

BEOSOUND LEVEL COMPETITION – GENESIS INVITATIONAL EVENT GIVEAWAY

By entering this competition, you accept the following promotional terms and conditions which include signing up to the Bang & Olufsen newsletter.

With entering the competition, you get the opportunity to win a Beosound Level valued at \$1599.00 (the “Prize”). The promotion starts on [14022023] and ends [19022023] (the “Competition Period”). A total of one winner will be drawn on 21032023 (the “Draw Date”). You automatically participate in the competition by signing up to the Bang & Olufsen newsletter within the competition period (the “Participation Criteria”). This competition is open to participants, guests and visitors to The Riviera Country Club for The Genesis Invitational. [Bang & Olufsen can only ship the Prize to non-restricted/non-sanctioned countries].

In addition to these terms, Bang & Olufsen's general terms and conditions for participation in competitions apply.

TERMS AND CONDITIONS FOR PARTICIPATION IN COMPETITIONS BY BANG & OLUFSEN

The following general terms and conditions apply to all competitions and prize draws (each a “Competition”) promoted by Bang & Olufsen a/s.

1. Promoter and organizer: This Competition is organized by Bang & Olufsen A/S (“Bang & Olufsen”), Bang & Olufsen Allé 1, DK-7600 Struer, VAT no. DK41257911 and its affiliates and subsidiaries (“Bang & Olufsen Group”) where applicable.

2. Participation and eligibility: Each participant can only participate once. All participants must be at least 18 years of age. Employees of the Bang & Olufsen Group or any of the participating stores are not allowed to participate in the competition. Bang & Olufsen reserves the right to exclude a participant from the Competition in case of Participation Criteria or conditions for eligibility not being fulfilled. Some jurisdictions may not allow the organization of a prize competition and the participation of residents from such jurisdictions shall be void. Bang & Olufsen reserves the right to cancel, suspend or modify the Competition, or any part thereof, in case any technical failure or any other factor beyond Bang & Olufsen’s reasonable control impairs the integrity or proper functioning of the Competition, as determined by Bang & Olufsen’s sole discretion.

3. Drawing of winners: The winner(s) will be drawn randomly at the Draw Date. The winner(s) will be notified directly via e-mail with the instructions needed to obtain the Prize. If Bang & Olufsen cannot get in touch with a drawn winner, and a drawn winner does not respond to an email about the draw within 4 business days, Bang & Olufsen reserves the right to draw another winner. All the participants will be notified regarding the result of the Competition at the latest 30 days after the competition ends.

4. Prize: The Prize cannot be exchanged for other goods and services, redeemed as cash or combined with other promotions. Bang & Olufsen reserves the right to substitute the Prize with another prize with similar or greater value if the original Prize becomes unavailable. The winner is responsible for all taxes and all other expense not included in the Prize.

5. Consent and handling of personal data: By entering the Competition, you consent to the registration of your name and other relevant contact details, such as e-mail address, telephone number and city and country of residence. The personal data collected is used as specified in the [Bang & Olufsen Privacy Policy](#) and in connection with the drawing of and contacting the winner(s) in respect of handing out the Prizes. The consent can be withdrawn at any time. Note that there will be no data available for the draw if you withdraw consent prior to the prize draws, and participation will

therefore not be possible. Name and city information of the winner(s) may be made public on Bang & Olufsen's web or social media pages.

6. Signing up for the Bang & Olufsen newsletter: By signing up to the Competition, you give us your permission *that Bang & Olufsen can contact you via email with personalized marketing of our products and events, as well as marketing from your local Bang & Olufsen shop. Unsubscribing is possible at any time. Details on how personal data is processed: [privacy policy](#).*

7. Disclaimer / Warranties. The Competition in no way endorsed, sponsored or administered by, or associated with Facebook, Instagram, YouTube, Twitter or other social media channels it may be advertised on, and Bang & Olufsen makes no representations or warranties of any kind, express or implied, regarding the Competition or your participation therein or the Prize and your acceptance or use of the Prize. Everything regarding this Competition, including the Prize, is provided "as is" without warranty of any kind, either express or implied, including but not limited to, the implied warranties of merchantability, fitness for a particular purpose, or non-infringement.

Bang & Olufsen is not responsible or liable for: (1) any incorrect or inaccurate information, whether caused by participants, the mechanism by which you enter into or participate in the Competition or by any of the equipment or programming associated with or utilized in the Competition; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections of the equipment or programming associated with or utilized in the Competition; (3) technical or human error which may occur in the administration of the Competition; (4) any entries or submissions that are lost, damaged or delayed in transit; or (5) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from participant's participation in the Competition or receipt or use or misuse of any Prize.