

## KINGUIN MARKETING CAMPAIGNS

### GENERAL TERMS & CONDITIONS

Version: 1.2 effective as of 1 December 2023

These Terms & Conditions govern your participation in marketing campaigns organized by Kinguin. **WHEN PARTICIPATING IN A CAMPAIGN YOU ARE BOUND BY THESE TERMS & CONDITIONS, SO PLEASE READ THEM CAREFULLY.**

Please note that generally we do not have email addresses of Users participating in Campaigns (in particular Social Media Campaigns). IF YOU WISH TO OBTAIN THESE TERMS & CONDITIONS ON A DURABLE MEDIUM IN A PDF FILE, PLEASE CONTACT US DIRECTLY, E.G. VIA E-MAIL TO THE FOLLOWING ADDRESS: [help@kinguin.net](mailto:help@kinguin.net) OR VIA IN-BUILT DIRECT MESSAGING FUNCTIONALITY OF A SOCIAL MEDIA WHERE A CAMPAIGN IS HELD.

*Note that winning Rewards in Campaigns may trigger tax obligations, subject to the applicable tax regulations of your country of habitual residence, tax residency or other. It is your obligation to ensure compliance with legal obligations, which includes but is not limited to reporting and paying any taxes, duties, or other levies on the Rewards you receive - and we recommend you consult with a local tax specialist in this regard.*

#### 1. DEFINITIONS

- 1.1. **Activities** - activities to be taken by Users participating in a Campaign in order to win Rewards.
- 1.2. **Campaign** – a marketing campaign organized by Kinguin subject to these Terms & Conditions.
- 1.3. **Kinguin** – Kinguin Digital Limited, with its registered office in Hong Kong, at 8/F On Hing Building, 1 On Hing Terrace Central, Hong Kong.
- 1.4. **Platform** – Kinguin marketplace platform available at [www.kinguin.net](http://www.kinguin.net).
- 1.5. **Rewards** – prizes awarded to Users for successfully competing in a Campaign, based on each Campaign's winning criteria.
- 1.6. **Social Media** - social media platforms, enabling users to create and share content or to participate in social networking or communication, where Campaigns are held, such as Discord, Facebook, Instagram, TikTok, X (formerly: Twitter) etc.
- 1.7. **Users** – users participating in a Campaign, provided they meet requirements for participation of a Campaign.

#### 2. GENERAL TERMS

- 2.1. These Terms & Conditions govern your participation in marketing Campaigns organized by Kinguin.
- 2.2. The main body of these Terms & Conditions lays out the framework conditions applicable to all Campaigns; specific conditions of each Campaign have been laid out in Appendix 1 (for Social Media Campaigns) or Appendix 2 (for marketing Campaigns other than related to Social Media, such as email Campaigns). In case of any

discrepancy between the main body of these Terms & Conditions and Appendices 1 or 2, the terms specified in the Appendices shall prevail.

- 2.3. Campaigns are dedicated to Users who are individual persons, participating in Campaigns for personal purposes, i.e. for private enjoyment and not related to their business, trade or profession.
- 2.4. To prevent conflict of interests and allow us to realize Campaigns' purposes, which is to generate engagement and build community around Kinguin's brand, no marketplace platforms, professional (meaning in particular registered or engaged in repetitive trading) merchants, vendors, wholesale traders, resellers, suppliers of digital products and product keys etc., as well as Kinguin's or its affiliated company's employees, B2B contractors, management board, shareholders are allowed to participate in Campaigns unless explicitly allowed so.
- 2.5. Campaigns are only available to Users who are 18 years old or the age of majority in the province, territory or country where a User has their habitual place of residence.
- 2.6. Campaigns will be announced in manner and form typical for a specific medium, e.g. by posts on Social Media in case of Social Media Campaigns or emails in case of email Campaigns. Announcements will include a link to these Terms & Conditions and specify prerequisites for participation, if any, as well as Activities, winning conditions and Rewards.
- 2.7. Some Campaigns will depend on specific and easily verifiable winning criteria and Activities, such as tagging a set number of friends in reply to Kinguin's post; others may require subjective assessment of Users' submission by a dedicated Kinguin Jury (e.g. screenshot of the most beautiful landscape in a game, video footage of the funniest bugs in a game). Kinguin Jury includes personnel from Kinguin's Social Media Team.
- 2.8. In relation to Campaigns, Kinguin processes only personal data required to perform Campaigns, including to verify participation of Users, verify winning criteria, assess Activities, transfer Rewards and handle complaints. Please see Kinguin's [Privacy Policy](#) for further information.
- 2.9. Campaigns will last for the periods indicated in Appendix 2 or, in case of Campaigns with limited supply of Rewards, until supply lasts, whichever is earlier.

### **3. ACTIVITIES**

- 3.1. Activities will test Users skills and knowledge and will not be dependent on chance, lotteries, draw bets etc. Activities may include, e.g. taking photos, creating memes, recording videos showing a particular game's footage, coming up with a marketing slogan, tagging friends in Social Media posts etc.
- 3.2. Activities may differ in each Campaign depending on the current marketing strategy of Kinguin, subject to announcement of each Campaign and as laid out in Appendices 1 & 2 to these Terms & Conditions.

### **4. REWARDS**

- 4.1. Users will be granted Rewards for successfully completing Activities and reaching winning conditions of a Campaign.
- 4.2. Rewards may differ among Campaigns depending on the current marketing strategy of Kinguin, subject to announcements and as laid out in Appendices 1 & 2 to these Terms & Conditions.
- 4.3. When announcing Rewards, Kinguin will specify all the relevant details of a Reward, including redemption method, applicable platform where a Reward may be used, any restrictions of use etc. Additionally:
  - 4.3.1. Rewards cannot be exchanged, converted or traded for other products or items.

