

2026 CLIF RUN THE WORLD

OFFICIAL RULES

NO PURCHASE OR SCAN NECESSARY.

MAKING A PURCHASE OR SCAN WILL NOT IMPROVE YOUR CHANCES OF WINNING.

OPEN TO LEGAL RESIDENTS OF THE 50 UNITED STATES, THE DISTRICT OF COLUMBIA AND PUERTO RICO, 18 YEARS AND OLDER.

The 2026 CLIF Run the World (the "Sweepstakes") begins at 12:00 am Eastern Time ("ET") on March 1, 2026 and ends at 11:59 pm ET on July 31, 2026 ("Sweepstakes Period"). For purposes of this Sweepstakes, each "day" begins at 12:00 am ET and ends at 11:59 pm ET.

1. TO EARN SWEEPSTAKES ENTRIES: If you choose to register and enter using your smart phone or other web-enabled mobile device ("Device"), standard message and data rates may apply in accordance with your personal mobile service plan. Check details of your plan prior to using a mobile Device to enter. A mobile Device is not required to participate. During the Sweepstakes Period, point the camera on your Device to "scan" the QR code made available on in-store promotional signage or product packaging and once the code is recognized, follow the instructions to open the mobile web page or visit <https://ClifBar.com/RTW> ("Website") directly on your computer or mobile Device. The first time you visit the Website, follow the links and instructions to accurately complete and submit the registration form, including your full first and last name (initials are not sufficient), date of birth, and email address. You will receive one (1) entry into the Grand Prize drawing described in Rule 3, below. On subsequent visits, you only need to log in with your email address to receive one (1) entry into the Grand Prize drawing. Potential winners are subject to verification by Merkle Inc. (the "Administrator"). Limit: One (1) entry per person per day during the Sweepstakes Period.

TO EARN AN ADDITIONAL ENTRY: Opt-in to Marketing Emails or Send in a Mail-In Entry: During the Sweepstakes Period, on the registration form, you will have the option to opt-in to receive marketing emails from Snackworks and other Mondelēz brands. If you select to opt-in, you will receive one (1) additional entry into the Grand Prize drawing. **You may opt-out of these email communications at any time.** Should you choose to opt-out during the Sweepstakes Period your entry will continue to be valid as long as it meets all other criteria required by these Official Rules.

If you have previously opted-out of marketing communications from Snackworks and other Mondelēz brands or if you prefer not to receive marketing emails from the Snackworks and other Mondelēz brands but would like to earn one (1) additional entry into the Grand Prize drawing, print your name, address, phone number, email address, and date of birth on a piece of paper and mail it in an envelope with proper postage to "2026 Clif Run the World," c/o Merkle Inc., P.O. Box 5008, Department 868091, Kalamazoo, MI 49003-5008. You will receive one additional entry into the Grand Prize drawing. Limit: One (1) entry per envelope. All mail-in entries must be postmarked by July 31, 2026 and received by August 7, 2026. All entries become the exclusive property of Mondelēz Global LLC ("Sponsor"), and none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by the Sponsor. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, all of which will be disqualified.

Limit: One (1) additional entry per person during the Sweepstakes Period for either opting-in to receive marketing emails or sending in a mail-in entry.

Use of any robotic, automatic, programmed, or similar entry method, or the use of any means (such as using more than one (1) email address or inputting fake mailing addresses) to obtain more than the stated number of entries will void all entries of the person responsible for such action and result in his/her/their disqualification from the Sweepstakes. Released Parties (as defined in Rule 2, below) are not responsible for lost, late, incomplete, invalid, unintelligible, misdirected or otherwise non-compliant entries, all of which will be disqualified. In the event of a dispute as to the identity of an entrant, the Sponsor and Administrator will rely on the information submitted by the entrant to register for this Sweepstakes. If information provided by an entrant to claim a prize (including but not limited to your first and last name) is inconsistent with the information provided at registration, Sponsor and/or Administrator may disqualify such entrant and such disqualification will result in the forfeiture of any prize such entrant may claim (if applicable). Sponsor, in its discretion, may request additional documentation from an entrant to confirm the entrant's identity. Failure to comply will result in disqualification.

By participating, you (or your parent or legal guardian if you are deemed a minor in the jurisdiction in which you reside ("Minor")) agree to abide by and be bound by these Official Rules and the decisions of the Sponsor and Administrator, which shall be final in all matters relating to this Sweepstakes. All federal, state, and local laws apply.

