

PROXIMUS+ SUMMER OF CHALLENGES- CONTEST RULES

Article 1 Contest Conditions

These rules set the conditions for the contest organized by Proximus S.A, a public limited company, operating under the trade name Proximus, hereinafter referred to as "Proximus".

Participants are presumed to be familiar with the content of these rules. Participation in this contest presupposes the unconditional acceptance of these rules by the participants. No disputes will be entertained in this regard. The rules are available at proximus.be/proximusplus.

Article 2 Contest Procedure and Prize Allocation

During the period from 22/07 to 30/09/2024 inclusive, participants will have the opportunity to participate and win two types of prizes via the Proximus+ app:

- **Unique Actions:** These are time-limited activities where participants can play games or participate in a creative contest to win specific prizes.
- **Badge Collection:** Participants can collect Badges by participating in Unique Actions. Collecting all 11 Badges gives participants the opportunity to answer a quiz and a bonus question for a chance to win a grand prize.

Unique Actions

1. Beach Dash Game

The Beach Dash Game will run from 22/07 to 30/09/2024 inclusive and is divided into three periods. The aim of the game is to cover the longest possible distance, while destroying as many obstacles as possible without being eliminated.

During each of the three periods, participants can play as many times as they like.

At the end of each period, the 100 participants with the highest score have the chance to win the following prize:

| | Ranking 1-100 |
|--------------------------------------|---------------------|
| Period 1 (22/07-11/08/2024 included) | 2 tickets Kinapolis |
| Period 2 (12/08-01/09/2024 included) | 2 tickets Kinapolis |
| Period 3 (02/09-30/09/2024 included) | 2 tickets Kinapolis |

Winners will be selected based on their score.

In the event of a tie, the player who started the game first will be declared the winner.

Scores will be reset at the end of each period, allowing participants to start fresh in the next period.

A participant who won a prize during a previous period is still eligible to win another prize during a future period.

2. Olympic Crush Game

The Olympic Crush Game will run from 26/07 to 11/08/2024 inclusive. The game consists of 32 levels, each linked to a particular sport. The player must complete each level, trying to score as many points as possible in order to move on to the next level. The more the user collects the same symbols in a row (between 3 and 6), the more points he/she will collect.

During the period, participants can play as many times as they like.

At the end of the period, the 50 participants with the highest score will win the following prize:

| |
|--------------------------------------|
| Ranking 1-50 |
| AS Adventure voucher (€200 value) |

Winners will be selected based on their score.

In the event of a tie, the participant who joined the game first will be declared the winner.

3. Sweater Studio Contest

The Sweater Studio Contest runs from 19/08 to 15/09/2024 inclusive. During this period, participants can design their own sweater in the Proximus+ app. These designs will be voted on by users. The participant whose design receives the most user votes will receive his/her sweater personalized with his/her own design. This will be the first winner. In the event of a tie in the number of votes, the participant who entered the contest first will be declared the winner.

In a second stage, these designs (with the exception of the design that won the user votes) will also be submitted to a jury. The design receiving the jury's preference will also receive a sweater personalized with its own creation. This will be the second winner.

The jury will consist of the following 4 members:

- Director of Creative Operations and Strategy- LiveWall
- Concept & Design Director- LiveWall
- Creative Director-LiveWall
- Proximus representative (part of the team behind the action)

The jury's selection criteria will be as follows:

- Originality: the jury will give preference to designs that break away from traditional designs and introduce fresh, unique concepts. The creation should stand out as something that has not been seen before, reflecting innovative thinking and individuality.
- Colours/Combination: the colour palette should be well-balanced and harmonious, with a thoughtful selection of colours that complement each other. The jury will be looking for bold but tasteful combinations that enhance the overall aesthetic of the sweater.
- Creativity the jury will favour unexpected elements, patterns, or textures in the design. The sweater should tell a story or evoke an emotion, demonstrating the ability to think outside the box and push the boundaries of conventional fashion.

| | |
|--------------------|-------------|
| Winner users votes | Winner jury |
|--------------------|-------------|

| | |
|----------------|----------------|
| Custom sweater | Custom sweater |
|----------------|----------------|

Throughout the entire period, a participant who has won a prize related to one of the above Unique Actions is always eligible to win one or several prizes for one of the following Unique Actions.