- 4.3.2. Rewards cannot be redeemed for cash or any other form of payment (e.g. book, bank or electronic money).
- 4.3.3. If Rewards constitute discount codes or other codes to be used on the Platform (e.g. Kinguin Gift Card / Kinguin Voucher), such Rewards (codes, cards) can be used only once, cannot be combined with other discounts and promotions, and are subject to exclusions stated in Appendix 3 to these Terms & Conditions.
- 4.3.4. Rewards may constitute closed-loop gift cards, vouchers (e.g. Kinguin Gift Card, Kingin Voucher) etc., allowing Users to redeem them for a digital product chosen from a list of products available at the Platform and preselected by Kinguin. Such Rewards may either be based on a nominal value (allowing Users to spend such nominal value on products currently available on the Platform) or may indicate a specific product (allowing User to exchange the Reward for that specific digital product, e.g. a specific game).
- 4.4. Unless otherwise specified in a Campaign's announcement, Rewards will be delivered in the form of a unique code shared with winning Users via email or direct message in a Social Media; codes may be used at the Platform to claim Reward and redeem Reward for digital products - subject to the [terms and conditions of the Platform](#). Rewards will be delivered within 14 days from announcing Campaign's results or from obtaining from the User the data necessary to deliver the Reward.
- 4.5. Kinguin will contact the winning Users to deliver the Reward. In view of the above, Kinguin will require all details necessary for delivery – usually email address will be sufficient, but sometimes personal data or other details (e.g. in case of flight tickets or limited time events - personal data necessary to purchase tickets) may be required. In such a case, the User must provide Kinguin with the requisite delivery information within a period of 30 days subsequent to Kinguin's solicitation for such data, conveyed either through email or directly via Social Media, under pain of forfeiting entitlement to the Reward. If the User was to lose the right to the Reward, Kinguin will contact him again with this information and an indication of an additional period of 1 day to send the data necessary to deliver the Reward. The 30-day period may be subject to shortening, due to the nature of the Reward (e.g., the Reward is a trip to an e-sports event). Each time the User will be informed about the shortening of the period for the provision of delivery data under the specific terms and conditions of a particular Campaign.
- 4.6. In exceptional circumstances, where due to reasons beyond Kinguin's control Rewards are not available, Kinguin will offer to Users substitute Rewards of at least the same market value.

## **5. DURATION OF THE CAMPAIGN, TERMINATION & CLOSING OF ACCOUNTS**

- 5.1. Each Campaign will last for a time period specified in its announcement.
- 5.2. Kinguin may prolong or renew Campaigns subject to announcement, provided however that it will not delay collection of Rewards to winning Users who participated based on the initial announcement (e.g. Kinguin may renew a Campaign for a new time period, but this will not delay announcement of results or delivery of Rewards based on the initial announcement).
- 5.3. Participation in Campaigns is always voluntary and is not required to use and enjoy the Platform. Users have the right to withdraw from participating in a Campaign at any time. To do so, please contact Kinguin as per Clause 8.1.
- 5.4. In exceptional circumstances, Kinguin may prematurely terminate the Campaign, upon notification to participating Users and subject to separate announcement, due to unforeseen important reasons, such as: (i) if and to the extent that such termination is required under applicable laws or Social Media's terms of service governing a Campaign, Platform or Kinguin's activities to ensure legal compliance (in particular in

case of change to Social Media's terms of service or applicable laws), (ii) due to technical issues affecting security of User's system, personal data etc.

## **6. LICENSE**

- 6.1.** Some Campaigns may require Users to share with Kinguin copyrightable works as part of Activities (e.g. User-created memes, screenshots). All such content should be original and not infringe on the rights of third parties, including intellectual property rights, copyrights, personal rights. Unauthorized use of copyrighted works, even if modified or incorporated into a new piece of work, is prohibited.
- 6.2.** Users shall retain ownership to content they submit in the course of Campaign, however by participating in a Campaign and sharing such content with Kinguin, Users grant Kinguin a worldwide, non-exclusive, royalty-free, non-revocable license to use, copy, reproduce, process, adapt, modify, repost, display and distribute such content:
  - 6.2.1. in case of Social Media Campaigns** - in the same Social Media that a Campaign is held (e.g. *if a User participates in Kinguin's Instagram Campaign, Kinguin may repost such content through Kinguin's Instagram profile*). Content will be visible to public / third parties subject to each Social Media's visibility settings (some Social Media make content available only to logged-in users, while some make the content available to public), however please consider that Kinguin always intends to operate fully public / open profiles to the broadest extent possible in the given Social Media;
  - 6.2.2. in case of Campaigns other than Social Media** - in all of Kinguin's Social Media (current and future) and on [www.kinguin.net](http://www.kinguin.net), unless Campaign's announcement specifies otherwise.
- 6.3.** For avoidance of doubt, license is made with no compensation to Users and as part of User's participation in a Campaign. In particular Kinguin will not be liable for payment of royalty fees, license fees, remuneration of any kind, profit sharing etc.
- 6.4.** The purpose of Campaigns requiring Users to submit creative works is to generate engagement and build community around Kinguin's brand; Users have a chance to win Rewards in exchange for submission of such works. Therefore, Users agree not to revoke, withdraw or challenge validity of license or take any actions which could restrict or prevent Kinguin from using Users' content as per this Chapter 6. If following such actions by a User Kinguin is prevented from using User's content shared in participation in the Campaign, Kinguin may disqualify a User from the Campaign, prohibit User from participating in future Campaigns and revoke Reward(s) claimed in the Campaign affected by such actions - upon notification to a User subject to Clause 10.4 below.

## **7. LIABILITY**

- 7.1.** Without prejudice to consumers' statutory rights that cannot be contractually modified, Kinguin makes no warranty or representation of any kind, either expressed or implied, as to the nature, quality or suitability of a Campaign, Activities and Rewards.
- 7.2.** Without prejudice to consumers' statutory rights that cannot be contractually modified, Kinguin shall not be liable for damages resulting from circumstances for which Kinguin is not liable under applicable law, including:
  - 7.2.1.** The fault of third parties or due to an involuntary interruption in the availability of the systems, including unavailability of Social Media, email etc.,

- 7.2.2. Losses incurred through the use of fraudulently acquired payment data, private keys, passwords or other contractual data (e.g. "phishing" of credit card data, identity theft, etc.),
  - 7.2.3. Third parties gaining access to User's content and Activities shared on Social Media due to User's own actions or failures, subject to each Social Media privacy and visibility restrictions (i.e. content set for public visibility).
- 7.3. Without prejudice to consumers' statutory rights that cannot be contractually modified, Kinguin shall not be liable for any failure or non-delivery of services where such failure or non-delivery is due to circumstances beyond its control, including for example disruptions in the operation of the Platform as a result of changes in law, governmental or regulatory action, acts of war, terrorism, strikes, hacking, physical obstructions, lockouts and natural disasters.

