

KINGUIN MARKETING CAMPAIGNS

GENERAL TERMS & CONDITIONS

These Terms & Conditions govern your participation in the marketing campaigns organized by Kinguin Digital Limited with its registered office at 5/f Chung Nam Building, 1 Lockhart Road, Wan Chai, Hong Kong. **PLEASE READ THESE TERMS & CONDITIONS CAREFULLY BEFORE PARTICIPATING IN THE CAMPAIGN.**

Please note that generally we do not have email addresses of Users participating in Campaigns (in particular Social Media Campaigns) or any other option to deliver these Terms & Conditions to Users 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 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.

In relation to the Campaigns, Kinguin processes only personal data required to perform the campaigns, including to verify participation of Users, verify winning criteria, assess Activities, transfer Rewards and handle complaints. **ALL INFORMATION WE COLLECT ABOUT YOU IN RELATION TO THE CAMPAIGNS IS SUBJECT TO KINGUIN'S [PRIVACY POLICY](#).**

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 5/f Chung Nam Building, 1 Lockhart Road, Wan Chai, Hong Kong.
- 1.4. **Platform** – Kinguin marketplace platform available at 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 1 or 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.
- 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. Additionally:
 - 4.5.1. Rewards cannot be exchanged, converted or traded for other products or items.
 - 4.5.2. Rewards cannot be redeemed for cash or any other form of payment (e.g. book, bank or electronic money).
 - 4.5.3. 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.
 - 4.5.4. 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); such Rewards cannot be combined with other vouchers and gift cards.
- 4.6. Kinguin will contact the winning Users to deliver the Reward. Usually delivery can be made via Social Media communicator or email. In some cases (e.g. because a Reward must be delivered physically), Kinguin may require additional details necessary for delivery, e.g. delivery address or personal data (e.g. to purchase flight tickets). If a Reward is connected with a specific, external event beyond Kinguin's control (e.g. Reward is a ticket to an e-sports tournament) the User may be required to provide Kinguin with the requisite information within a period of 21 days from request. If the User fails to respond in that time, Kinguin will contact him again and allow an additional period of 7 days for the User to provide the necessary information. If the User fails to respond in that time he will forfeit the Reward. Both time periods may be shortened in a specific Campaign per the terms set out in Appendix 1 or 2 if the nature of the Reward requires so (e.g. the Reward is a trip to an e-sports event organized within a short time from the Campaigns' period or depends on the availability of flight tickets).
- 4.7. 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 (e.g. when a specific game has been discontinued or is not available on Kinguin Platform).

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 by 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 and thus will not affect Users' acquired rights and interests).

- 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 Kinguin's necessary activities to ensure legal compliance, (ii) due to technical issues affecting security of Users' 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. Unlawful 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, 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 Section 10.

7. LIABILITY

- 7.1. **For Users who are consumers with habitual residence in the EU**, Kinguin shall be liable for the proper performance of the Campaigns under the applicable statutory laws based on the consumer's habitual place of residence.
- 7.2. **With respect to Users who are not consumers with habitual residence in the EU**, Kinguin's liability is governed by the rules described in sections 7.3 to 7.5 below, subject to provisions that cannot be contractually derogated from by virtue of the applicable law.
- 7.3. 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.
- 7.4. Kinguin shall not be liable for damages resulting from circumstances for which Kinguin is not liable under applicable law, including:

- 7.4.1. The fault of third parties or due to an involuntary interruption in the availability of the systems, including unavailability of Social Media, email etc.,
 - 7.4.2. 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.),
 - 7.4.3. 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).
- 7.5. 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, or in writing at: 5/f Chung Nam Building, 1 Lockhart Road, Wan Chai, 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 consumer 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 10.3. 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.** 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
Starfield Emoji Story Contest	Discord Twitter Facebook Instagram	<p>Reply to the post announcing the Campaign:</p> <p>1. With emojis showcasing your opinion about Starfield game</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>	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> <p>1x100€ Kinguin Gift Card</p> <p>1x50€ Kinguin Gift Card</p> <p>1x25€ Kinguin Gift Card</p>
Gaming Paradise: Landscape Screenshot Contest	Discord Twitter Facebook Instagram	<p>Reply to the post announcing the Campaign:</p> <p>1. With Image showcasing a beautiful or interesting in-game location, scenery or 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>	From 08 September (12:00 CEST) to 22 September (12:00 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> <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	Twitter Facebook Instagram Tiktok Youtube	<p>Reply to the post announcing the Campaign:</p> <ol style="list-style-type: none"> 1. Comment which football team (Real Madrid or Barcelona) is better and why do you think so. 2. In that same comment tag 3 friends <p>+ Follow us on the same Social Media where you submitted your reply.</p>	From 18 September (12:00 CEST) to 27 September (12:00 CEST) 2023	Kinguin Jury decision based on the creativity, uniqueness and level of fun.	<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>
Kinguin Discord Halloween Contest	Discord	<ol style="list-style-type: none"> 1. Write a short personal story about the most scary moment you've ever experienced with games (or related to gaming in general) 2. Post that story in the #scary-story channel on Kinguin Discord 	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.	<p>Prizes:</p> <p>1x60€ Kinguin Gift Card</p> <p>1x30€ Kinguin Gift Card</p> <p>1x15€ Kinguin Gift Card</p>
Kinguin Discord Emoji Xmas Contest	Discord	<ol style="list-style-type: none"> 1. Write a short story using emoji only and describe the way you'll be spending your Xmas with gaming. 2. Post that story in the #XmasEmoji channel on Kinguin Discord. 	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>

					1x10€ Kinguin Gift Card
Bug Catching Contest	Facebook, Instagram, X, Discord, Tiktok, Youtube	<p>Enter the contest by replying to the post announcing the Campaign (in case of Discord in the channel #bug-catching):</p> <ol style="list-style-type: none"> 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. 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.) 4. In that same comment tag 3 friends (excluding Discord) 5. Like the Campaign announcement post (excluding Discord) <p>+ Follow us on the same Social Media where you submitted your reply.</p>	31 January 2024 (12:00 CEST) to 09 February 2023 (12:00 CEST)	Kinguin Jury decision based on the creativity, uniqueness and level of fun.	<p>The prizes are cumulative for all platforms. Prizes:</p> <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>Enter the contest by replying to the post announcing the Campaign (in case of Discord in the channel #ValentinesContest):</p> <ol style="list-style-type: none"> 1. Write in the comment under the Campaign announcement post: 	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>a) Who was your first gaming crush?;</p> <p>b) From which game your gaming crush originates?; and</p> <p>c) Describe your gaming crush using only emojis.</p>			<p>3 place: 1x 50€ Kinguin Gift Card</p> <p>The prizes are cumulative for all platforms.</p>
Contest "Tell us why YOU should win!"	Facebook, Instagram, X, Discord	<p>Enter the contest by replying to the post announcing the contest (in case of Discord in the channel #BestReasonToWin):</p> <p>1. Write in the comment under the contest announcement post why you should win the prize and what you will do with it.</p>	29 February 2024 (12:00 CEST) to 05 March 2024 (12:00 CEST)	Kinguin Jury decision based on the creativity, uniqueness and level of fun.	<p>Facebook: 1x50€ Kinguin Gift Card</p> <p>Instagram: 1x50€ Kinguin Gift Card</p> <p>X: 1x50€ Kinguin Gift Card</p> <p>Discord: 1x50€ Kinguin Gift Card</p>
Contest "Sound of spring"	Facebook, Instagram, X, Discord	<p>Enter the contest by replying to the post announcing the contest (in case of Discord in the channel #Sounds of Spring):</p> <p>1. Write a comment under the contest announcement post with a link to your favorite spring song from YouTube or Spotify.</p> <p>2. In the same comment, explain why you chose this song.</p>	13 March 2024 (12:00 CEST) to 21 March 2024 (12:00 CEST)	Kinguin Jury decision based on the creativity, uniqueness and level of fun.	<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> <p>3 place: 1x 20€ 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	29 March 2024 (18:00 CEST) to 5	Kinguin Jury decision based on	Facebook:

		<p>Discord in the channel #easter-egg-hunt-contest):</p> <ol style="list-style-type: none"> 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 2. In the same comment, explain why you chose this “easter egg feature”. 	April 2024 (23:59 CEST)	creativity, uniqueness and level of fun.	<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>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>
Contest “World Penguin Day”	Facebook, Instagram, X, Discord	Enter the contest by replying to the post announcing the contest (in case of Discord in the channel #world-penguin-day-contest):	25 April 2024 (15:00 CEST) to 3 May 2024 (23:59 CEST)	Kinguin Jury decision based on creativity, uniqueness, and level of fun.	All 3 Rewards are awarded per platform. Facebook, Instagram, X and Discord:

		Write a comment under the contest announcement post with your idea for a photo caption, which fits the most to the graphic shared by Kinguin in this post.			1st place: 1x 100€ Kinguin Gift Card 2nd place 1x 50€ Kinguin Gift Card 3rd place 1x 30€ Kinguin Gift Card
Celebrate Star Wars	X Platform / Are you ready to challenge the Oggdo?	To enter the contest: 1) Like & repost this post 2) Follow @SneakOutTheGame on X platform 3) Reply with your answer: Which Star Wars planet would you visit and what would you do there?	May 1-May 5, 2024 (8:00 am CEST)	Meeting the 3 criteria for participation & Kinguin Jury decision based on creativity, uniqueness, and level of fun.	 1x STAR WARS Jedi: Survivor EN Language Only Origin CD Key
	X Platform/ Get ready for an epic adventure in a galaxy far, far away!	To enter the contest: 1) Like & repost this post 2) Follow @SneakOutTheGame on X platform 3) Reply with your answer: Which Star Wars planet would you visit and what would you do there?	May 9-May 16, 2024 (8:00 am CEST)	Meeting the 3 criteria for participation & Kinguin Jury decision based on creativity, uniqueness, and level of fun.	1x LEGO Star Wars: The Skywalker Saga Galactic Edition Steam CD Key 3x LEGO Star Wars: The Complete Saga Steam CD Key

Appendix 2 – Marketing Campaigns

Campaign Title	Participation Rules	Campaign's period (Timezones)	Activities & winning criteria	Rewards
Fight with frogs like Gucio - buy Jedi Survivor, Star Wars Lego and other Star Wars products cheaper	During the Campaign Period, when you buy Products from the Star Wars category with a total basket value of at least EUR 40 (excluding taxes and service fee and not counting other products) we will automatically apply a EUR 4 discount to the total price at checkout ("Eligible Transactions").	From May 1 until May 5, 2024, 11:59:59pm CEST	All buyers for eligible transactions win a discount.	Discount EUR 4 from total price at checkout - only 1 discount per use will be applied
Break the 4th wall with Star Wars Lego - buy Star Wars Lego, Jedi Survivor, and other Star Wars products cheaper	During the Campaign Period, when you buy Products from the Star Wars category with a total basket value of at least EUR 40 (excluding taxes and service fee and not counting other products) we will automatically apply a EUR 4 discount to the total price at checkout ("Eligible Transactions").	From May 6 until May 12, 2024, 11:59:59pm CEST	All buyers for eligible transactions win a discount.	Discount EUR 4 from total price at checkout - only 1 discount per use will be applied

