

START A BELVITA BREW-MANCE

OFFICIAL RULES

NO PURCHASE NECESSARY

OPEN TO RESIDENTS OF THE 50 UNITED STATES (D.C.), 18 YEARS OF AGE AND OLDER ONLY

1. TO PLAY: Start a belVita Brew-mance ("Instant Win Game") begins at 12:00 am ET on September 2, 2020 and ends at 11:59 pm ET on October 16, 2020 ("Promotion Period"). During the Promotion Period, visit www.startabelvitabrewmance.com, register (if you have not already), and follow the onscreen instructions to enter. You will advance to the Instant Win Game page and receive one (1) Instant Win Game play for that day. If you receive an Instant Win Game winning message, follow the on-screen instructions to claim your prize. Prizes are subject to verification by Merkle Inc.

Limit: 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 to obtain more than one (1) Instant Win Game play per day will void all plays and result in disqualification.

2. ELIGIBILITY: Instant Win Game is open to residents of the 50 United States (D.C.) who are 18 years of age and older at the time of entry, except for employees, officers and directors of Mondelēz Global, LLC ("Sponsor"), Merkle Inc. ("Administrator"), HMT Associates, Inc., 7-Eleven, Inc., Phoenix creative, their respective affiliates, subsidiaries and agencies (collectively "Promotion Parties"), and members of their immediate family (spouse, parents, children, siblings, grandparents, in-laws, grandchildren) or persons living in the same household (whether related or not). Void where prohibited.

3. ALL POTENTIAL WINNING PLAYS ARE SUBJECT TO VERIFICATION BY SPONSOR OR ADMINISTRATOR, WHOSE DECISIONS ARE FINAL AND BINDING. AN ENTRANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE INSTANT WIN GAME SHOULD SO INDICATE, UNLESS AND UNTIL ENTRANT'S ELIGIBILITY AND THE POTENTIAL WINNING PLAY HAVE BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE. SPONSOR WILL NOT ACCEPT SCREEN SHOTS OR OTHER EVIDENCE OF WINNING IN LIEU OF ITS VALIDATION PROCESS. ANY PLAY THAT OCCURS AFTER THE SYSTEM HAS FAILED FOR ANY REASON IS DEEMED A DEFECTIVE PLAY, IS VOID, AND WILL NOT BE HONORED.

4. WINNER DETERMINATION: There will be seven (7) 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. Each potential winner will be required to provide his/her full name and home mailing address to confirm eligibility within five (5) days of the date notice or attempted notice is provided, in order to claim the prize. The return of any prizes/prize notifications as undeliverable or if a potential winner fails to comply with any of these requirements or with the Official Rules in any way may result in disqualification and an alternate winner may be selected by random drawing from among all other Instant Win Game plays. Failure by a potential winner to provide the requested information may result in the automatic forfeiture of the prize. In the event that a potential Grand Prize winner is disqualified for any reason, Sponsor may, at its discretion, award the applicable prize to an alternate winner by random drawing from among all other Instant Win Game plays. Any prize won by a minor will be awarded in the name of the winner's parent/legal guardian. Prizes will be fulfilled to winners within approximately 8-10 weeks after the conclusion of the Instant Win Game and verification of winners' eligibility.

5. PRIZES AND APPROXIMATE RETAIL VALUES (“ARV”): Seven (7) Grand Prizes: \$100 AMEX gift card. Use of the gift card is subject to all terms, conditions and policies of the issuer. ARV: \$100 per prize. Total value of all prizes is \$700. Limit one (1) Instant Win Game prize per email address/person for the entire Promotion Period. Odds of winning an Instant Win Game prize depend on the number of eligible Instant Win Game plays and the timing of such Game plays. No prize substitutions, cash redemptions or transfers of prizes permitted by winners. Sponsor reserves the right to substitute a prize of equal or greater value if the advertised prize becomes unavailable.

6. GENERAL RULES: All income taxes resulting from acceptance of prizes are the responsibility of the winners. By participating, entrants (and their parents/legal guardians if entrants are deemed minors in the jurisdiction in which they reside (“Minors”) accept and agree to these Official Rules and the decisions of the Administrator, which shall be final in all matters. By participating, entrants (and their parents/legal guardians if entrants are Minors) agree to hold Promotion Parties, their affiliates, directors, officers, shareholders, employees and assigns harmless against any and all claims and liability arising out of participation in the Instant Win Game and/or use or redemption of prizes (if applicable). Acceptance of prizes constitutes permission to the Promotion Parties to use winners’ names, likenesses, and biographical information for marketing purposes without further compensation or right of approval, unless prohibited by law. Promotion Parties are not responsible for lost or late Game plays or email, 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 Instant Win Game, or by any human error which may occur in the programming of this Instant Win Game or the notification of potential winners. If due to a computer programming or other error, more prizes are claimed than intended to be awarded according to Rule 5, the prizes will be awarded in a random drawing from among all valid recipients of such notifications. In no event will Sponsor be liable for more than the stated number of prizes in Rule 5. If, in the Administrator’s opinion, there is any suspected evidence of tampering with any portion of the Instant Win Game, or if technical difficulties compromise the integrity of the Instant Win Game, the Administrator reserves the right to modify or terminate the Instant Win Game in a manner deemed reasonable by the Administrator, in its sole discretion. If terminated prior to the stated end date of the Promotion Period, the prizes will be awarded in a random drawing using all non-suspect Game plays made as of the date/time of termination. Thereafter, no further Game plays will be allowed and no further prizes will be awarded. In the event a dispute arises as to the identity of a potentially winning entrant, entries will be declared made by the name on the online registration form. All federal and state laws apply.

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

8. WAIVER AND DISPUTES: Except where prohibited, entrant (and his/her parent/legal guardian if the entrant is a Minor) agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Instant Win Game or any prize 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 (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Instant Win Game, but in no event attorneys’ fees; and (3) to the extent allowed by applicable law, entrant (and his/her parent/legal guardian if the entrant is a Minor) waives all rights to claim punitive, incidental and consequential damages, attorneys’ fees or any damages other than actual out-of-pocket costs incurred to enter. 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 Instant Win Game, 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 Instant Win Game-related materials or notifications and these Official Rules, these Official Rules shall prevail, govern and control.

9. WINNERS' LIST: For a winner list, visit <https://bit.ly/2TIWIJM>. The winner list will be posted after winner confirmation is complete.

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