## **8. QUESTIONS AND COMPLAINTS**

- 8.1. All questions or complaints may be submitted to Kinguin via email at: [help@kinguin.net](mailto:help@kinguin.net), or in writing at: 8/F On Hing Building, 1 On Hing Terrace Central, Hong Kong. Users can also contact our customer support [here](#).
- 8.2. It is recommended that complaints list all relevant details (e.g. Users' login, description of a problem, preferred contact method) and – if possible – screenshots showing the context of the issues to be resolved, as this may expedite the handling of a complaint.
- 8.3. Kinguin will respond to the complaint at the latest within 14 days.
- 8.4. Kinguin intends to resolve all disputes amicably. Please contact us directly in case of any issues and we will try our best to meet your needs in a fair and timely manner. All consumers with a place of residence in the EU, Norway, Iceland or Liechtenstein are entitled to an online dispute resolution mechanism – for more information see the ODR platform of [the European Commission](#). For information on available consumer rights and alternative dispute resolution (ADR) mechanisms see [Your Europe portal](#).

## **9. CHANGES TO THESE TERMS & CONDITIONS**

- 9.1. These Terms & Conditions shall come into effect on the date of their publication and remain valid and binding until changed or terminated in accordance and subject to mandatory laws and provisions of these Terms & Conditions.
- 9.2. Without prejudice to mandatory laws, these Terms & Conditions may be amended by Kinguin upon a 3-day notice (or shorter if that is required by applicable laws or a final and binding decision of a court or a state authority), in either of the following cases:
  - 9.2.1. If and to the extent that such a change is necessary under applicable laws governing a Campaign, Platform or Kinguin's activities to ensure legal compliance;
  - 9.2.2. Such an amendment does not negatively affect Users' current rights and obligations with respect to Campaigns already started and Rewards already won;
  - 9.2.3. Amendment is required to enhance protection of User's privacy, prevent misuse, for security and safety measures, due to editorial and clarification changes, change of the scope of Campaigns or introduction of new forms of Campaigns (or Activities or Rewards).
- 9.3. Due to their nature and purposes as well as the medium where Campaigns are held (e.g. differences in a standard form of content across different Social Media platforms), Campaigns will differ with regards to Activities, Rewards, winning conditions, participation rules etc. Consequently, Kinguin may freely introduce new types of Campaigns, Activities or Rewards subject to announcements of each Campaign, provided this does not affect User's rights with regard to the already started Campaigns and Rewards won.

## **10. FINAL PROVISIONS**

- 10.1.** Users are obliged to act in compliance with these Terms & Conditions and applicable laws, as well as in accordance with purposes of Campaigns, general rules of fair play and online conduct, with respect to other Users and Kinguin and in compliance with each Social Media's policy where Campaign is held. In particular the following actions are prohibited:
- 10.1.1.** transmitting or submitting content in relation to a Campaign that violates other person's rights, including copyrights, trademarks, know-how, attribution rights, terms of service, licensing agreements, personal rights or is discriminatory or of racist nature or constitutes hate speech based on race, gender, religion, nationality, any other demographic factor;
  - 10.1.2.** acting in a manner inconsistent with the purpose and terms of a Campaign, in particular these Terms & Conditions, disrupting or interfering with a Campaign;
  - 10.1.3.** abusing a Campaign or using online tools to obtain unfair competitive advantages inconsistent with the general purpose, nature and rules of a Campaign (cheating, using fake accounts to "tag friends", using bots).
- 10.2.** In case of violation of Clause 10.1 above, Kinguin will be entitled to disqualify the violating User from a Campaign, upon notification:
- 10.2.1.** In the notification, Kinguin will inform User that he is disqualified, state reasons for disqualification and attach evidence. Notification will be submitted via means of contact specified in Clause 10.4. User will be allowed to respond within 3 days;
  - 10.2.2.** Based on User's response, Kinguin will inform User of the final decision regarding disqualification within the next 3 days;
  - 10.2.3.** If User disagrees with Kinguin's decision, he may submit an appeal within 3 days in accordance with the means of contact specified in Clause 8.1 and subject to Clauses 8.1-8.4;
  - 10.2.4.** If User is disqualified he will not be eligible for a Reward;
  - 10.2.5.** In case of gross or repetitive breaches of Clause 10.1 above, Kinguin will be entitled to prohibit User from participating in future Campaigns, upon notification - procedure specified in Clauses 10.2.1-10.2.4 applies.
- 10.3.** These Terms & Conditions are governed by the laws of Hong Kong. However, the foregoing will be without prejudice to mandatory laws, which in the absence of a choice of law would have been applicable based on the consumer's habitual residence in the EU, provided that such laws cannot be contractually derogated from by virtue of the law.
- 10.4.** Kinguin will communicate with Users regarding Campaigns via electronic means, specifically using in-built direct messaging functionality of a particular Social Media - in case of Social Media Campaigns, and email or other forms of communication appropriate for a particular User in case of other Campaigns, provided that they allow User a reasonable way to store and refer to such communication in the future.

## Appendix 1 – Social Media Campaigns

Campaign Title	Social Media(s)	Participation Rules	Campaign's period (Timezones)	Activities & winning criteria	Rewards
CS 2 Date	Discord Twitter Facebook Instagram	<p><b>Reply to the post announcing the Campaign:</b> what date do you think will CS2 release?</p> <p>Only Users who are at least 18 years old, or the age of majority in their place of residence, are eligible.</p>	31 August (12:00 CEST) to 07 September (12:00 CEST) 2023	Kinguin Jury decision based on the creativity, uniqueness and level of fun	A 10€ Kinguin Gift Card for each Social Media (Facebook, Instagram, Twitter, Discord) will be granted to winners.
Starfield Emoji Story Contest	Discord Twitter Facebook Instagram	<p><b>Reply to the post announcing the Campaign:</b></p> <ol style="list-style-type: none"> <li>With emojis showcasing your opinion about Starfield game</li> <li>In that same comment tag 3 friends (excluding Discord)</li> </ol> <p>+ Follow us on the same Social Media where you submitted your reply (excluding Discord).</p>	06 September (08:00 CEST) to 06 September (00:00 CEST) 2023	Kinguin Jury decision based on the creativity, uniqueness and level of fun	<p>The prizes are cumulative for all platforms (Facebook, Instagram, Twitter, Discord).</p> <p>Prizes:</p> <ul style="list-style-type: none"> <li>1x100€ Kinguin Gift Card</li> <li>1x50€ Kinguin Gift Card</li> <li>1x25€ Kinguin Gift Card</li> </ul>
Gaming Paradise: Landscape Screenshot Contest	Discord Twitter Facebook Instagram	<p><b>Reply to the post announcing the Campaign:</b></p> <ol style="list-style-type: none"> <li>With Image showcasing a beautiful or interesting in-game location, scenery or</li> </ol>	From 08 September (12:00 CEST) to 22 September (12:00 CEST) 2023	Kinguin Jury decision based on the creativity,	The prizes are cumulative for all platforms (Facebook, Instagram, Twitter, Discord).

