

OREOVERSE SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE OR SCAN NECESSARY. MAKING A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING A PRIZE OR RECEIVING A DISCOUNT OFFER CODE.

OPEN TO RESIDENTS OF THE 50 UNITED STATES, THE DISTRICT OF COLUMBIA ("D.C."), AND PUERTO RICO, 13 YEARS AND OLDER ONLY

This promotion ("Promotion") is in no way sponsored, endorsed, or administered by, or associated with, YouTube, Twitter or Facebook. YouTube, 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.

The Promotion begins at 10:00 am Eastern Time ("ET") on January 24, 2023 and ends at 11:59 pm ET on March 31, 2023 ("Promotion Period"). For purposes of this Promotion, a "week" begins each Monday and ends the following Sunday, except the first Week which starts on Tuesday, January 24, 2023 and ends Sunday, January 29, 2023 and the last Week which starts on Monday, March 27, 2023 and ends Friday, March 31, 2023. For purposes of this Promotion, a day begins at 12:00 am ET and ends at 11:59 pm ET, except the first day which starts at 10:00 am ET and ends at 11:59 pm ET.

1. TO ENTER AND PLAY: There are three (3) ways to enter/play:

To enter the Promotion via method A or B you will need an OREO Code ("OREO Code"). A new OREO Code will be released within the OREOVERSE at the start of each Week during the Promotion Period.

A.) Scan a Qualifying Product Package or Promotion Signage with your Device and Enter an OREO Code: To enter the Promotion via this entry method, you may purchase "specially-marked" packages of The MOST OREO OREO, 13.4oz ("Qualifying Product") or locate Promotion signage in stores. Using your smart phone or other web-enabled device ("Device"), "scan" the Qualifying Product packaging or the Promotion signage by pointing the camera on your Device at the quick response ("QR") code located on the packaging of each Qualifying Product or Promotion signage. **Standard message rates and data charges apply.** Once the QR code is recognized, follow the instructions to open the mobile web page at <http://OREOVERSE.oreo.com> ("Website"). Next, follow the links and instructions to obtain the applicable week's OREO Code found in the OREOVERSE. **If you are accessing the OREOVERSE through a virtual reality headset to find an OREO Code, you will need to create a Meta and Horizon Worlds account at <https://auth.meta.com/> and must be at least 18 years old to create an account.** Once you have obtained the OREO Code, follow the links and instructions to enter the OREO Code and complete and submit the registration form. By doing so, you will receive one (1) Sweepstakes entry and one (1) Instant Win Game play. Then play the Instant Win game to receive your Instant Win Game results. If you receive an Instant Win Game winning message or message that you qualify to receive a discount code ("Discount Code"), follow the on-screen instructions to claim your prize/Discount Code. Potential winners/Discount Code recipients and Instant Win Game plays are subject to verification by Merkle Inc. Instant Win Game and Sweepstakes winners/Discount Code recipients will be determined through random processes (see Rule 3, below). On subsequent visits, follow the onscreen instructions to enter the applicable week's

OREO Code found in the OREOVERSE, then enter your email address to receive one (1) Sweepstakes entry and one (1) Instant Win Game play.

B.) Visit the Microsite from a Desktop Computer or mobile device and Enter an OREO Code:

To enter without making a purchase or scanning a QR Code, during the Promotion Period, first visit <http://OREOVERSE.oreo.com> ("Website"). Next, follow the links and instructions to obtain the applicable week's OREO Code found in the OREOVERSE. **If you are accessing the OREOVERSE through a virtual reality headset to find an OREO Code, you will need to create a Meta and Horizon Worlds account at <https://auth.meta.com/> and must be at least 18 years old to create an account.** You will need an OREO Code to enter the promotion via this entry method. A new OREO Code will be released at the start of each Week during the Promotion Period. Once you have obtained the OREO Code, follow the links and instructions to enter the OREO Code and complete and submit the registration form. By doing so, you will receive one (1) Sweepstakes entry and one (1) Instant Win Game play. Then play the Instant Win game to receive your Instant Win Game results. If you receive an Instant Win Game winning message or message that you qualify to receive a Discount Code, follow the on-screen instructions to claim your prize/Discount Code. Potential winners/Discount Code recipients and Instant Win Game plays are subject to verification by Merkle Inc. Instant Win Game and Sweepstakes winners/Discount Code recipients will be determined through random processes (see Rule 3, below). On subsequent visits, follow the onscreen instructions to enter the applicable week's OREO Code found in the OREOVERSE, then enter your email address to receive one (1) Sweepstakes entry and one (1) Instant Win Game play.

