

## COMPETITION TERMS

### ABSOLUT X TOMORROWLAND (the “Competition”)

Organizer: The organizer of the Competition is Pernod Ricard Denmark DK (“**Organizer**” or “**we**”) with the address Vesterbrogade 149, 1620 Copenhagen, Denmark. For any inquiries, please contact us via email at [pr-denmark.info@pernod-ricard.com](mailto:pr-denmark.info@pernod-ricard.com). The Organizer reserves the right to change the Competition terms without prior notification and to suspend or cancel the Competition for objective reasons.

Competition Period: 2026-04-22 to 2026-06-10 (the “**Competition Period**”).

Eligibility: To participate in the Competition, you must (i) reside in Denmark, (ii) be at least 18 years old, and (iii) be able to prove your identity and age at the Organizer’s request. The Plus One (as defined below) must also fulfil these conditions to be eligible to receive the Prize.

Ineligibility: The following categories of people are not eligible to enter the Competition: (a) officers, directors and employees of the Promoter, its parents, subsidiaries, or affiliates, (b) individuals or entities responsible for the development and implementation of this Promotion, and any employees, officers or directors of any corporate body responsible for the same, (c) employees working for suppliers, distributors and retailers of alcoholic beverage products, and (d) individuals who are employees of, or members of the immediate family or household of, any of the above categories.

No Purchase Necessary: You do not need to purchase anything to participate in the Competition. A payment or purchase will not improve your chances of winning a Prize.

How to Enter: To participate in the Competition, you must access the website <https://www.absolut.com/en/campaign/vindbilletter/> (the “**Website**”) and follow the entry instructions available therein before the end of the Competition Period. Participation requires answering a question: IS ABSOLUT VODKA THE OFFICIAL VODKA AND OFFICIAL PARTNER OF TOMORROWLAND 2026: YES / NO

Entries received will be considered final by the Organizer. Late or incomplete entries will not be accepted.

Selection of Winners: Three (3) Winners, who win the Prizes, will be selected at the end of the Competition Period and awarded to a participant who has (i) submitted correct responses to the questions on the Website, and (ii) been selected at random from the pool of participants who answered the aforementioned question(s) correctly,

Entry Limit: Only one Competition entry per competitor is accepted.

Prize: Full Madness Pass/REGULAR TICKET FULL WEEKEND 2 to Tomorrowland 2026, valid during Friday 24 July – Sunday 26 July 2026 for the winner and a friend of the

Winner's choice (the "**Plus One**"), with a value of approx. DKK 3,000 per ticket. Three (3) Prizes of two tickets will be awarded. For the avoidance of doubt, the Prize does not include travel, accommodation or food to, from or during the festival. The Prize cannot be transferred or changed. It is not possible to exchange the Prize for cash or any other item of value. The Organizer undertakes no responsibility for the Prize, nor responsibility for any defects etc. the Prize may be encumbered with.

Winner Notification: The Winners will be contacted personally via the email address and/or phone number provided by them when entering the Competition. In the Winner Notification, the Winner will receive further instructions on how to collect the prize, including but not limited to certifying the age and identity of the Winner and the Plus One. The Winner must confirm acceptance of the prize by return e-mail no later than seven (7) days after awarding of the Prize, otherwise Organizer reserves the right to award it to an alternative winner. Unsuccessful entrants will not be notified directly.

Taxes: Each Winner is responsible for assessing its tax implications and paying any taxes due as a result of winning the Prize. The Winner is also responsible for informing the Plus One of the potential tax implications and duty to pay taxes for the Prize.

Non-Transferable: The Prize cannot be transferred or changed. It is not possible to exchange the Prize for cash.

Liability: Organizer is not responsible for the consequences of competition entries that have disappeared, been sent incorrectly, in violation of these Competition Terms, or been delivered too late to Organizer. Organizer is also not responsible for any technical difficulties such as an incorrect email address being provided or problems that may affect either the registration or the final result of this competition. Organizer assumes no liability whatsoever for any direct or indirect damage, loss, or any injury suffered by any entrant (or guest of any entrant where applicable) participating in the Competition as a result of accepting the Prize or the use or disclosure of an entrant's Information in relation to the Competition.

Disqualification: If We consider that you or your entry are in breach of these terms and conditions, if we have grounds to suspect any entrant or third party of cheating, tampering, deception, forgery, fraudulent or unsportsmanlike conduct of any kind (including, without limitation, manipulating the Competition, choice of winners, any voting mechanism or any entry), or if we believe that your entry infringes on a third party's intellectual property rights or otherwise promotes offensive, irresponsible or immoderate drinking or other behaviour, without limiting the options available to us, we reserve the right in our sole discretion (and without incurring any liability) to disqualify any entrant, entry or person we reasonably believe to be responsible for, or associated with, such activity. You agree that you will not do anything which is likely to bring us or any of our competition partners into disrepute or which might adversely affect our

reputation or the Competition. If you are disqualified prizes may be withheld or withdrawn. You will not be compensated and you may be required to pay any costs incurred. Another entrant or winner may be selected at our discretion to take part in the Competition and win the Prize.

Data Protection: Personal data will be collected and processed in accordance with the Organizer's Privacy Policy. At any time you can exercise your rights of access, rectification, erasure, restriction, portability, objection by contacting us at [prne.legal@pernod-ricard.com](mailto:prne.legal@pernod-ricard.com). You also have a right to lodge a complaint with your Data Protection Authority in your location.

Intellectual property: All entries and any copyright subsisting in the entries become and remain the property of the Organizer upon receipt by the Organizer or their agents. Each entrant waives all and any moral rights and any other similar rights which may be vested in the entry. Each entrant acknowledges that they have no obligation to be accorded credit or acknowledgement in respect of their entry content. Organizer shall have full discretion to edit the entry material and license same to their affiliated market companies.

Use of Name/Likeness: Entrants consent to the Organizer and their affiliated companies using the entrant's name, likeness, image and/or voice featured in their entry videos (including photograph, film and/or recording of the same) in any media for an unlimited period of time without remuneration or compensation for the purpose of promoting, publicising or marketing this Competition (including any outcome), and promoting any products or services manufactured, distributed and/or supplied by the Organizer.

Governing Law: These Competition Terms are governed by and construed in accordance with the laws of Denmark. Any disputes arising out of or in connection with the Competition shall be subject to the exclusive jurisdiction of Copenhagen County Court.

Modification of Terms: Organizer reserves the right to amend these Competition Terms at any time. Any changes will be posted on the competition's website and will take effect immediately upon posting.

Acceptance of Terms: By participating in the Competition, you confirm that you have read, understood, and agree to be bound by these Competition Terms.