		<p>landscape from any game that you've come across while playing</p> <p>2. In that same comment tag 3 friends (excluding Discord)</p> <p>+ Follow us on the same Social Media where you submitted your reply (excluding Discord).</p>		<p>uniqueness and level of fun</p>	<p>Prizes:</p> <p>3x Starfield Steam CD Key</p> <p>1x25€ Kinguin Gift Card</p> <p>1x10€ Kinguin Gift Card</p> <p>1x5€ Kinguin Gift Card</p>
EA Sports FC 24 Contest: Real Madrid vs. Barcelona	<p>Twitter</p> <p>Facebook</p> <p>Instagram</p> <p>Tiktok</p> <p>Youtube</p>	<p><b>Reply to the post announcing the Campaign:</b></p> <p>1. Comment which football team (Real Madrid or Barcelona) is better and why do you think so.</p> <p>2. In that same comment tag 3 friends</p> <p>+ Follow us on the same Social Media where you submitted your reply.</p>	<p>From 18 September (12:00 CEST) to 27 September (12:00 CEST) 2023</p>	<p>Kinguin Jury decision based on the creativity, uniqueness and level of fun.</p>	<p>The prizes are:</p> <p>Facebook 1x30€ Kinguin Gift Card</p> <p>Instagram 1x30€ Kinguin Gift Card</p> <p>Youtube 1x30€ Kinguin Gift Card</p> <p>Twitter 1x30€ Kinguin Gift Card</p> <p>Tiktok 1x30€ Kinguin Gift Card</p>
CS2 Major competition: Your ticket to Gaming History!		<p>1. Start completing Gleam's embedded tasks at the Campaign's landing page.</p> <p>2. Answer a question related to CS:GO: What is your best memory of CS:GO?</p> <p>4. Retweet the tweet under: <a href="https://twitter.com/KinguinNet/status/1707032871859314991">https://twitter.com/KinguinNet/status/1707032871859314991</a></p>	<p>From Wednesday 27th September 12:00 until October 8th 23:59 CEST.</p>	<p>Tackle all required activities for extra points as per Gleam's embedded task list.</p> <p>Kinguin Jury decision will select</p>	<p>1 x trip for the next CS2 Major* for two people, including: flight (economic class), accommodation (hotel 3 to 4 stars within 1-hour walking distance from the venue), 4-day pass for Champions stage.</p>



		4. Give us your name and email so that we can contact you with a Reward!		the winner based on the creativity, uniqueness and level of fun of his given answer and taking into consideration all tasks completed to gauge engagement in Kinguin's community.	*Note that dates and location for the next CS2 Major are still not announced.
Kinguin Discord Halloween Contest	Discord	<ol style="list-style-type: none"> <li>1. Write a short personal story about the most scary moment you've ever experienced with games (or related to gaming in general)</li> <li>2. Post that story in the #scary-story channel on Kinguin Discord</li> </ol>	27 October 2023 (12:00 CEST) to 03 November 2023 (12:00 CEST)	Kinguin Jury decision based on the creativity, uniqueness and level of fun.	Prizes: 1x60€ Kinguin Gift Card 1x30€ Kinguin Gift Card 1x15€ Kinguin Gift Card
Kinguin x Farmskin Giveaway	Twitter	<ol style="list-style-type: none"> <li>1. Follow Kinguin account on X</li> <li>2. Follow @Farmskins account</li> <li>3. Like this Tweet</li> <li>4. Retweet this Tweet</li> <li>5. Answer the question in reply to our Tweet: what do you prefer and why? CS:GO or CS2?</li> </ol>	10 November 2023 (18:00 CEST) to 23 November 2023 (12:00 CEST)	Kinguin Jury decision based on the creativity, uniqueness and level of fun.	Prizes: 20x50€ Kinguin Gift Card 5 x CS2 Skins (for delivery purposes the winner will be required to open an account on Farmskin.com): 1. Navaja Knife   Doppler (Factory New) 2. AK-47   Vulcan (Field-Tested)

					<p>3. M4A1-S   Printstream (Field-Tested)</p> <p>4. AK-47   Bloodsport (Minimal Wear)</p> <p>5. M4A4   Temukau (Minimal Wear)</p>
Kinguin Discord Emoji Xmas Contest	Discord	<ol style="list-style-type: none"> <li>1. Write a short story using emoji only and describe the way you'll be spending your Xmas with gaming.</li> <li>2. Post that story in the #XmasEmoji channel on Kinguin Discord.</li> </ol>	13 December 2023 (12:00 CEST) to 20 December 2023 (12:00 CEST)	Kinguin Jury decision based on the creativity, uniqueness and level of fun.	<p>Prizes:</p> <p>1x Game Chosen by Community in Xmas Emoji Contest - Part 1 (survey released on 06.12.2023 on #🎁-announcements channel)</p> <p>1x20€ Kinguin Gift Card</p> <p>1x10€ Kinguin Gift Card</p>
BLAST Finals Kinguin Giveaway	Twitter	<ol style="list-style-type: none"> <li>1. Follow Kinguin account on X</li> <li>2. Like this Tweet</li> <li>3. Retweet this Tweet</li> <li>4. Answer the question in reply to our Tweet: "Tell us who is gonna win and why?"</li> </ol>	13 December 2023 (18:00 CEST) to 17 December 2023 (12:00 CEST)	Kinguin Jury decision based on the creativity, uniqueness and level of fun.	<p>Prizes:</p> <p>5x20€ Kinguin Gift Card</p>
Bug Catching Contest	Facebook, Instagram, X, Discord,	<b>Enter the contest by replying to the post announcing the Campaign (in case of Discord in the channel #bug-catching):</b>	31 January 2024 (12:00 CEST) to 09 February 2023 (12:00 CEST)	Kinguin Jury decision based on the creativity,	The prizes are cumulative for all platforms. Prizes:

	Tiktok, Youtube	<ol style="list-style-type: none"> <li>1. Take a screenshot or create a video showcasing the weirdest, funniest or most surprising in-game bug/glitch that you've come across in any game that you played.</li> <li>2. Send us your screenshots or link to video through the comments of the post announcing this Campaign.(If you're sending a video - you have to upload the video to Youtube and set it to public.)</li> <li>4. In that same comment tag 3 friends (excluding Discord)</li> <li>5. Like the Campaign announcement post (excluding Discord)</li> </ol> <p>+ Follow us on the same Social Media where you submitted your reply.</p>		uniqueness level of fun. and	<p>1 place: 1x Palworld Steam CD Key, 1x 200€ Kinguin Gift Card</p> <p>2 place: 1x Palworld Steam CD Key, 1x 100€ Kinguin Gift Card</p> <p>3 place: 1x Palworld Steam CD Key, 1x 50€ Kinguin Gift Card</p>
Valentines Contest "Who was your first gaming crush?"	Facebook, Instagram, X, Discord, Tiktok, Youtube	<p><b>Enter the contest by replying to the post announcing the Campaign (in case of Discord in the channel #ValentinesContest):</b></p> <ol style="list-style-type: none"> <li>1. Write in the comment under the Campaign announcement post: <ol style="list-style-type: none"> <li>a) Who was your first gaming crush?;</li> <li>b) From which game your gaming crush originates?; and</li> <li>c) Describe your gaming crush using only emojis.</li> </ol> </li> </ol>	09 February 2024 (12:00 CEST) to 16 February 2024 (12:00 CEST)	Kinguin Jury decision based on the creativity, uniqueness and level of fun.	<p>1 place: 1x 50€ Kinguin Gift Card</p> <p>2 place: 1x 50€ Kinguin Gift Card</p> <p>3 place: 1x 50€ Kinguin Gift Card</p> <p>The prizes are cumulative for all platforms.</p>

<p>Kinguin x CSGO500 "Best match during IEM Katowice 2024 and why?"</p>	<p>X</p>	<ol style="list-style-type: none"> <li>1. Follow Kinguin account on X</li> <li>2. Follow CSGO500 account on X</li> <li>3. Like the Campaign announcement post;</li> <li>4. Repost the Campaign announcement post;</li> <li>5. Answer the question in comment to the Campaign announcement post: "What was the best match during IEM Katowice 2024 and why?"</li> </ol>	<p>09 February 2024 (17:00 CEST) to 18 February 2024 (23:59 CEST)</p>	<p>Kinguin Jury decision based on the creativity, uniqueness and level of fun.</p>	<p>10 x 50€ Kinguin Gift Card  10 x 50\$ on CSGO500</p>
<p>Contest "Tell us why YOU should win!"</p>	<p>Facebook, Instagram, X, Discord</p>	<p><b>Enter the contest by replying to the post announcing the contest (in case of Discord in the channel #BestReasonToWin):</b></p> <ol style="list-style-type: none"> <li>1. Write in the comment under the contest announcement post why you should win the prize and what you will do with it.</li> </ol>	<p>29 February 2024 (12:00 CEST) to 05 March 2024 (12:00 CEST)</p>	<p>Kinguin Jury decision based on the creativity, uniqueness and level of fun.</p>	<p>Facebook: 1x50€ Kinguin Gift Card Instagram: 1x50€ Kinguin Gift Card X: 1x50€ Kinguin Gift Card Discord: 1x50€ Kinguin Gift Card</p>
<p>Contest "Sound of spring"</p>	<p>Facebook, Instagram, X, Discord</p>	<p><b>Enter the contest by replying to the post announcing the contest (in case of Discord in the channel #Sounds of Spring):</b></p> <ol style="list-style-type: none"> <li>1. Write a comment under the contest announcement post with a link to your favorite spring song from YouTube or Spotify.</li> <li>2. In the same comment, explain why you chose this song.</li> </ol>	<p>13 March 2024 (12:00 CEST) to 21 March 2024 (12:00 CEST)</p>	<p>Kinguin Jury decision based on the creativity, uniqueness and level of fun.</p>	<p>The prizes are cumulative for all platforms (Facebook, Instagram, X, Discord).</p> <p>1 place: 1x 50€ Kinguin Gift Card</p> <p>2 place: 1x 30€ Kinguin Gift Card</p>

					3 place: 1x 20€ Kinguin Gift Card
Kinguin x Hellcase “Hellish Giveaway” competition	X	<ol style="list-style-type: none"> <li>1. Follow Kinguin account on X</li> <li>2. Follow Hellcase account on X</li> <li>3. Like the Campaign announcement post;</li> <li>4. Repost the Campaign announcement post;</li> <li>5. Answer the question in comment to the Campaign announcement post: "Describe your favorite cs2 skin using emoji."</li> </ol>	07 March 2024 (17:00 CEST) to 17 March 2024 (23:59 CEST)	Kinguin Jury decision based on the creativity, uniqueness and level of fun.	<p>The 10 winning Users will be selected:</p> <p>CS2 Skins:</p> <p>1 place - ★ Falchion Knife   Crimson Web WW</p> <p>2 place - AK-47   Inheritance FT</p> <p>3 place - AWP   Chrome Cannon FT</p> <p>4 place - Stunning Source 2 - Casecode</p> <p>5 place - Twinkling Gilt - Casecode</p> <p>Kinguin Gift Cards:</p> <p>6-10 place -100€ Kinguin Gift Card</p>
Contest “Easter Egg Hunt“	Facebook, X, Discord	Enter the contest by replying to the post announcing the contest (in case of Discord in the channel #easter-egg-hunt-contest):	29 March 2024 (18:00 CEST) to 5 April 2024 (23:59 CEST)	Kinguin Jury decision based on creativity,	<p>Facebook:</p> <p>1 place: 1x Dragon's Dogma 2 Steam CD Key</p>