<p>Win your own battle with Star Wars Battlefront - buy Star Wars Battlefront, Star Wars Lego and other Star Wars products cheaper</p>	<p>During the Campaign Period, when you buy Products from the Star Wars category with a total basket value of at least EUR 40 (excluding taxes and service fee and not counting other products) we will automatically apply a EUR 4 discount to the total price at checkout (“Eligible Transactions”).</p>	<p>From May 13 until May 19, 2024, 11:59:59pm CEST</p>	<p>All buyers for eligible transactions win a discount.</p>	<p>Discount EUR 4 from total price at checkout</p> <p>- only 1 discount per use will be applied</p>
<p>Create your world with Star Wars the Sims - buy The Sims 4: Journey to Batuu, Star Wars Lego and other Star Wars products cheaper</p>	<p>During the Campaign Period, when you buy Products from the Star Wars category with a total basket value of at least EUR 40 (excluding taxes and service fee and not counting other products) we will automatically apply a EUR 4 discount to the total price at checkout (“Eligible Transactions”).</p>	<p>From May 20 until May 26, 2024, 11:59:59pm CEST</p>	<p>All buyers for eligible transactions win a discount.</p>	<p>Discount EUR 4 from total price at checkout</p> <p>- only 1 discount per use will be applied</p>
<p>Relieve the story with Old Titles - - buy Jedi Survivor, Star Wars Lego and other older Star Wars products cheaper</p>	<p>During the Campaign Period, when you buy Products from the Star Wars category with a total basket value of at least EUR 40 (excluding taxes and service fee and not counting other products) we will automatically apply a EUR 4 discount to the</p>	<p>From May 27 until May 31, 2024, 11:59:59pm CEST</p>	<p>All buyers for eligible transactions win a discount.</p>	<p>Discount EUR 4 from total price at checkout</p> <p>- only 1 discount per use will be applied</p>

	total price at checkout (“Eligible Transactions”).			
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> <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>	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>5x Ready or Not</p> <p>5x Kinguin Gift Card 50</p> <p>5x Cyberpunk 2077 Ultimate Edition GOG CD Key</p>
Kinguin Competition #7	<p>Complete at least one Gleam’s embedded task at the Campaign’s landing page:</p> <ol style="list-style-type: none"> 1. Join our Newsletter 2. Refer Friends 	From 26 January 2024 (12:00 CET) until 31 January 2024(23:59 CET)	Each Gleam’s embedded task is assigned a corresponding number of points for its completion (as displayed at Campaign’s landing page).	<p>5x Palworld Steam CD Key</p> <p>5x €50 Kinguin Gift Card</p>

	<ol style="list-style-type: none"> 3. Follow Kinguin on Twitter 4. Follow Kinguin on LinkedIn 5. Follow Kinguin on TikTok 6. Visit Kinguin on Facebook 7. Visit Kinguin on Instagram 8. Visit Kinguin on YouTube 9. Visit Kinguin.net page 10. Visit Kinguin Blog page 11. Join a Discord server <p>and answer a question: “What do you miss most about survival games?”</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>10x Xbox Game Pass Ultimate - 6 Months (XBOX One / Series X S / Windows 10 CD Key)</p>
<p>Every King Wins!</p>	<p>Users have to complete 1 mandatory task to be eligible to win Primary Rewards:</p> <ol style="list-style-type: none"> 1. During the Campaign’s period, make a purchase 	<p>From announcement until 8 June 2024 (23:59 CEST).</p>	<p>1. Primary Rewards:</p> <p>All Users who make an Eligible Transaction will receive the Primary Reward.</p>	<p>“Primary Rewards”:</p> <p>An in-game item (skin), inspired and modeled on M. Gortat, to be used to dress a “hunter” character in the Sneak Out video game, a free to play PC video game to be</p>

