

MINIONS SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE NECESSARY

Making a purchase will not increase your chances of winning.

OPEN TO RESIDENTS OF THE 50 U.S., DISTRICT OF COLUMBIA ("D.C."), AND PUERTO RICO, 18 YEARS OF AGE AND OLDER ONLY

This promotion ("Promotion") is in no way sponsored, endorsed or administered by, or associated with, Twitter or Facebook. Twitter and Facebook are not affiliated with the Sponsor in any way.

This Promotion consists of both the instant win game ("Instant Win Game") and the sweepstakes ("Sweepstakes") described in these Official Rules. Promotion begins at 12:00 am Eastern Time ("ET") on May 4, 2020 and ends at 11:59 pm ET on August 24, 2020 ("Promotion Period"). For purposes of this Promotion, each "day" begins at 12:00 am ET and ends at 11:59 pm ET.

1. TO ENTER AND PLAY: There are two (2) ways to enter: A.) Scan a Qualifying Product Package with your Device: During the Promotion Period, locate "specially-marked" packages of Nabisco Minions (10 oz. bag in box or 12 oz. multipack), Ritz Bits multipack, and/or Teddy Grahams multipack (each, a "Qualifying Product"). Using your smart phone or other web-enabled device ("Device"), "scan" the Qualifying Product packaging by pointing your Device at the quick response ("QR") code located on the side panel of each Qualifying Product packaging. **Standard message rates and data charges may apply.** Once the logo is recognized, you will be directed to a mobile web page at www.nabiscominions.com ("Website"). Once on the Website, you may select if you want to enter the Sweepstakes or play the Instant Win Game. If you want to enter the Sweepstakes, select "Enter the Sweeps"; if you want to play the Instant Win Game, select "Did I Win". Follow the links and instructions to complete the registration form (on first visit only). On subsequent visits, you will be automatically logged into the Website. If you select "Enter the Sweeps", you automatically will receive one (1) Sweepstakes entry. If you select "Did I Win", you will receive one (1) Instant Win Game Play; the Instant Win Game results will be instantly displayed. Potential winners of the Instant Win Game will be provided directions for validation/prize claim. **B.) Visit Microsite from a Desktop Computer:** To enter without scanning the QR code located on a Qualifying Product, during the Promotion Period, first visit www.nabiscominions.com ("Website"). Once on the Website, you may select if you want to enter the Sweepstakes or play the Instant Win Game. If you want to enter the Sweepstakes, select "Enter the Sweeps"; if you want to play the Instant Win Game, select "Did I Win". Follow the links and instructions to complete the registration form (on first visit only). On subsequent visits, you will be automatically logged into the Website. If you select "Enter the Sweeps", you automatically will receive one (1) Sweepstakes entry. If you select "Did I Win", you will receive one (1) Instant Win Game Play; the Instant Win Game results will be instantly displayed. Potential winners of the Instant Win Game will be provided directions for validation/prize claim.

Limit: One (1) Sweepstakes entry and one (1) Instant Win Game play, per email address/person, per day during the Promotion Period, regardless of method of entry or combination of methods of entry. Use of any robotic, automatic, programmed or similar entry method to obtain more than the stated number of entries per day will void your entry/entries and result in disqualification.

Potential winners are subject to verification before any prize will be awarded. Sweepstakes entries or Instant Win Game plays that are lost, late, incomplete, damaged, misdirected, illegible, corrupted or non-compliant with these Official Rules in any way are void and will not be accepted.

BONUS SWEEPSTAKES ENTRIES: After you enter the Promotion, you can earn bonus Sweepstakes entries, as described below.

Facebook Referral: Share a message about the Promotion on your Facebook wall. The wall post will contain a unique link to the Promotion. If a friend subsequently enters the Promotion through the unique link, you will receive one (1) bonus Sweepstakes entry. Limit: Up to three (3) bonus Sweepstakes entries, per email address/person, per day during the Promotion Period for this method.

Twitter Share: Tweet a message about the Promotion on Twitter. The Tweet will contain a unique link to the Promotion. If a friend subsequently enters the Promotion through the unique link, you will receive one (1) bonus Sweepstakes entry. Limit: Up to one (3) bonus Sweepstakes entries, per email address/person, per day during the Promotion Period for this method.