		<p>1. Write a comment under the contest announcement post with a photo, video, or link to the video showcasing your favorite “easter egg feature” from any game</p> <p>2. In the same comment, explain why you chose this “easter egg feature”.</p>		<p>uniqueness and level of fun.</p>	<p>2 place: 1x 30€ Kinguin Gift Card</p> <p>3 place: 1x 20€ Kinguin Gift Card</p> <p>X:</p> <p>1 place: 1x Dragon's Dogma 2 Steam CD Key</p> <p>2 place: 1x 30€ Kinguin Gift Card</p> <p>3 place: 1x 20€ Kinguin Gift Card</p> <p>Discord:</p> <p>1 place: 1x Dragon's Dogma 2 Steam CD Key</p> <p>2 place: 1x 30€ Kinguin Gift Card</p> <p>3 place: 1x 20€ Kinguin Gift Card</p>
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## Appendix 2 – Marketing Campaigns

Campaign Title	Participation Rules	Campaign's period (Timezones)	Activities & winning criteria	Rewards
CS2 Major competition: Your ticket to Gaming History!	<ol style="list-style-type: none"> <li>Start completing Gleam's embedded tasks at the Campaign's landing page.</li> <li>Answer a question related to CS:GO: What is your best memory of CS:GO?</li> <li>Give us your name and email so that we can contact you with a Reward!</li> </ol>	From Wednesday 27th September 12:00 until October 8th 23:59 CEST.	<p>Tackle all required activities for extra points as per Gleam's embedded task list.</p> <p>Kinguin Jury decision will select the winner based on the creativity, uniqueness and level of fun of his given answer and taking into consideration all tasks completed to gauge engagement in Kinguin's community.</p>	<p>1 x trip for the next CS2 Major* for two people, including: flight (economic class), accommodation (hotel 3 to 4 stars within 1-hour walking distance from the venue), 4-day pass for Champions stage.</p> <p>*Note that dates and location for the next CS2 Major are still not announced.</p>
CS2 Halloween Contest	<ol style="list-style-type: none"> <li>Start completing Gleam's embedded tasks at the Campaign's landing page.</li> <li>Give us your name and email so that we can contact you with a Reward!</li> </ol>	From 27 October (16:00 CEST) until 5 November (23:59 CEST)	Kinguin Jury will decide on the winner taking into consideration all tasks completed to gauge engagement in Kinguin's community.	<p>Rewards:</p> <p>"Counter-Strike 2" skins (prize pool with total market value of €6,5k):</p> <ol style="list-style-type: none"> <li>Karambit   Marble Fade FN value:1890 €</li> <li>Karambit   Lore MW value:1626 €</li> </ol>

				<p>3. Karambit Tiger Tooth FNv value: 1318 €</p> <p>4. M4A4   Eye of Horus FT value: 507€</p> <p>5. Shadow Daggers Fade FN value: 417 €</p> <p>6. Gut Knife   Crimson Web MW value: 264 €</p> <p>7. AWP Asiimov FT value: 135€</p> <p>8. AWP Hyper Beast FN value: 116 €</p> <p>9. AK-47   Neon Revolution FN value: 77 €</p> <p>10. M4A4   The Emperor MW value: 44 €</p>
CS Loyalty Campaign	<p>1. During November 2023 make at least 5 separate purchase transactions of Products from CSGO500 or Hellcase.com (“<b>Eligible Transactions</b>”).</p> <p>2. After the 5th transaction a pop-up will open with a hyperlink <a href="#">to the Gleam platform</a>, where You may answer the question:</p>	From November 3rd 2023 (12:00 CET) until November 30th 2023 (23:59 CET)	Kinguin Jury will pick the winner based on the creativity, uniqueness and level of fun of the given answers.	<p>1 Winner whom we will contact directly.</p> <p>Prize: Winner will be able to spend a weekend at his chosen Kinguin’s facility (2 days and 1 night) with up to 4 friends:</p> <p>a) <a href="#">Kinguin Esports Performance Center</a> in</p>



	<p><i>"What is your first impression of CS2?"</i></p> <p>During the Campaign period all Users who make Eligible Transactions will receive a CS Loyalty Campaign discount code for the next purchase of Products from the same Seller as the underlying transaction (e.g. User who buys a Product from CSGO500 will receive a discount code to be used for the next purchase of CSGO500 Products).</p> <p>Discount codes are granted <u>only</u> after each Eligible Transaction for each Seller separately (User may receive maximum 8 discount codes, 4 for CSGO500 and 4 Hellcase.com).</p> <p><b>Discount codes can be used only until the end of the CS Loyalty Campaign period</b>, on purchases with a maximum total basket value of EUR 150.</p>			<p>Warsaw, Poland [included: accommodation for 5 people, trip can be booked until June 30th 2024 according to the EPC availability, unlimited drinks are provided (Coca Cola, Oshee, Juices, water and coffee), no food and no transport is provided; EPC staff will have the right to stop the stay if guests do not respect code of conduct within the facility especially in regards to other guests]</p> <p>or</p> <p>b) <a href="#">Kinguin Esports Lounge</a>, Gdansk, Poland [included: visit for up to 5 people for two days, trip can be booked until June 30th according to KEL availability; 1 welcome drink per person; food, transport and accommodation are not provided; KEL staff will have the right to stop the stay if guests do not respect code of conduct within the facility especially in regards to other guests]</p>
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	<p>The following discounts are available:</p> <p><b>CSGO500:</b> 6% (after 1st transaction), 7% (after 2nd transaction), 8% (after 3rd transaction), 9% (after 4th transaction).</p> <p><b>Hellcase.com:</b> 8% (after 1st transaction), 9% (after 2nd transaction), 10% (after 3rd transaction), 11% (after 4th transaction).</p>			
Black Friday Sale	<p>From 10 November (16:00 CET) until 24 November (08:00 CET) make a purchase with a total basket value of Products above EUR 25 (excluding taxes and fees) ("<b>Eligible Transaction</b>").</p>	<p>From 10 November (16:00 CET) until 24 November (08:00 CET)</p>	<p>All Users who make an Eligible Transaction will receive the Prize (one Prize per User).</p>	<p>Users will receive a special <i>Black Friday Discount Code</i>, subject to the following terms:</p> <ul style="list-style-type: none"> <li>- the code allows Users to decrease the basket value of their next transaction (for games, preorders, DLCs, software) by 20%</li> <li>- total maximum basket value (including taxes and fees) eligible for use of the code is EUR60 (if User's total basket value at checkout exceeds that</li> </ul>

