

OREO Love Letter Sweepstakes Official Rules

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

Eligibility:

OREO Love Letter Sweepstakes (the "Sweepstakes") is open only to legal residents of the 50 United States, the District of Columbia, and Puerto Rico who are at least 18 years old (at least 19 years old for residents of Alabama or Nebraska and at least 21 years old for residents of Puerto Rico) at the time of entry. To receive a Grand Prize, you must be able to submit a valid IRS Form W-9. Employees, officers and directors of Mondelēz Global LLC ("Sponsor"), Merkle Inc. ("Administrator"), HMT Associates, Inc., Goodness Inc., VaynerMedia LLC, BulletProof Inc., Publicis Groupe, and their respective parent, subsidiary and affiliate companies, as well as 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 household members (whether related or not) of each such employee are not eligible to participate in the Sweepstakes.

Agreement to Official Rules; You Will Be Disqualified for Violations:

Participation constitutes your full and unconditional agreement to these official rules ("Official Rules"). The Sweepstakes is subject to all applicable federal, state and local laws and regulations and is void where prohibited. Sponsor's and Administrator's decisions are final and binding in all matters related to the Sweepstakes.

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

You may not attempt to obtain more than the permitted number of entries by any means, including but not limited to using multiple email addresses, identities, or registrations, or by using any third-party artificial intelligence sites/applications, or robotic, automated, or programmed methods. You may not tamper with the entry process, the Promotion Site (as defined in these Official Rules), or any related website, or network; circumvent any security measures; act in an unsportsmanlike or disruptive manner; or take any other action that in any way undermines the operation of the Sweepstakes or otherwise violates these Official Rules. Sponsor may, in its sole discretion, disqualify you if you engage in such conduct and void all associated entries. Any attempt to deliberately undermine the Sweepstakes may violate criminal and

civil law, and Sponsor reserves the right to seek damages to the fullest extent permitted by law. Sponsor's failure to enforce any provision of these Official Rules shall not constitute a waiver of that provision.

Sponsor/Administrator:

Sponsor: Mondelēz Global LLC, 100 Deforest Ave., East Hanover, NJ 07936-2813. Administrator: Merkle Inc. (previously known as HelloWorld, Inc.), 3000 Town Center, Suite 2000, Southfield, MI 48075.

Timing:

The Sweepstakes begins on June 8, 2026 at 12:00 a.m. Eastern Time ("ET") and ends on August 14, 2026 at 11:59 p.m. ET (the "Promotion Period"). Administrator's servers are the official time-keeping devices for the Sweepstakes.

Use of a Mobile Device:

If you choose to register and/or enter using a mobile 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.

How to Enter:

During the Promotion Period, visit us.oreobts.com (the "Promotion Site") and follow the directions and prompts to create a "love letter" to BTS by selecting a message and customizing your letter or you may click "skip" to skip creating a love letter. Next, follow the links and instructions to submit the registration form, including your first and last name (initials are not sufficient), email address, phone number, and date of birth. By creating a love letter or skipping creating a love letter and submitting it in accordance with prompts and instructions on the Promotion Site, you will receive 1 Sweepstakes entry.

Entry Limit:

You may create up to 10 love letters to receive up to 10 entries per day during the Promotion Period.

Entry Restrictions:

Multiple entrants are not permitted to share the same email address. In the event of a dispute as to the identity of an entrant, Sponsor and Administrator will rely on the information submitted by the entrant to register for this Sweepstakes. Sponsor, in its discretion, may require additional documentation from

entrant to show proof of entrant's identity. If any additional information provided by entrant is inconsistent with the information provided at registration for this Sweepstakes, the Sponsor and/or Administrator may disqualify such entrant and such disqualification may result in the forfeiture of any prize won.