Collection of Badges

From 22/07 to 30/09/2024 inclusive, users can collect Badges in the Proximus+ app by taking part in the various unique actions described above. In total, 11 Badges are to be collected:

- Badge 1: Warm Welcome – entry into the World Summer of Challenges
- Badge 2: On holiday - after 7 days of participation in the Summer of Challenges
- Badge 3: Tourist - after participating in one of the 4 Unique Actions mentioned above
- Badge 4: Olympian - 3 participations at the Olympic Crush Game
- Badge 5: Silver Medalist - 9 participations at the Olympic Crush Game
- Badge 6: Gold Medalist - 20 participations at the Olympic Crush Game
- Badge 7: 5K Finisher - 5KM distance covered in the Beach Dash Game
- Badge 8: Half Marathoner - 21KM distance covered in the Beach Dash Game
- Badge 9: Marathoner - 42KM distance covered in the Beach Dash Game
- Badge 10: Trendsetter - submission of a creation to the Sweater Studio Contest
- Badge 11: Ultimate Summer - collection of the 10 aforementioned Badges

Participants who have collected all the Badges during the period will then be able to answer a quiz (multiple-choice questions) and a tie-breaker question.

The ten participants who answer the quiz correctly and give the closest answer to the tie-breaker question will be declared the winners and will receive the following prize:

| |
|--------------|
| Ranking 1-10 |
| iPhone 15 |

In the event of a tie, the first participant to submit their answers will win.

Winners of prizes linked to the above Unique Actions are also eligible to win a Badge Collection prize.

Article 3 Participation Conditions

The minimum participation age is set at 18 years. Participants must be domiciled in Belgium.

Likewise, Proximus may at any time exclude a person from the contest for non-compliance with one or more conditions of these rules or in case of abuse (for example, participation through a script, etc.), fraud, or participation in bad faith.

The contest is open to everyone, except:

- All persons involved in organizing the contest.
- Family members and relatives up to the third degree of the aforementioned excluded individuals.
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Article 4 Identification

The participant's identity is established based on the data provided by the participant during the download of the Proximus+ app.

Proximus cannot be held responsible if the identification of a participant is impossible due to incorrect or incomplete data provided by the participant.

The use of false data leads to the exclusion of the participant.

Article 5 Liability

Proximus is not responsible for any potential damages, bodily harm, accidents, or deaths that may result from obtaining one of the prizes and/or participating in one of the contests.

Proximus cannot, under any circumstances, be held responsible for any direct, indirect, material, immaterial, or bodily damages that may result from the use of the prize. In such cases, the winner must contact the manufacturer of the prize.

If the prize includes an entry ticket to a concert, movie, or event, or an amusement park, the winner will not be entitled to any form of compensation in case of cancellation.

Proximus is not responsible for any potential failures of the post and/or delivery companies (delay, damage, strike, loss, or other) during the possible sending of the prizes.

Proximus cannot be held responsible if the contest must be modified, suspended, or cancelled due to force majeure or circumstances beyond its control.

Proximus also cannot be held responsible for any technical problems of any kind or communication problems.

In the case of an internet-based contest, participation implies acceptance of the specific characteristics of the internet, particularly regarding technical capabilities and response time during consultation, questioning, information transfer, risks of interruption, and, more specifically, risks inherent to any connection/transmission via the internet, the absence of protection for certain data against potential theft, and risks of contamination by possible viruses circulating on the internet. No complaints can be filed with Proximus regarding these restrictions.

Article 6 Privacy Protection

The personal data that participants communicate to Proximus will be stored in Proximus' databases (Boulevard du Roi Albert II, 27, 1030 Brussels). They will be used for the purposes of the contest and, with the participant's agreement, for information or promotion campaigns related to the products and services of the Proximus group. The data is processed in accordance with Proximus' privacy policy, which informs participants how they can adjust their privacy settings.

Article 7 Monitoring, Complaints, and Procedures

Proximus monitors the correct progress of the contest.

Under no circumstances will written or oral information be provided.

Any complaints regarding this contest must be sent in writing, no later than 30 calendar days after the end of the contest, to the following address: Proximus, Boulevard du Roi Albert II, 27, 1030 Brussels.

In case of disputes, the courts of Brussels have jurisdiction. This contest is subject to Belgian law.

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