2. ELIGIBILITY: Open only to legal residents of the 50 United States, the District of Columbia ("D.C."), and Puerto Rico 18 years of age or older at the time of entry, except for employees, officers and directors of Sponsor, Administrator, HMT Associates, Inc., David Agency, Goodness, VaynerMedia, Ketchum, One Flight Up, The Village, Excel Agency, each of their respective parent companies, affiliates, subsidiaries and agencies (collectively "Released Parties"), and members of the immediate families (defined as including spouse, biological, adoptive and step-parents, grandparents, siblings, children and grandchildren, and each of their respective spouses, regardless of where they reside) or persons living in the same household (whether related or not) of any of the above. Sweepstakes is void outside the 50 United States, D.C., and Puerto Rico and where prohibited.

3. WINNER DETERMINATION AND PRIZE CLAIM: Administrator will select the potential Grand Prize winners in a random drawing from all eligible entries received during the Sweepstakes Period on or around August 14, 2026. The potential winners will be notified at the email address used to enter the Sweepstakes.

Each potential Grand Prize winner (or his/her/their parent/legal guardian if winner is a Minor) must execute and return a Declaration of Compliance, Liability Release and, where permitted by law, Publicity Release (collectively "Declaration") within five (5) days of first attempted delivery or potential winner forfeits the prize. The return of any prize or prize notification as undeliverable may result in disqualification and forfeiture of the applicable prize. In the event that a potential winner of a Grand Prize is disqualified for any reason, Sponsor may award the applicable prize to an alternate winner in a random drawing from among all remaining eligible entries received, as determined by Sponsor in its sole discretion. If necessary, this process will be repeated up to three (3) times, after which the applicable prize will not be awarded if it remains unclaimed. All income taxes resulting from acceptance of prizes are the responsibility of the winners.

4. PRIZES AND APPROXIMATE RETAIL VALUES ("ARV"):

Three (3) Grand Prizes: Each Grand Prize consists of winner's choice of a running or cycling trip for two (2) (winner and one (1) guest) to Australia, Argentina or Japan. Trip package consists of roundtrip coach class air transportation for two (2) from major airport nearest winner's home (determined by Sponsor in its sole discretion) to Australia, Argentina, or Japan; six (6) nights'

accommodations at a hotel determined by Sponsor in its sole discretion (one (1) room; double occupancy); ground transportation between hotel / airport, \$1,200 (for winner only) in spending money for local activities, gift bag, and \$3,465 in spending money (for winner only). ARV: \$15,000.00 each. Winner must complete the trip within one (1) year from the drawing date or prize will be forfeited. Trip must be booked at least twenty-one (21) days prior to departure. Travel and accommodations are subject to availability and blackout dates. Travel must be round trip. Sponsor will determine airline and flight itinerary in its sole discretion. No refund or compensation will be made in the event of the cancellation or delay of any flight. Travel is subject to the terms and conditions set forth in this Sweepstakes, and those set forth by the Sponsor's airline carrier of choice as detailed in the passenger ticket contract. All expenses and incidental travel costs not expressly stated in the package description above, including but not limited to, ground transportation, meals, incidentals, gratuities, passenger tariffs or duties, airline fees, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, taxes or other expenses are the responsibility solely of winner. Winner must have proper identification and a valid credit card for hotel check-in and to cover incidental expenditures. Unless child or legal ward of winner, travel companion must be eighteen (18) years of age or older (or the age of majority in his/her state of residence if majority age there is over eighteen (18)) as of the date of departure and must travel on same itinerary and at the same time as the winner. If winner is a Minor in his/her/their state of residence, travel companion must be winner's parent/legal guardian. Travel companion must execute liability/publicity releases prior to issuance of travel documents. Winners and travel companions who are the age of majority in their states of residence are solely responsible for having a REAL ID compliant driver's license/ state ID or U.S. passport. Winners and travel companions are solely responsible for obtaining valid passports and any other documents necessary for international travel. Travel restrictions, conditions and limitations may apply. By traveling and participating in the selected activity, winners and winners' guests voluntarily assume all risks related to exposure to COVID-19. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. Actual prize value may vary based on airfare fluctuations and distance between departure and destination. Winner will not receive difference between actual and approximate retail value as stated herein, if any.

Odds of winning a Grand Prize depend on the number of eligible entries received during the Sweepstakes Period (including any bonus entries).