				<p>amount discount code cannot be used)</p> <ul style="list-style-type: none"> <li>- the code is valid ONLY from 24 November 2023, 00:01 (CET) until 25 November 2023, 8:00 (CET)</li> <li>- only one code per Account will be granted</li> <li>- the code cannot be split into several transactions and can only be used once</li> </ul>
CS2 Black Friday Sale	From 23 November (00:00 CET) until 1 December (08:00 CET) make a purchase with a total basket value of Products above EUR 35 (excluding taxes and fees) (" <b>Eligible Transaction</b> ").	From 23 November (00:00 CET) until 1 December (08:00 CET)	All Users who make an Eligible Transaction will receive the Prize (one Prize per User).	<p>Users will receive a special <i>CS2 Black Friday Discount Code</i>, subject to the following terms:</p> <ul style="list-style-type: none"> <li>- the code allows Users to decrease the basket value of their next transaction (<i>for CS2 category products except Bitskiss, CSGOEmpire, and Mannco.store giftcards</i>) by 15%</li> <li>- total maximum basket value (including taxes and fees) eligible for use of the code is EUR100 (if User's total basket value at checkout exceeds that amount discount code cannot be used)</li> </ul>

				<p>- the code is valid from 23 November 2023, 00:00 (CET) until 7 December 2023, 8:00 (CET)</p> <p>- only one code per Account will be granted</p> <p>- the code cannot be split into several transactions and can only be used once</p>
Elf-Approved Extravaganza - Vol 1	<p>Users have to complete 2 tasks:</p> <ul style="list-style-type: none"> <li>• Sign up for Kinguin newsletter</li> <li>• Write letter to Kinguin Santa</li> </ul> <p>*The letters will be evaluated by the 3-Elf Jury consisting of the Kinguin Santa's closest associates. The Users who sign up for the Kinguin Newsletter and write the most creative letters where they:</p> <p>1) list their dream game gift(s) of up to €100,</p>	From December 1st 2023 (00:00 CET) until December 7th 2023 (23:59 CET)	Kinguin Elf Jury decision will select the winners based on the creativity, uniqueness and level of fun of the letter to Kinguin Santa.	<p>5x €100 Kinguin Balance - for top 5 letters*</p> <p>5x €50 Kinguin Balance - for top 6-10 letters*</p> <p>5x €25 Kinguin Balance - for top 11-15 letters*</p> <p>50x €2 Kinguin Balance - for the first entries**</p>

	<p>2) tell why they would like to get them,</p> <p>3) and why they deserve them,</p> <p>will win.</p> <p>**The first 50 Users who successfully complete both actions: sign up for the Kinguin Newsletter and tell Kinguin Santa what they would love to get and why, will win €2 Kinguin Balance.</p>			
Elf-Approved Extravaganza - Vol 2	<p>Users have to complete 2 tasks:</p> <ul style="list-style-type: none"> <li>• Sign up for Kinguin newsletter</li> <li>• Write letter to Kinguin Santa</li> </ul> <p>*The letters will be evaluated by the 3-Elf Jury consisting of the Kinguin Santa's closest associates. The Users who sign up for the Kinguin Newsletter and write the most creative letters where they:</p> <p>1) list their dream game gift(s) of up to €100,</p>	From December 8th 2023 (00:00 CET) until December 14th 2023 (23:59 CET)	Kinguin Elf Jury decision will select the winners based on the creativity, uniqueness and level of fun of the letter to Kinguin Santa.	<p>5x €100 Kinguin Balance - for top 5 letters*</p> <p>5x €50 Kinguin Balance - for top 6-10 letters*</p> <p>5x €25 Kinguin Balance - for top 11-15 letters*</p> <p>50x €2 Kinguin Balance - for the first entries**</p>

	<p>2) tell why they would like to get them,</p> <p>3) and why they deserve them,</p> <p>will win.</p> <p>**The first 50 Users who successfully complete both actions: sign up for the Kinguin Newsletter and tell Kinguin Santa what they would love to get and why, will win €2 Kinguin Balance.</p>			
Elf-Approved Extravaganza - Vol 3	<p>Users have to complete 2 tasks:</p> <ul style="list-style-type: none"> <li>● Sign up for Kinguin newsletter</li> <li>● Write letter to Kinguin Santa</li> </ul> <p>*The letters will be evaluated by the 3-Elf Jury consisting of the Kinguin Santa's closest associates. The Users who sign up for the Kinguin Newsletter and write the most creative letters where they:</p> <p>1) list their dream game gift(s) of up to €100,</p>	From December 15th 2023 (00:00 CET) until December 21st 2023 (23:59 CET)	Kinguin Elf Jury decision will select the winners based on the creativity, uniqueness and level of fun of the letter to Kinguin Santa.	<p>5x €100 Kinguin Balance - for top 5 letters*</p> <p>5x €50 Kinguin Balance - for top 6-10 letters*</p> <p>5x €25 Kinguin Balance - for top 11-15 letters*</p> <p>50x €3 Kinguin Balance - for the first entries**</p>

	<p>2) tell why they would like to get them,</p> <p>3) and why they deserve them,</p> <p>will win.</p> <p>**The first 50 Users who successfully complete both actions: sign up for the Kinguin Newsletter and tell Kinguin Santa what they would love to get and why, will win €3 Kinguin Balance.</p>			
BLAST Finals Kinguin Campaign	From 13 December (12:00 CET) until 17 December (23:59 CET)	From 13 December (12:00 CET) until 17 December (23:59 CET)	All Users	The discount code is valid from 13 December (12:00 CET) until 17 December (23:59 CET) for purchases up to 100 eur basket value, for CSGO category products
Kinguin Competition #6	<p>1. Start completing Gleam's embedded tasks at the Campaign's landing page:</p> <p>Join our Newsletter</p> <p>Refer Friends</p>	From 22 December 2023 (16:00 CET)	Kinguin Jury shall choose fifteen winners of the Contest Prize, who have gathered the biggest amount of Entry points. The Jury shall be the only one empowered to choose the Winner of the Contest.	

