

PROMOTION TERMS AND CONDITIONS 'CARHARTT 1-MINUTE ANNIVERSARY PARTY'

1. 'Carhartt 1-Minute Anniversary Party' is the collective name of four contests organised by

Carhartt B.V.
Cruquiusweg 109-D
1019 AG Amsterdam

2. Campaign period: 1 October 2024 (00:01) to 28 October 2024 (23:59). Entries after this period will not compete for prizes.
3. This campaign consists of four contests.

I: Description of contest 1: Win a trip to the USA

- a. Between 22 and 28 October 2024, European Carhartt outlets will distribute 12,500 free limited edition beanies.
- b. Between 1 and 14 October 2024, 7,500 limited edition beanies will be distributed to winners of online and offline contests (see II).
- c. Each of the total 20,000 beanies comes with a card with a unique code under a scratch layer.
- d. For a chance to win the grand prize, entrants must activate their code on the campaign page (win-carhartt.com/goldenbeanie/checkcode) and leave their contact details.
- e. One grand prize winner will be drawn from all activated codes on 29 October 2024.
- f. The entrant accepts that their name will be published on Carhartt's Instagram and Facebook (@carhartt_europe) if they win the grand prize.
- g. Carhartt will personally contact the winner on 29 October 2024.
- h. If the winner does not respond to Carhartt's attempts to contact them by phone and/or email within three days, Carhartt reserves the right to draw a replacement winner.
- i. By submitting the entry, entrants accept the promotion terms and conditions.

II: Description of contest 1: Win a limited edition beanie

- a. Between 1 and 14 October, 5,000 limited edition beanies will be given away to quiz participants at www.win-carhartt.com/win-goldenbeanie/quiz
- b. The beanies will be raffled off among entrants who answered three (3) questions correctly.
- c. The beanies will be sent to the winners' addresses by 15 October 2024.
- d. The winners will not be published.
- e. The scratch code sent with the beanies won must be activated by 28 October 2024 for a chance to win the trip to the USA (see Contest I).
- f. By playing the quiz, entrants accept the promotion terms and conditions.

III: Description of contest 3: Win 1 minute of online shopping at Carhartt

- a. Entrants post a video of up to 1 minute on Instagram or Facebook between 1 and 21 October showing their craft and/or explaining why they are a fan of Carhartt clothing.
- b. Entrants have to use #Carhartt135 and tag @carhartt_europe.
- c. From all posts on Instagram and Facebook with #Carhartt135, a jury will choose one winner on 22 October. Entries are judged on originality.
- d. Carhartt will personally contact the winner on 23 October 2024 to make arrangements on their 1 minute of free shopping in Carhartt's online store.

IV: Description of contest 4: Win a festive treat

- a. Entrants must let us know what they are planning to celebrate in the week of 29 October between 1 and 14 October via win-carhartt.com/cake.
 - b. Entrants automatically enter the contest by leaving their contact details.
 - c. A jury will judge entries on originality and pick the winners.
 - d. Winners will receive the festive treat at the address provided.
 - e. Winners will not be published.
4. Grand prizes:
- A: 1 x 10-day trip to the USA for 2 people worth €6,000.
 - B: 1 x 1 minute of free shopping in the Carhartt online store.
5. Other prizes:
- 7,500 limited edition Carhartt beanies
 - Festive treats (number based on quality of entries)
6. **Grand Prize A** will be awarded in the form of a work order to a travel company selected by Carhartt. This organisation will plan the trip in consultation with winners (within the budget and other prerequisites for the travel programme set by Carhartt).
7. **Grand Prize B** will be awarded out by facilitating 1 minute of online shopping in Carhartt's online store. This will take place in the presence of a Carhartt representative in a setting to be determined in consultation with the winner.
8. Participation in all contests is free.
9. Carhartt employees and others working on this promotion are excluded from participation.

10. Entrants must provide accurate, current and complete information to take part in the contests.
11. The minimum age for entrants is 18.
12. Entrants who do not meet the above requirements may be excluded from participation.
13. Winners will be chosen by drawing lots (Contests I and II) or by an independent jury (Contests III and IV).
14. Non-winners will not be notified.
15. Entrants accept that their names and/or likenesses will be published on Carhartt's website and social media.
16. Carhartt may, at its sole discretion and without prior notice, amend or modify these promotion terms and conditions during the promotion period, or amend or modify the promotion without giving any reason unless it is to the participant's detriment.
17. Carhartt is authorised to exclude persons from participation in the event of suspected unlawful participation or fraud.
18. Prizes are not redeemable for cash or other goods.
19. Personal data obtained for this contest will be used by Carhartt only for this contest and will not be provided to third parties.
20. With this promotion, Carhartt is fully compliant with the Code of Conduct for Promotional Games of Chance Code of Conduct of 1 January 2014.
21. These terms and conditions are governed by Dutch law.
22. In cases not covered by these terms and conditions, a decision will be made by Carhartt.
23. If you have questions, complaints or comments about this contest, please email EMEAMarketing@carhartt.com. Carhartt will respond as soon as possible.