	<p>of product(s) on Platform. (“Eligible Transaction”)</p> <p>Users have to complete 3 mandatory tasks to be eligible to win Weekly Rewards:</p> <ol style="list-style-type: none"> 1. During the Campaign’s period, make an Eligible Transaction. 2. Answer the question in comment to the Campaign announcement post: "Tell Us What in Your opinion defines the perfect adventure-coop game?" on Kinguin’s Social Media. 3. Follow Kinguin and Sneak Out on Facebook, X, Instagram and TikTok. <p>Users have to complete 4 mandatory tasks to be eligible to win Main Rewards:</p>		<p>2. Weekly Rewards:</p> <p>Among Users who have completed the three mandatory tasks (as per Participation Rules), Kinguin Jury will select the winners based on the creativity, uniqueness and level of fun of their given answers in the comment to the Campaign announcement post.</p> <p>3. Main Rewards:</p> <p>Among Users who have completed the four mandatory tasks (as per Participation Rules), Kinguin Jury and M. Gortat will select the winners based on the creativity, uniqueness and level of fun of their given answers in the comment to the contest question posed by M. Gortat the Game Night live stream on Sodapoppin Twitch account (https://www.twitch.tv/sodapoppin) starting between 6:00 pm</p>	<p>released via Steam in June 2024 by Kinguin Studios sp. z o.o. with its seat in Poland. One skin per User will be provided. Skins will be available for Users after the premiere of Sneak Out, subject to a reasonable period of time for delivery of the skin digital key to the User. Unless announced otherwise, skins cannot be traded, transferred to other players, redeemed for any payment or other goods or services.</p> <p>“Weekly Rewards”:</p> <p>Winners will receive Kinguin’s mascots.</p> <p>Weekly Rewards winners will be announced by direct message and Kinguin’s Social Media post on every Friday during the Campaign Period.</p> <p>“Main Rewards”:</p> <p>For the first place, the chosen User will receive a trip to the</p>
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	<p>1. During the Campaign's period, make an Eligible Transaction.</p> <p>2. Answer the question in comment to the Campaign announcement post: "Tell Us What in Your opinion defines the perfect adventure-coop game?" on Kinguin's Social Media.</p> <p>3. Take part in the Game Night live stream on Sodapoppin Twitch account (https://www.twitch.tv/sodapoppin) starting between 6:00 pm and 9:00 pm (CDT) on 8 June 2024 and answer in the stream comment section to the contest question posed by Marcin Gortat (former NBA player).</p> <p>4. Follow Kinguin and Sneak Out on Facebook, X, Instagram and TikTok.</p> <p>.</p>		<p>and 9:00 pm (CDT) on 8 June 2024.</p>	<p>USA, during which they will have the opportunity to spend a day with M. Gortat and will also receive a ticket to an NBA game. The flight will be in economy class, the accommodation will be provided in a 3- to 4-star hotel, the ticket for the NBA game will be standard and the game will be selected by Kinguin. Food and other expenses will not be provided.</p> <p>Kinguin does not facilitate the organization of a User's passport, visa, or any other necessary documents required to utilize the Reward. The trip will be organized during the NBA 2024-2025 season and thus will not happen before the end of September 2024; the exact date of the trip will be set by Kinguin, based on M. Gortat's schedule, NBA schedule, flights and hotels availability and reasonably taking into account winner's preferences.</p>
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				<p>For the second place, the chosen User will receive the amount of USD 2,500.00.</p> <p>For the third place, the chosen User will have the opportunity to play with M. Gortat, an online surprise video game chosen by M. Gortat. The maximum length of the game will be 2 hours. The date of the game will be set by Kinguin, bearing in mind the need to adjust it to M. Gortat's schedule.</p> <p>Main Rewards winners will be announced on 8 June 2024 during the Game Night live stream on Sodapoppin Twitch account (https://www.twitch.tv/sodapoppin) starting between 6:00 pm and 9:00 pm (CDT).</p>
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Appendix 3 – Discount & Cashback Exclusions

Excluded products	Merchants whose products are excluded	Excluded categories of products	Excluded types of products
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Cyberpunk 2077 GOG CD Key - Special Deal	Bitskins.com	PTW	Game Accounts
1 Balance	CSGOEmpire	Kinguin Business Store	Mobile Top-up
Diablo II: Resurrected PRE-ORDER EU Battle.net CD Key	Key-Drop.com	Kinguin Gift Card	
BTCV NFT Brazil	Mannco.store	Razer Gold	
BTCV NFT Japan	gta5majestic.com		
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		