Prize Drawing and Winner Requirements:

Administrator is an independent organization whose decisions as to the selection of the potential winners are final and binding. Administrator will randomly select the potential winners from all eligible entries received during the Promotion Period, on or around August 17, 2026 and will notify the potential winners by email. The potential Grand Prize winner will be required to sign and return a Declaration of Compliance, Liability Waiver and where not prohibited a Publicity Release ("Declaration") and an IRS Form W-9 which must be received by Administrator within 2 days of the date notice or attempted notice is sent, in order to claim the prize. If a potential winner cannot be contacted, fails to sign and return the Declaration or the IRS Form W-9, or provide any other requested information within the required time period, or if the prize is returned as undeliverable, the potential winner forfeits the prize. Receiving the prize is contingent upon compliance with these Official Rules. In the event a potential winner is disqualified or forfeits a prize for any reason, Sponsor will award the prize to an alternate winner by random drawing from among all remaining eligible entries. Only 3 such alternate drawings will be held, after which the applicable prize will remain un-awarded if it is not claimed.

Prizes (Quantity, Description and Approximate Retail Value ("ARV")):

1 Grand Prize: A trip for 2 (winner and 1 guest) to Las Vegas, NV. Trip package consists of roundtrip coach class air transportation for 2 from major airport nearest winner's home (determined by Sponsor in its sole discretion) to Las Vegas, NV; 2 nights' accommodations at a hotel determined by Sponsor in its sole discretion (1 room; double occupancy); ground transportation between hotel / airport, 2 concert tickets, and \$1,440 in spending money for winner only. ARV: \$6,240.00.

Winner must travel on the dates determined by Sponsor in its sole discretion or prize will be forfeited. Winners and guests are obligated to work with Sponsor's travel agent to book the trip. 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 prize package description above, including but not limited to, other 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 the winner. Winner must have proper identification and a valid credit card for hotel check-in and to cover incidental expenditures. Unless child of winner, travel companion must be 18 years of age or older (19 or older if a resident of AL or NE or 21 or older if a resident of PR) as of the date of departure and must travel on same itinerary and at the same time as the winner. The travel companion must execute liability/publicity releases prior to issuance of travel documents as a condition of accompanying winner on trip. Winner and travel companion who are over the age of 18 (over 19 if a resident of AL or NE; over 21 if a resident of PR) are solely responsible for having a REAL ID compliant driver's license/state ID or U.S. passport for domestic air travel. Additional travel restrictions, conditions and limitations may apply. By traveling and participating in the trip, winner and winner's guest voluntarily assume all risks related to exposure to COVID-19 or other contagions. 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 not receive the difference in value. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. The Sponsor is not responsible if the concert is delayed, postponed or cancelled for any reason and winner will not be reimbursed for tickets. Seating and timing to be determined in the sole discretion of Sponsor. Tickets may be subject to concert venue's standard rain-check policies and procedures. By accepting ticket prize, winner agrees to abide by any terms, conditions and restrictions provided on the ticket. The Sponsor is not responsible if the winner does not use ticket on day of concert. Actual value of prize at the time it is awarded may vary based on airfare fluctuations and distance between departure and destination. Winner will not receive difference between actual value and ARV, if any.

90 First Prizes: 1 OREO and BTS neon sign. ARV: \$60.00 each.

240 Second Prizes: 1 OREO and BTS cookie jar. ARV: \$40.00 each.

Odds of Winning:

The odds of winning a prize depend on the total number of eligible entries received during the Promotion Period.

Additional Prize Terms:

The prizes are non-transferable, and no substitution will be made except in the Sponsor's sole discretion should a prize (or portion thereof) become unavailable. In that case, a prize (or portion thereof) of equal or greater value will be awarded. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Grand Prize winner will receive an IRS Form 1099 MISC reporting the actual value of the prize received. ARVs are determined as of the time these Official

Rules were published and the value of a prize may fluctuate. A winner is not entitled to any difference between the ARV and the actual value of a prize at the time the prize is awarded. Where applicable, prize style, size and all other details will be determined by Sponsor in its sole discretion. Prizes consist only of the items described above. All other costs and expenses associated with acceptance of a prize that are not expressly set forth herein shall be solely the winner's responsibility. Other than prizes manufactured by Sponsor, prizes are provided "as is" without warranty of any kind, either express or implied, including but not limited to the implied warranties of quality, merchantability, or fitness for a particular purpose. The prizes will be fulfilled approximately 8-10 weeks after winner confirmation. Limit: 1 prize per household. Total ARV of all prizes: \$21,240.00.