Your Facebook and/or Twitter Share message must be posted to your Facebook or Twitter account (as applicable) through the Website www.nabiscominions.com. If you share the Promotion through any other means, including directly to your personal wall or feed, you will not be able to earn bonus Sweepstakes entries.

“Lose” the Instant Win Game: If you play the Instant Win Game and receive a “lose” message, meaning you are not a potential winner of an Instant Win Game Prize, you will receive one (1) bonus Sweepstakes entry. Limit: Up to one (3) bonus Sweepstakes entries, per email address/person, per day during the Promotion Period for this method.

Receipt Upload and Alternate Methods:

- i. Make a Qualifying Purchase: During the Promotion Period, purchase a Qualifying Product, as outlined and defined above. In addition, you may also purchase Minions Mini OREO Multipacks or Minion Mini CA! Multipacks (subject to availability, herein each an “Additional Qualifying Product”). Be sure to keep your receipt. Take an image of your entire receipt. The receipt image must be clear and legible, include the purchase date and time, and show the Qualifying Product/Additional Qualifying Product, the Qualifying Product/Additional Qualifying Product price and total amount spent. Each receipt can only be uploaded once. Visit the Website and upload the image of your receipt where prompted. Once your receipt is validated, you will receive one (1) bonus Sweepstakes entry. Date on receipt must be within the Promotion Period.
- ii. Upload Image: To receive a bonus Sweepstakes entry without making a purchase and uploading a receipt, during the Promotion Period, take a picture of yourself with the image provided at <https://go.aws/3aQJWty> (“Photograph”). Then, visit the Website and upload your Photograph (in the “Submit Receipt” section of the Website). By doing so, you will receive one (1) bonus Sweepstakes entry.

Limit: Up to one (1) bonus Sweepstakes entry, per email address/person, per day during the Promotion Period for method (i) **or** (ii), above.

Acceptable formats for the Photograph submitted via the Website are .gif, .png, .tiff, .bmp, and .jpeg. If any individuals other than yourself appear in the Photograph, you must have the

permission of the individuals (or their parents' or legal guardians' permission if individuals are minors) to use their image in the Photograph. Proof of such permission may be required at Sponsor's discretion. Uploading any Photograph further constitutes your (or your parent's/legal guardian's if you are deemed a minor in the state in which you reside ("Minor")) consent to grant the Sponsor certain rights in and to the Photograph, as described, below. Each Photograph entered must meet all Photograph Guidelines (described below) and be different from any Photograph(s) previously submitted by you. (For example, you may vary your expression, wear different clothing, etc.) Entry must be made in your name only, regardless of whether others contributed to or appear in the Photograph. Photographs that are found to be copies of other Photographs previously entered or to contain content plagiarized from other websites and/or publications, or to contain content prohibited by the Photograph Guidelines will be void and will result in disqualification of the Photograph and may also, at the discretion of the Sponsor, result in disqualification of the entrant who submitted the Photograph.

Photograph Guidelines: Photographs cannot: (a) be sexually explicit or suggestive, violent or derogatory of any ethnic, racial, gender, religious, professional or age group, profane or pornographic, contain or reference nudity or any materially dangerous activity; (b) promote alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing), any activities that may appear unsafe or dangerous, or any particular political agenda or message; (c) be obscene or offensive, endorse any form of hate or hate group; (d) contain or reference trademarks, logos (except Sponsor's) or trade dress owned by others, or advertise or promote any brand or product (except Sponsor's) of any kind, without permission, or contain any personal identification, such as license plate numbers, personal names, e-mail addresses or street addresses; (e) contain copyrighted materials owned by others without permission; and (f) contain materials embodying the names, likenesses, photographs, or other indicia identifying any person, living or dead, without permission. By entering a Photograph you (or your parent/legal guardian if you are a Minor) warrant and represent that: (a) it has not been previously published; (b) it has not received previous awards; (c) it does not infringe upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property or other rights of any person or entity; and (d) publication of the Photograph via various media including Web posting and posting in social media, will not infringe on the rights of any third party. Entrant (or his/her parent/legal guardian if entrant is a Minor) will indemnify and hold harmless Sponsor from any claims to the contrary. Any Photograph that, in the sole opinion of Sponsor, is deemed to be inappropriate for publication or inclusion in the Sweepstakes for any reason will be void and disqualified.