The actual value of prizes is subject to price fluctuations in the consumer marketplace based on, among other things, any gap in time between the date the ARV is estimated for purposes of these Official Rules and the date the prize is awarded or redeemed. Winner will not receive difference between actual value and ARV, if any. Where applicable, prize style, size, and all other details will be determined by Sponsor in its sole discretion. **Limit one (1) Grand Prize per household.** No substitutions or transfers of prizes permitted by winners except at the discretion of the Sponsor; prizes are not redeemable for cash. Sponsor reserves the right to substitute a prize (or portion thereof) of equal or greater value if an advertised prize (or portion thereof) becomes unavailable. All prizes are awarded "as is" without warranty of any kind, express or implied, on the part of the Sponsor. Winners agree to look to the manufacturer or supplier of the prize or prize component, and not the Sponsor or Administrator, for any warranty on the prize or prize component or for any damages arising out of acceptance or use of the prize or prize component. Total ARV of all prizes: \$45,000.00.

5. PUBLICITY: Acceptance of a prize shall constitute and signify each winner's (and his/her/their parent's or legal guardian's if winner is a Minor) agreement and consent that Sponsor and its designees may use the winner's name, city, state, likeness, photo, and/or prize information in connection with the Sweepstakes for promotional, marketing, advertising or other purposes, worldwide, in any and all media now known or hereafter devised, including the Internet and social

media platforms, without limitation and without further payment, notification, permission or other consideration, except where prohibited by law.

6. RELEASE: By entering the Sweepstakes, entrants (and their parents/legal guardians if entrants are Minors) agree to release and hold the Released Parties harmless from and against any and all actions, claims, injury, loss or damage arising in any manner, directly or indirectly, from participation in this Sweepstakes and/or acceptance, use, inability to use, misuse or redemption of a prize (including all travel related thereto), if applicable.

7. GENERAL CONDITIONS: Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Sweepstakes, or any event or cause beyond Sponsor's control (e.g. events such as natural calamities, national emergencies, wide spread illnesses, declarations of war, acts of God, acts of terrorism) each, a "discontinuance") interferes with any aspect of the Sweepstakes, including but not limited to fulfillment of the prizes, as determined by Sponsor in its sole discretion. In such an event, the Sponsor reserves the right to award the prizes in a random drawing from among the eligible entries received up to the date/time of discontinuance. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes, including but not limited to submitting fraudulent entries, or to be acting in violation of the Official Rules of this or any other promotion by Sponsor or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of this Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. In no event will more prizes than are stated in these Official Rules be awarded. If, for any reason, more prize notifications are sent (or more claims are received) than the number of prizes offered as set forth in these Official Rules, Sponsor reserves the right to award the intended number of prizes through a random drawing from among all eligible prize notifications/claims received. In the event there is a discrepancy or inconsistency between any statements contained in any Sweepstakes-related materials (including but not limited to printed versions of these Official Rules) and the Official Rules as posted on the Website, the Official Rules as posted on the Website shall prevail, govern, and control.

8. LIMITATIONS OF LIABILITY: The Released Parties are not responsible for: (a) any incorrect or inaccurate information whether caused printing errors or by any of the equipment or programming associated with or utilized in the Sweepstakes, or provided by entrants; (b) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections to the internet, in phone lines, or network hardware or software; (c) unauthorized human intervention in any part of the Sweepstakes, including but not limited to the entry process; (d) technical or human error which may occur in the administration of the Sweepstakes, including but not limited to the processing of entries; or (e) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes or receipt, use, inability to use, or misuse of any prize (if applicable). If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry, if possible.

9. DISPUTES: Entrant (and entrant's parent/legal guardian if entrant is a Minor) agrees that: (i) any and all disputes, claims, and causes of action arising out of or connected with this Sweepstakes or any prizes awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan or the appropriate Michigan state court located in Oakland County, Michigan; (ii) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including

costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (iii) under no circumstances will entrant be permitted to obtain awards for, and entrant (and entrant's parent/legal guardian if entrant is a Minor) hereby waives, all rights to claim punitive, incidental, and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU. All issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, or the rights and obligations of the entrant (and entrant's parent/legal guardian if entrant is a Minor) and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Michigan, without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.

The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed as if the invalid or illegal provision were not contained herein.

10. PRIVACY POLICY: Information collected from entrants is subject to the [Sponsor's Privacy Policy](#).

11. WINNERS LIST: For a list of prize winners, please [click here](#). The winners' names will be posted after winner confirmation is complete.

SPONSOR: Mondelez Global LLC, 100 Deforest Ave., East Hanover, NJ 07936-2813.

SWEEPSTAKES ADMINISTRATOR: Merkle Inc., 3000 Town Center, Suite 2000, Southfield, MI 48075.