

# Terms and Conditions – “Faxe Beer Raffle – Born to be Bold”

## 1. Organizer

The organizer of the raffle is Royal Unibrew A/S, Faxe Allé 1, Denmark (hereinafter referred to as the “Organizer”).

This raffle is in no way connected to Meta Platforms Ireland Ltd. or the Instagram/Facebook services. The sole point of contact is the Organizer.

## 2. Eligibility

Participation is open exclusively to natural persons aged 18 or older with residence in Germany. Employees of the Organizer, affiliated companies, and their relatives are excluded from participation.

## 3. Conditions of Participation

To participate, one of the four limited-edition Faxe Beer cans must be found. Scanning the QR code on the can serves only as an information source (e.g., for campaign details or terms) and is not a requirement for participation.

Participation is valid only if the following conditions are met:

- A photo or video of the limited-edition can must be shared in the participant's own Instagram or Facebook Story and the official Faxe Germany Instagram account (@faxebeer\_de) or the official Facebook page must be tagged.
- Without tagging, the Organizer cannot track the entry, and it will not be considered.
- The Instagram profile must be publicly visible.
- By entering, participants agree to these Terms and Conditions.
- Only one prize per person is possible (multiple entries do not increase the chances of winning).
- Participation is valid regardless of whether the Organizer re-shares or publishes the entry.

## 4. Prize & Winner Selection

Among all valid entries, the following prizes will be drawn:

- 10 x tattoo vouchers (each voucher value: €500)
- Faxe Beer merchandise packages

The tattoo vouchers can only be redeemed with one of the four cooperating tattoo artists. Winners may choose with which artist they wish to redeem their voucher. The Organizer will provide the voucher for the selected artist.

- Vouchers are valid for 12 months from the date of issue.
- If the cost of the chosen tattoo exceeds the voucher value, winners must cover the additional amount themselves.
- Travel costs, accommodation, or any other expenses related to redeeming the voucher (e.g., traveling to the tattoo artist's studio for the appointment) are not included in the prize and must be covered by the winners themselves.

Winners are solely responsible for arranging their appointments. The Organizer does not guarantee appointment availability or the fulfillment of specific date requests. Once the voucher has been provided, winners must contact the selected tattoo studio or tattoo artist directly to schedule their appointment.

Winners will be selected by random draw (lottery). There is no entitlement to a prize.

## **5. Winner Notification**

Winners will be contacted after the end of the raffle via Instagram direct message or email. The evaluation and notification process may take up to 14 days after the draw.

- If no response is received within 7 days after contact, the prize will be forfeited and a replacement winner will be drawn.
- Prizes are non-transferable and cannot be paid out in cash.

## **6. Duration of the Raffle**

The raffle runs until 31 December 2025, 11:59 p.m. The decisive factor is the time of the Story upload.

The draw of the winners will take place on 1 January 2026.

## **7. Data Protection**

For participation, personal data (e.g., name, Instagram handle, address) will be processed. This data is used exclusively for the administration of the raffle and will be deleted afterward, unless statutory retention obligations apply.

Legal basis: Art. 6 (1) lit. b GDPR. Further information can be found in the Organizer's privacy policy: <https://www.royalunibrew.com/privacy-policy>.

## **8. Exclusion from Participation**

The Organizer reserves the right to exclude participants who violate these Terms and Conditions, attempt to manipulate the process, or provide false information.

Entries containing inappropriate, unlawful, discriminatory, offensive, or brand-damaging content may also be excluded from the raffle.

The final decision on the eligibility of participation and the inclusion of any entry in the raffle lies with the Organizer. There is no legal entitlement to participate.

## **9. Premature Termination**

The Organizer reserves the right to terminate or cancel the raffle at any time for important reasons.

## **10. Legal Recourse & Liability**

Legal recourse is excluded.

The redemption of tattoo vouchers and the execution of tattoos is the sole responsibility of the respective tattoo artist. The Organizer accepts no liability for execution, quality, design, or possible health-related damages in connection with the tattoos. Any claims must be made directly against the selected tattoo artist.

## **11. Applicable Law**

The law of the Federal Republic of Germany shall apply.

## **12. Note on Alcohol Consumption**

The purchase of a Faxe Beer can is a prerequisite for participation in the raffle. The raffle does not constitute an encouragement to consume alcohol.

The Organizer advocates for moderate and responsible consumption of alcoholic beverages.

- Alcohol must not be associated with sporting performance, health, or an active lifestyle.
- Alcohol has no positive effect on sport, fitness, or well-being.
- It is prohibited to consume alcohol while driving or operating machinery. •

Excessive consumption of alcohol is harmful to health. Participation is only permitted for persons aged 18 years or older.

### **13. Disclaimer on Campaign Content**

As part of the campaign, tattoo artists and their personal environment are shown. These contents include lifestyle moments such as artistic work, sporting activities, motorcycling, or everyday scenes.

These depictions are purely artistic impressions and must not be understood as a statement that the consumption of alcohol is related to sport, health, fitness, performance, or an active lifestyle.

The consumption of alcohol has no positive influence on physical or mental abilities. The Organizer explicitly supports moderate and responsible enjoyment.