Rights in Photographs: In consideration of entrant's Photograph being submitted for this Promotion and included as an entry in the Sweepstakes prize drawing, each entrant (and his/her parent or legal guardian, if entrant is a Minor) hereby grants to the Sponsor a non-exclusive, irrevocable, fully paid, universal license to use, copy, sublicense, transmit, distribute, publicly or privately perform, publish, edit, delete or display such Photograph, or any portion thereof, in any media now known or hereafter devised including, but not limited to, all forms of television and all forms of internet and wireless protocol without limitation and without any further right of approval or compensation. Each entrant (and his/her parent or legal guardian, if entrant is a Minor) authorizes the Sponsor and any entities affiliated or in privity with the Sponsor, to utilize, for eternity and in any manner they see fit, the Photograph submitted to Sponsor and to make derivative works from such material. Each entrant (and his/her parent or legal guardian, if entrant is a Minor) agrees that the results and proceeds of such use shall become the property of Sponsor and/or Sponsor's licensees, and shall be freely assignable by Sponsor and that the Promotion Parties (defined in Rule 2, below) and their assignees and licensees shall have no obligations whatsoever to entrant. Sponsor is not obligated to use any of the above mentioned rights, information or materials, but may do so and may edit such information or materials, at Sponsor's sole discretion, without further obligation or compensation. Each entrant (and his/her parent or legal guardian, if entrant is a Minor) releases the Promotion Parties and each of their respective

assignees and licensees, from any and all claims or liability (now known or hereafter arising), including but not limited to any claims for defense and/or indemnity, in connection therewith. Each entrant (and his/her parent or legal guardian, if entrant is a Minor) agrees and acknowledges that participation in the Sweepstakes, including, without limitation, the entrant's decision to provide the entrant's Photograph to Sponsor for purposes of the Sweepstakes, shall not give rise to any confidential, fiduciary, implied-in-fact, implied-in-law, or other special relationship between the Promotion Parties and entrant, does not place the Promotion Parties in a position that is any different from the position held by members of the general public with regard to elements of the entrant's Photograph, and that the only contracts, express or implied, between the Promotion Parties, and entrant are as set forth in these Official Rules. In addition, by participating in the Promotion, each entrant (and his/her parent or legal guardian, if entrant is a Minor) hereby grants permission for the Promotion Parties to use entrant's name, likeness, voice, quotes, comments, biographical information, and/or image for the purpose of advertising, trade, or promotion without further notice, permission, compensation or consideration in any and all media now known or hereafter developed throughout the universe, unless prohibited by law.

2. ELIGIBILITY: Open only to residents of the 50 United States, D.C., and Puerto Rico 18 years of age or older at the time of entry, except for employees of Mondelēz Global, LLC ("Sponsor"), Merkle Inc. ("Administrator"), HMT Associates, Inc., Universal City Development Partners, Ltd., Universal City Studios LLC, VaynerMedia, LLC. Creative Drive, their respective affiliates, subsidiaries and agencies (collectively "Promotion Parties"), and members of their 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. Void outside the 50 United States, D.C., Puerto Rico and where prohibited.

3. WINNER DETERMINATION: SWEEPSTAKES: Administrator will select the potential Sweepstakes Grand Prize winner, in a random drawing, from all eligible entries received during the Promotion Period through all entry methods combined (including bonus entries) on or around August 25, 2020. The potential Sweepstakes Grand Prize winner will be notified by the email address used to enter the Promotion. **INSTANT WIN GAME:** There will be one hundred thirty (130) random, computer-generated winning times during the Promotion Period. If you are the first player to play the Instant Win Game at or after one of the randomly-generated times, you will be a potential instant winner of the prize indicated.

