

PROXIMUS+ - 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 01/10 to 30/11/2024 inclusive, users will have the opportunity to participate in three games and a quiz in the Proximus+ app.

Participation in these games and the quiz will allow users to collect 10 Badges. Collecting these 10 Badges will give participants the chance to win one of the 500 prizes by answering general knowledge questions about Proximus+ and a tie-breaker question.

Details of the games and quiz

1. Flu Fighters Game

The Flu Fighters Game runs from 01/10 to 30/11/2024 inclusive. The goal of the game is to collect as many points as possible by dodging obstacles without being eliminated.

Throughout the period, participants can play as many times as they wish.

Participation in the Flu Fighters Game offers participants the opportunity to collect the following specific Badges:

- Badge *Survived* –1 game played (until elimination) in the Flu Fighters Game
- Badge *Flu Fighter* –after having taken down 500 enemies in the Flu Fighters Game

2. Money Frenzy Game

The Money Frenzy Game runs from 01/10 to 30/11/2024 inclusive. The goal of the game is to slice coins, bills, and bonds while avoiding various obstacles.

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

Participation in the Money Frenzy Game offers participants the opportunity to collect the following specific Badges:

- Badge *Sharpness* –1 game played (until elimination) in the Money Frenzy Game
- Badge *Money Frenzy* –after having sliced more than 200 items in the Money Frenzy Game

3. Brain Bites Quiz

The Brain Bites Quiz takes place from 01/11 to 30/11/2024. Participants must answer true or false to a series of questions related to health and mind.

During the period, participants can answer the questions as many times as they wish.

Participation in the Brain Bites Quiz offers the opportunity to collect the following specific Badge:

- Badge *Self Service* –1 visit of information kiosk and participation (answering all questions) in the Brain Bites Quiz

4. Cashman Game

The Cashman Game takes place from 01/11 to 30/11/2024. The goal of the game is to navigate through a maze to collect coins and bills while avoiding traps and opponents.

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

Participation in the Cashman Game offers the opportunity to collect the following specific Badges:

- Badge *Ca-ching* –1 game played (until elimination) in the Cashman Game
- Badge *Cashman*–after collecting 500 coins in the Cashman Game

Collecting Badges

Through the three aforementioned games and quiz and various specific actions to be performed in the app, participants will be able to collect a total of 10 Badges, namely:

- Badge *Just the Beginning* –entry into the “Play & Win” section
- Badge *Survived* –1 game played (until elimination) in the Flu Fighters Game
- Badge *Sharpness* –1 game played (until elimination) in the Money Frenzy Game
- Badge *Self Service* –1 visit of information kiosk and participation (answering all questions) in the Brain Bites Quiz
- Badge *Ca-ching* –1 game played (until elimination) in the Cashman Game
- Badge *Sightseeing* –after collecting the 5 aforementioned Badges
- Badge *Flu Fighter* –after having taken down 500 enemies in the Flu Fighters Game
- Badge *Money Frenzy* –after having sliced more than 200 items in the Money Frenzy Game
- Badge *Cashman*–after collecting 500 coins in the Cashman Game
- Badge *Dedicated* –after collecting the 9 aforementioned Badges

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

The 500 participants who correctly answer the quiz and give the closest answer to the tie-breaker question will be designated winners and will win the following prizes:

Ranking	Prize
1-10	250 euros credited to the Cashback wallet of the winner’s Proximus+ app
11-100	100 euro credited to the Cashback wallet of the winner’s Proximus+ app
101-500	20 euro credited to the Cashback wallet of the winner’s Proximus+ app

In case of a tie, the first participant to submit their answers will be declared the winner.

Important: if they have not already done so, to receive their prize, winners must have set up the Wallet section in the Proximus+ app within 30 days after the end of the contest and linked at least one of their Belgian bank accounts, in order to have a Cashback wallet where the money corresponding to their ranking will be credited.

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.
-

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.

All rights reserved, Proximus, 01/10/2024.