C.) Visit the Microsite from a Desktop Computer or Mobile Device and Enter for Free without an OREO Code:

To enter without making a purchase, scanning the QR code located on a Qualifying Product or Promotion signage, and without an OREO Code, during the Promotion Period, first visit <https://OREOVERSE.oreo.com/#/oamoe> ("Website") and follow the links and instructions to complete and submit the registration form. By doing so, you will receive one (1) Sweepstakes entry and one (1) Instant Win Game play, and your Instant Win Game results will be displayed. If you receive an Instant Win Game winning message or message that you qualify to receive a Discount Code, follow the on-screen instructions to claim your prize/Discount Code. Potential winners/Discount Code recipients and Instant Win Game plays are subject to verification by Merkle Inc. Instant Win Game and Sweepstakes winners/Discount Code recipients will be determined through random processes (see Rule 3, below). On subsequent days, first visit <https://OREOVERSE.oreo.com/#/oamoe> and then follow the onscreen instructions to enter your email address to receive one (1) Sweepstakes entry and one (1) Instant Win Game play.

Limit: One (1) Sweepstakes entry and one (1) Instant Win Game play, per day, per email address/person during the Promotion Period. Use of any robotic, automatic, programmed, or similar entry method or the use of any means to obtain more than the stated number of Sweepstakes entries or Instant Win Game plays per day will void all entries/Game plays and result in disqualification. Released Parties (as defined in Rule 6, below) are not responsible for lost, late, incomplete, invalid, unintelligible, misdirected or otherwise non-compliant entries or Game plays, all of which will be disqualified. In the event of a dispute as to any entry/Game play, the authorized account holder of the email address used to enter/register will be deemed to be the entrant/player and he/she must comply with these Official Rules. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Potential winners/Discount Code recipients may be required to show proof of being the authorized account holder.

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

A.) Facebook Referral: Share a message about the Sweepstakes on your Facebook wall. The post will contain a unique link to the Sweepstakes. If a friend/family member/known acquaintance subsequently enters the Sweepstakes through the unique link, you will receive one (1) bonus Sweepstakes entry. Limit: Up to 10 bonus Sweepstakes entries, per email address/person, during the Promotion Period for this method.

If a friend/family member/known acquaintance subsequently enters the Sweepstakes through the unique link and you haven't already reached the above-mentioned overall limit, you will receive one (1) bonus Sweepstakes entry.

If a friend/family member/known acquaintance subsequently enters the Sweepstakes through the unique link and you have already reached the above-mentioned overall limit, you will *not* receive one (1) bonus Sweepstakes entry.

B.) Twitter Share: Tweet a message about the Sweepstakes on Twitter. The Tweet will contain a unique link to the Sweepstakes. If a friend/family member/known acquaintance subsequently enters the Sweepstakes through the unique link, you will receive one (1) bonus Sweepstakes entry. Limit: Up to 10 bonus Sweepstakes entries, per email address/person, during the Promotion Period for this method.

If a friend/family member/known acquaintance subsequently enters the Sweepstakes through the unique link and you haven't already reached the above-mentioned overall limit, you will receive one (1) bonus Sweepstakes entry.

If a friend/family member/known acquaintance subsequently enters the Sweepstakes through the unique link and you have already reached the above-mentioned overall limit, you will *not* receive one (1) bonus Sweepstakes entry.

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

Use of any robotic, automatic, programmed, or similar entry method, or the use of multiple identities, Facebook, or Twitter accounts, to receive entries/Game Plays and/or bonus Sweepstakes entries in excess of the entry/Game Play/bonus Sweepstakes entry limitations stated above will void all such entries/Game Plays/ bonus Sweepstakes entries and result in disqualification of the entrant. **If you enter using a mobile device, standard data fees may apply.** See your wireless provider for pricing plan details. A mobile device is not required to participate.

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 Administrator (as defined in Rule 2, below), which shall be final in all matters relating to this Promotion.

2. ELIGIBILITY: Promotion is only open to residents of the 50 United States, D.C. and Puerto Rico, who are 13 years of age or older at the time of entry, except for employees, officers and directors of Mondelēz Global LLC ("Sponsor"), Merkle Inc. ("Administrator"), HMT Associates, Inc., Media Monks, The Martin Agency, VaynerMedia LLC., their respective parent companies, affiliates, subsidiaries and agencies (collectively "Promotion 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 households (whether related or not) of any of the above. Void where prohibited.

3. WINNER DETERMINATION AND PRIZE/DISCOUNT CODE CLAIM: SWEEPSTAKES:

Administrator will select the potential Sweepstakes 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 April 3, 2023. The potential Sweepstakes winner will be notified by the email address used to enter the Promotion. **INSTANT WIN GAME:** There will be a total 287 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/Discount Code recipient of the prize/Discount Code indicated (subject to verification).

The potential Sweepstakes 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 (including bonus entries). Each potential winner of an 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/Game plays received. The return of any prize/Discount Code notification as undeliverable may result in disqualification and the prize/Discount Code may be awarded to an alternate winner/Discount Code recipient in the manner described above, as determined by Sponsor in its sole discretion. In the event that a potential winner/Discount Code recipient is disqualified for any reason, Sponsor will award the applicable prize/Discount Code to an alternate winner by random drawing from among all remaining eligible entries/Game plays. Instant Win Game prize/Discount Codes will be fulfilled within approximately 8-10 weeks after the conclusion of the Promotion and verification of Winners'/Discount Code recipients' eligibility and compliance with these Official Rules.