The potential Sweepstakes Grand Prize winner (or his/her 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 and it may be awarded to an alternate winner in a random drawing from among all remaining eligible entries. Each potential winner of a physical Instant Win Game prize will be required to provide his/her mailing address for prize fulfillment purposes within five (5) days of first attempted delivery of prize notification or potential winner forfeits the prize and it may be awarded to an alternate winner in a random drawing from among all remaining eligible entries. The return of any prize/prize notification as undeliverable may result in disqualification and the prize may be awarded to an alternate winner in the appropriate manner described above, as determined by Sponsor in its sole discretion. In the event that the potential Sweepstakes Grand Prize winner or a potential winner of an Instant Win Game prize valued over \$25 is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. Any prize won by a Minor will be awarded in the name of the winner's parent/legal guardian. Unclaimed Instant Win Game prizes valued at \$25 or less will remain unawarded. Instant Win Game prizes will be fulfilled within approximately 8-10 weeks after the conclusion of the Promotion and verification of winners' eligibility and compliance with these Official Rules.

4. PRIZES AND APPROXIMATE RETAIL VALUES (“ARV”):

SWEEPSTAKES: One (1) Grand Prize: The Grand Prize winner must choose one (1) of the following trip packages for four (4):

Universal Orlando Resort: Trip package includes: 4 day/3 night trip for four (4) to Orlando, FL. Trip consists of roundtrip economy (coach) class air travel for four (winner and three guests) from major airport nearest winner’s residence (as determined by Sponsor) to Orlando, FL; 4 days/3 nights hotel accommodations (two rooms, double occupancy); roundtrip ground transportation between destination airport/hotel; a gift bag; (4) 3-Day theme park tickets; and \$3,000 in spending money for the winner only. ARV of this Grand Prize option is \$13,200.00. Actual value may vary based on airfare fluctuations and distance between departure and destination. Winner will not receive difference between actual value and ARV.

OR

Universal Studios Hollywood: Trip package includes: 4 day/3 night trip for four (4) to Los Angeles, CA. Trip consists of roundtrip economy (coach) class air travel for four (winner and three guests) from major airport nearest winner’s residence (as determined by Sponsor to Los Angeles, CA; 4 days/3 nights hotel accommodations (two rooms, double occupancy); roundtrip ground transportation between destination hotel/airport; a gift bag; General Admission theme park tickets for three (3) days for winner and three guests and \$3,100 in spending money for the winner only. ARV of this Grand Prize option is \$13,400.00. Actual value may vary based on airfare fluctuations and distance between departure and destination. Winner will not receive difference between actual value and ARV.

Regardless of chosen trip option, Winner must complete the trip by December 31, 2021 or prize will be forfeited. Winner and Sponsor must mutually agree to and determine travel dates 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 these Official Rules, 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, 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. Unless child or legal ward of winner or of another adult travel companion, each travel companion must be over the age of majority in the jurisdiction in which s/he resides 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, at least one (1) travel companion must be winner’s parent/legal guardian. Travel companions must execute liability/publicity releases prior to issuance of travel documents as a condition of accompanying winner. Travel restrictions, conditions and limitations may apply. If in the judgment of Sponsor air travel is not required due to winner’s proximity to prize location, ground transportation will be substituted for round trip air travel at Sponsor’s sole discretion; winner will receive no compensation for the difference in value. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates.

Odds of winning the Sweepstakes prize depend on the number of eligible entries received through all entry methods combined (including bonus entries) during the Promotion Period.

INSTANT WIN GAME:

Quantity	Prize Description	ARV
25	A "home movie theater" prize package consisting of one (1) projector, one (1) screen, two (2) floor pillows, two (2) blankets and assorted Nabisco product	\$390
10	One (1) lunch bag, one (1) travel coffee mug and assorted Nabisco product	\$70
20	One (1) waffle maker, two (2) coffee mugs and assorted Nabisco product	\$66
25	A "back to school essentials" prize package consisting of one (1) backpack, one (1) pencil pouch, one (1) water bottle and assorted Nabisco product	\$60
25	One (1) fleece sweatshirt, one (1) card game and assorted Nabisco product	\$32
25	One (1) t-shirt, one (1) card game and assorted Nabisco product	\$24

Odds of winning an Instant Win Game prize depend on the number of eligible Instant Win Game plays divided by the number of prize(s) available.

