Campaign will be entered into.

X. Personal data

36. Name and address details and/or other personal data that the Organiser obtains in connection with the participation in this Campaign will be used for the correct handling of the Campaign and be treated confidentially and in accordance with the Organiser's privacy policy, which can be found here: www.pepsicoprivacypolicy.com.
37. No information that was obtained in connection to this Campaign will be used outside of this Campaign, unless the participant has specifically given approval for such additional and specified use.
38. The information obtained through this Campaign will be deleted 6 months after the end of the Campaign, unless otherwise agreed upon.
39. A participant is entitled to information about when personal data is processed, for correction, for limitation of processing, for data portability and for deletion. The Participant has a right to file a complaint about the processing of his/her personal data to the data privacy authority. More information on your rights and the processing of personal data by the Organiser can be found in the privacy policy: www.pepsicoprivacypolicy.com.

XI. Liability

40. The Organiser is not responsible or liable for any breakdowns of/in and/or errors of/in or related to the Internet, one or more of the Internet sites referred to in these Campaign Conditions, the cable network or other relevant network, software or hardware, or any incorrect registration and/or processing of entries or personal data. The Organiser excludes any and all liability in that context.
41. The Organiser shall be entitled to shorten, extend, postpone, modify or cancel the Campaign at any time, in the event of force majeure, unforeseeable events beyond its control or in the event of any other justified necessity. In such case, the Organiser can under no circumstances be held liable.
42. The Organiser excludes any and all liability of the Organiser and/or agents engaged by it in connection with this Campaign insofar as that is permitted by law.

XII. Final provisions

43. No part of this Campaign may be multiplied or published without the Organiser's express prior written consent.
44. The Organiser reserves the right at any time to change this Campaign prematurely, or to terminate and/or to no longer take part in this Campaign, for reasons at the Organiser's discretion, without any participant being able to exercise any claim against the Organiser.
45. Complaints or questions regarding these Campaign Conditions and the Campaign can be submitted in writing via Organiser, quoting "Pepsi Win Experiences Sweden" promotional Campaign.
46. This Campaign is governed by Swedish Law law. This Campaign has been organised in accordance with the Swedish Gambling Act (2018:1138).
47. Any disputes arising from these Campaign Conditions or the Campaign must be submitted to the competent court in Malmo, Sweden.