	<p>Follow Kinguin on Twitter</p> <p>Follow Kinguin on LinkedIn</p> <p>Follow Kinguin on TikTok</p> <p>Visit Kinguin on Facebook</p> <p>Visit Kinguin on Instagram</p> <p>Visit Kinguin on YouTube</p> <p>Visit Kinguin.net page</p> <p>Visit Kinguin Blog page</p> <p>Join a Discord server</p>			
<p>Kinguin Competition #7</p>	<p>Complete at least one Gleam's embedded task at the Campaign's landing page:</p> <ol style="list-style-type: none"> <li>1. Join our Newsletter</li> <li>2. Refer Friends</li> <li>3. Follow Kinguin on Twitter</li> <li>4. Follow Kinguin on LinkedIn</li> <li>5. Follow Kinguin on TikTok</li> <li>6. Visit Kinguin on Facebook</li> <li>7. Visit Kinguin on Instagram</li> </ol>	<p>From 26 January 2024 (12:00 CET) until 31 January 2024(23:59 CET)</p>	<p>Each Gleam's embedded task is assigned a corresponding number of points for its completion (as displayed at Campaign's landing page).</p> <p>Kinguin Jury will pick 20 winners from the highest scoring participants, taking into account the creativity, uniqueness and level of fun of their given answers.</p>	<p>5x Palworld Steam CD Key</p> <p>5x €50 Kinguin Gift Card</p> <p>10x Xbox Game Pass Ultimate - 6 Months (XBOX One / Series X S / Windows 10 CD Key)</p>



	<p>8. Visit Kinguin on YouTube</p> <p>9. Visit Kinguin.net page</p> <p>10. Visit Kinguin Blog page</p> <p>11. Join a Discord server</p> <p>and answer a question: "What do you miss most about survival games?"</p>			
<p>Cashback: Swap.gg, CSGO Polygon &amp; Rustylot</p>	<p>From 13 March 2024 (12:00 CET) until 17 March 2024 (23:59 CET) make a purchase of Swap.gg, CSGO Polygon or Rustylot Products ("<b>Eligible Transaction</b>").</p>	<p>From 13 March 2024 (12:00 CET) until 17 March 2024 (23:59 CET)</p>	<p>All Users who make an Eligible Transaction will receive the Reward.</p>	<p>Reward will be calculated as a percentage of the sales value of the purchased Products, excluding taxes and other applicable fees (cashback):</p> <p>Polygon: 3%</p> <p>Swap.gg: 1%</p> <p>Rustylot: 2%</p> <p>Maximum obtainable Reward (cashback) per one User during the whole Campaign period is EUR 1000.</p> <p>Reward will be issued in the form of Kinguin Balance, which is non-withdrawable from</p>

				Kinguin.net and can be spent only on Kinguin.net.
Majors Cashback Phase 1	From 21 March 2024 (12:00 CET) until 27 March 2024 (23:59 CET) make a purchase of CS2 category Products that are not excluded in Appendix 3 (" <b>Eligible Transaction</b> ")	From 21 March 2024 (12:00 CET) until 27 March 2024 (23:59 CET)	All Users who make an Eligible Transaction will receive the Reward.	<p>Reward will be calculated as a percentage of the sales value of the purchased Products, excluding taxes and other applicable fees (cashback): 3%</p> <p>Maximum obtainable Reward (cashback) per one User during the whole Campaign period is EUR 1000.</p> <p>Rewards will be issued in the form of Kinguin Balance, which is non-withdrawable from Kinguin.net and can be spent only on Kinguin.net.</p>
Majors Cashback - Phase 2	From 28 March 2024 (12:00 CET) until 3 April 2024 (23:59 CET) make a purchase of CS2 category Products that are not excluded in Appendix 3 (" <b>Eligible Transaction</b> ")	From 28 March 2024 (12:00 CET) until 3 April 2024 (23:59 CET)	All Users who make an Eligible Transaction will receive the Reward.	<p>Reward will be calculated as a percentage of the sales value of the purchased Products, excluding taxes and other applicable fees (cashback): 5%</p> <p>Maximum obtainable Reward (cashback) per one User during the whole Campaign period is EUR 1000.</p> <p>Rewards will be issued in the form of Kinguin Balance, which is non-withdrawable from Kinguin.net and can be spent only on Kinguin.net.</p>

<p>Crypto Cards &amp; Vouchers</p>	<p>Gift &amp;</p> <p>During the Campaign's period, make a purchase of product(s) falling into the cryptocurrency category that are not excluded in Appendix 3. (<b>"Eligible Transaction"</b>)</p>	<p>From 11 April 2024 (12:00 CET) until 31 May 2024 (23:59 CET) or until the supply (500 discount codes) lasts, whichever is earlier.</p>	<p>The first 500 Users who make an Eligible Transaction will receive the Reward.</p>	<p>Users will receive a special discount code CRYPTO (<b>"Discount Code"</b>), subject to the following terms:</p> <ul style="list-style-type: none"> <li>- the code allows Users to decrease the basket value of their transaction (for the crypto category products that are not excluded in Appendix 3) by 7%;</li> <li>- the total maximum basket value (including taxes and fees) eligible for use of the code is €525 (if User's total basket value at checkout exceeds that amount discount code cannot be used);</li> <li>- the Discount Code can be used only once per Account;</li> <li>- the code cannot be split into several transactions and cannot be combined with any other discount or promotion, unless Kinguin states otherwise;</li> <li>- due to the nature of the Kinguin marketplace, the crypto gift cards &amp; vouchers available may change dynamically based on the sellers' offerings.</li> </ul>
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### Appendix 3 – Discount & Cashback Exclusions

Excluded products	Merchants whose products are excluded	Excluded categories of products	Excluded types of products
Cyberpunk 2077 GOG CD Key - Special Deal	<a href="https://bitskins.com">Bitskins.com</a>	PTW	Game Accounts
1 Balance	CSGOEmpire	Kinguin Business Store	Mobile Top-up
Diablo II: Resurrected PRE-ORDER EU Battle.net CD Key	<a href="https://key-drop.com">Key-Drop.com</a>	Kinguin Gift Card	
BTCV NFT Brazil	Mannco.store	Razer Gold	
BTCV NFT Japan	<a href="https://gta5majestic.com">gta5majestic.com</a>		
BTCV NFT South Korea	Tradeit.gg		
BitNovo Crypto Card €100 EU	RL Exchange		
Astropay Card €100 EU	Drodly		
Astropay Card \$100	CS-GAMERS		
Spring Treasure Box	Adurite		
Call of Duty: Modern Warfare II Steam Account	WAXPEER		
Limited Azteco Bitcoin Lighting €10 Voucher	DatDrop		
	RapidSkins		
	Betkin		
	Howl.gg		