4. PRIZE/DISCOUNT CODES AND APPROXIMATE RETAIL VALUES ("ARV"):

SWEEPSTAKES: One (1) Grand Prize: A \$50,000.00 check. ARV: \$50,000.00.

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

INSTANT WIN GAME:

Seven (7) First Prizes: One (1) Virtual Reality headset and one (1) package of OREO product. ARV: \$405.00 each.

Five (5) Second Prizes: One (1) Gaming console and one (1) package of OREO product. ARV: \$305.00.

One hundred (100) Third Prizes: One (1) Set of wireless headphones and one (1) package of OREO product. ARV: \$261.00 each.

Twenty-five (25) Fourth Prizes: (1) OREO-branded t-shirt and (1) package of OREO product. ARV: \$38.00.00.

One hundred (100) Fifth Prizes: One (1) Wireless power bank charger and one (1) package of OREO product. ARV: \$21.00 each.

Fifty (50) Discount Codes: One (1) \$25 OREO Discount Code. Terms and conditions apply. Discount Code must be used within one transaction, cannot be combined with other promos or offers, and cannot be used on tax or shipping costs. Only ships to the continental U.S. This is not a gift card. Discount Codes expire October 1, 2023. ARV: \$25.00 each.

Odds of winning an Instant Win Game prize/Discount Code depend on the number of eligible Instant Win Game plays made during the Promotion Period, the timing of such Game plays, and the number of Instant Win Game prize/Discount Codes available at the time each Game play is made.

The actual value of prize/Discount Codes 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/Discount Code is awarded or redeemed. Winner/Discount Code recipient will not receive difference between actual value and ARV, if any.

Limit one (1) Sweepstakes prize and one (1) Instant Win Game prize/Discount Code, per email address/person. No substitutions or transfers of prize/Discount Codes permitted by Winners/Discount Code recipients except at the discretion of the Sponsor; Instant Win Game prizes/Discount Codes are not redeemable for cash. Sponsor reserves the right to substitute a prize/Discount Code (or portion thereof) of equal or greater value if an advertised prize/Discount Code (or portion thereof) becomes unavailable. If applicable, winner/Discount Code recipient will not be compensated for any difference in value between the ARV of the advertised prize/Discount Code component and actual value of any substituted prize/Discount Code/ prize/Discount Code component at the time the substituted prize/Discount Code/ prize/Discount Code component is awarded. All prize/Discount Codes are awarded "as is" without warranty of any kind, express or implied, on the part of the Sponsor. Winners/Discount Code recipients (and their parents or legal guardians if Winners/Discount Code recipients are Minors) agree to look to the manufacturer or supplier of the prize/Discount Code or prize/Discount Code component, and not the Sponsor or Administrator, for any warranty on the prize/Discount Code or prize/Discount Code component or for any damages arising out of acceptance or use of the prize/Discount Code or prize/Discount Code component. Total ARV of all prizes: \$83,510.00. Total ARV of all Discount Codes: \$1,250.00.

5. PUBLICITY: Acceptance of prize/Discount Code shall constitute and signify each winner's/Discount Code recipient's (and his/her parent's or legal guardian's if winner/Discount Code recipient is a Minor) agreement and consent that Sponsor and its designees may use the winner's/Discount Code recipient's name, city, state, likeness, photo, and/or prize/Discount Code information in connection with the Promotion for promotional, marketing, advertising or other purposes, worldwide, in commerce and 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 and other taxes resulting from acceptance of prize/Discount Codes are the responsibility of the winners/Discount Code recipients. By participating, entrants (and their parents/legal guardians if entrants are Minors) agree to release and hold Promotion Parties, YouTube, 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/Discount Code (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, software or social media platform 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 prize/Discount Codes are claimed than are intended to be awarded in this Promotion according to Rule 4, the intended number of prize/Discount Codes will be awarded in a random drawing from among all valid prize/Discount Code 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; or electronic or human error which may occur in the administration of the Promotion, or announcement of the winners/Discount Code recipients. In no event will Sponsor be liable for more than the number of prize/Discount Codes 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/Discount Codes will be awarded in a random drawing from among all non-suspect entries/Game Plays received as of the date/time of termination. 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 prize/Discount Code 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 entrant's parent/legal guardian if entrant is a Minor) 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://www.mondelezinternational.com/Privacy-Policy>.

9. WINNERS LIST: For a winners list of prizes valued over \$25.00, please [click here](#). The winners list will be posted after winner confirmation is complete.

SPONSOR: Mondelēz Global LLC, 100 Deforest Avenue, East Hanover, NJ 07936.

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

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

All trademarks used herein are the property of their respective owners.