Release:

By receipt of a prize, winners agree to release and hold harmless Sponsor, Administrator, HMT Associates, Inc., Goodness Inc., VaynerMedia LLC, BulletProof, Inc., Publicis Groupe, and their respective parent companies, subsidiaries, affiliates, suppliers, distributors, advertising and promotion agencies and prize suppliers and each such company's officers, directors, employees and agents (collectively, the "Released Parties") 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.

Publicity:

Except where prohibited, participation in the Sweepstakes and acceptance of a prize constitutes winner's consent to Sponsor and its agents to use, edit, modify or alter in any manner the following information/content about the winner (to the extent provided by winner as part of the entry or winner confirmation process): winner's name, city, state, likeness, photograph, Sweepstakes entry, social handle (if applicable) and photo, voice, opinions and/or prize information for promotional, advertising or other purposes, in any media without further notice, review, approval, payment or other consideration. Sponsor is not obligated to use any of the above-mentioned information or content but may do so in its sole discretion. Sponsor will not use any of the above-mentioned information in a manner that is inconsistent with its Privacy Policy or applicable law.

General Conditions:

Sponsor's Right to Modify or Cancel:

Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, including but not limited to fulfillment of the prizes, where any of the following “Issues” occur:

- Fraud;
- Technical errors/failures;
- Human error;
- Any other factor that 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, widespread illnesses, declarations of war, acts of God, acts of terrorism) that interferes with any aspect of the Sweepstakes, as determined by Sponsor in its sole discretion.

Where one or more of the above Issues occurs, Sponsor will make reasonable efforts to award the prizes by conducting a random drawing from among all eligible entries received up to the date of the Issue.

Sponsor’s Right to Limit Prizes Awarded to the Number Stated in these Official Rules:

In no event will more prizes than are stated in these Official Rules be awarded. If, for any reason, more prize notifications are sent than the number of prizes offered in these Official Rules, Administrator and Sponsor reserve the right to award only the stated number of prizes through a random drawing from among those individuals who were so notified.

Limitations of the Scope of Responsibility:

The Released Parties are not responsible for:

- Any incorrect or inaccurate information either provided by entrants or caused by printing or other errors or by any of the equipment or programming associated with or utilized in the Sweepstakes;
- Technical failures of any kind, including but not limited to malfunctions, interruptions, or disconnections to the internet, social media platforms, in phone lines or network hardware or software;
- Unauthorized human intervention in any part of the Sweepstakes, including but not limited to the entry process;
- Technical or human error which may occur in the administration of the Sweepstakes, including but not limited to the processing of entries;
- Late, lost, undeliverable, damaged or stolen mail; delayed or misdirected entries or failure to receive entries due to limitation of third-party social network platforms;
- Entries that are erroneously deleted, lost or destroyed or corrupted. In that case, entrant’s sole remedy is to take the required actions (as provided in these Official Rules) to receive another entry in the Sweepstakes, if it is possible.

Disputes:

Except where prohibited, you agree that:

- Any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prize 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;
- 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
- Under no circumstances will you be permitted to obtain awards for, and you hereby waive all rights to claim, indirect, 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. **Important Note: 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 you 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.

Severability:

If any provision of these Official Rules is found to be invalid, illegal, or unenforceable by a court or other tribunal of competent jurisdiction, that provision will be enforced to the fullest extent permitted by law. Remaining provisions will remain in full force and effect. If any provision is determined to be overly broad, it will be limited and enforced to the extent allowed by applicable law.

Your Personal Information:

Information collected from you is subject to [Sponsor's Privacy Policy](#).

Winners List:

See this [winner list](#) for the names of the Sweepstakes winners. The winners' names will be posted after winner confirmation is complete.