Limit one (1) Sweepstakes prize and one (1) Instant Win Game prize, per email address/person/household. No substitutions or transfers of prizes permitted by winners. Sponsor reserves the right to substitute a prize (or portion thereof) of equal or greater value if an advertised prize (or portion thereof) become unavailable. The actual value of electronic 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 be compensated for any difference in value between ARV and actual value of prize at the time the prize is awarded. 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 of the prize, and not the Sponsor or Administrator, for any warranty on the prize or for any damages arising out of acceptance or use of the prize. Total ARV of all prizes: \$28,070.

5. PUBLICITY: Acceptance of prize shall constitute and signify each winner's (and his/her parent's or legal guardian's if winner is deemed 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 Promotion 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. GENERAL RULES: All income taxes resulting from acceptance of prizes are the responsibility of the winners. By entering the Promotion, entrants (and their parents/legal guardians if entrants are Minors) accept and agree to these Official Rules and the decisions of Administrator, which shall be final in all matters relating to the Promotion. By participating, entrants (and their parents/legal guardians if entrants are Minors) agree to hold Promotion Parties, Facebook, Twitter, and their respective parent companies, subsidiaries, affiliates, directors, officers, employees and assigns, promotion agencies and agents (collectively, "Released Parties") harmless from and against any and all claims and liability arising out of participation in the Promotion or use or redemption of any prize (if applicable). Released Parties are not responsible for lost, misdirected, garbled, damaged, incomplete or late Instant Win Game plays or Sweepstakes entries, or for technical, hardware or software malfunctions, lost or unavailable

network connections, or failed, incorrect, inaccurate, incomplete, garbled or delayed electronic communications whether caused by the sender or by any of the equipment or programming associated with or utilized in this Promotion, or by any human error, which may occur in the programming of this Promotion or in the transmission, receipt or processing of the entries/Instant Win Game plays. If due to a computer programming or other error, more prizes are claimed than are intended to be awarded in this Promotion according to Rule 4, the intended number of prizes will be awarded in a random drawing from among all valid prize claimants. Released Parties are further not responsible for: unauthorized human intervention in any part of the Sweepstakes entry and/or Instant Win Game play processes, or in the Promotion generally; incomplete or inaccurate information on Sponsor's Website whether due to unauthorized human intervention, equipment failure or malfunction, or other cause; electronic or human error which may occur in the administration of the Promotion, or announcement of the winners. In no event will Sponsor be liable for more than the number of prizes stated in Rule 4. If, in the Administrator's opinion, there is any suspected evidence of tampering with any portion of the Promotion, or if technical difficulties compromise the integrity of the Promotion, the Administrator reserves the right to modify or terminate the Promotion in a manner deemed reasonable by the Administrator, at the Administrator's sole discretion. If terminated prior to stated end date/time of the Promotion Period, prizes will be awarded in a random drawing from among all non-suspect entries/Game Plays received as of the date/time of termination. In the event a dispute arises as to the identity of a potentially winning entrant, entry will be declared made by the name on the registration form, provided he/she complies with these Official Rules. All federal, state and local laws apply. Any attempt by any person to deliberately damage the Website or undermine the legitimate operation of this Promotion may be a violation of criminal and civil laws 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 (as well as disqualifying such individual).

7. 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 Promotion 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 Promotion 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 Sponsor in connection with the Promotion, 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.

In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Promotion-related materials or notifications and these Official Rules, these Official Rules shall prevail, govern and control.

8. PRIVACY POLICY: Information collected from entrants is subject to the Sponsor's Privacy Policy https://disclaimer.mondelezinternational.com/privacy_policy.html.

9. WINNERS' LIST: For a list of winners of prizes valued over \$25, visit <http://bit.ly/2Qwywn5>. The winner list will be posted after winner confirmation is complete.

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

PROMOTION ADMINISTRATOR: Merkle Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

Universal City Development Partners, LLC d/b/a Universal Orlando and Universal City Studios LLC d/b/a Universal Studios Hollywood are the Prize Providers only in this Sweepstakes; are not sponsors of this Sweepstakes; and, are not responsible for the administration of the Sweepstakes, the collection of the entries or the conduct of the draws.

Any questions, comments or complaints regarding this Promotion must be directed to the Sponsor or Administrator only, and NOT to Twitter or Facebook.