

Real Madrid Giveaway Contest

Official Contest Rules

1. The Real Madrid Giveaway Contest (the “**Contest**”) is held by Beiersdorf Canada Inc. (the “**Contest Organizer**”). The Contest begins at 12:00:01 a.m. ET on **August 1st, 2025**, and ends on **August 31st, 2025**, at 11:59 p.m. ET (the “**Contest Period**”).

2. ELIGIBILITY

Open to residents of Canada. Must be 18+ years of age to participate. Employees, agents and representatives of the Contest Organizer or of its subsidiaries, their advertising and promotional agencies or suppliers of prizes, products, services and material related to this Contest, as well as members of their immediate family (brothers, sisters, children, father, mother), their legal or common-law spouse and any individuals with whom such employees, agents and representatives are domiciled, are not eligible.

3. HOW TO ENTER.

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

3.1 Free entry option. Visit the NIVEA Canada Real Madrid official website (www.nivea.ca/RealMadrid) to complete the entry form and correctly answer the skill testing question. Once completed, upload a picture of your answer to the following question: **In which country does Real Madrid play its national league?**

3.2 Purchase entry option. Buy one (1) NIVEA MEN’s deodorant with one (1) other NIVEA MEN’s product* at participating retailers. Visit the NIVEA Canada Real Madrid official website (www.nivea.ca/RealMadrid) to complete the entry form and correctly answer the skill testing question.

*Does not include travel size products

4. LIMITE OF ONE (1) ENTRY PER PERSON.

One (1) completed entry option as set forth in subsection 3.1 is equal to one (1) entry for the Contest. A limit of one (1) entry per person is allowed for the duration of the Contest Period. Any attempts to exceed the maximum number of entries per person is a violation of these Official Contest Rules (the “**Contest Rules**”) and may result in disqualification. Use of automated devices is prohibited; automate entries (including but not limited to entries submitted using any robotic, script, macro, or other automated service) are not permitted and may result in disqualification. Entrants will be disqualified if their entry form is incomplete, contains incorrect information, or fails to provide the correct answer to the skill-testing question. At any time during the Contest Period, entrants may only use one email address even if they have more than one email address. The use of any other information to create additional entries for themselves, will be automatically disqualified.

PRIZE(S)

5.1 **There are five (5) Prizes** in total available to be won during the Contest Period and they consist of:

- **One (1) Grand Prize:**
 - Two (2) VIP tickets to attend a game of the Real Madrid CF team in Spain for 2025/2026 season (approximate value of \$2,520 CAD) and a travel voucher (approximate value of \$3,000 CAD).
- **Four (4) Secondary prizes:**
 - A Real Madrid official set (“**RM Set**”) which includes
 - A 25/26 season home jersey and a 25/26 season home short. short (approximate value of \$300 CAD per RM Set). Each of the four winners will receive a RM Set.

The approximate total value: **\$6,720 CAD (taxes are excluded).**

5.2 Excluded from the Prize.

- Cost of passports and vaccination certificates, if required.
- Hotel and lodging.
- Transportation.
- Fees for visas and other travel documents, if required.
- Any baggage fees.
- Airport and transportation taxes, if applicable, local departure taxes for certain destinations, goods and services taxes or other similar taxes.
- Fuel surcharges or other additional charges imposed by the air carrier.
- Travel insurance.
- Expenses of a personal nature.
- Beverages and minibar charges.
- Local and long-distance calls.
- Safety deposit box fees and hotel security deposit, if required.
- Pocket money.

6. SELECTION PROCESS

6.1 One (1) draw will be held during the Contest Period.

6.2 The chances of an entry being selected depend on the total number of eligible entries received during the Contest Period.

7. AWARDING OF THE PRIZES

7.1 A representative from the Contest Organizer, will notify each selected entrant either telephone or email within five (5) business days of the draw date. If a selected entrant (a) cannot be reached by telephone or email within five (5) business days of notification; (b) fails to correctly answer the skill testing question; or otherwise does not meet all of the Prize conditions as per the Contest Rules, the selected entrant will be disqualified and shall forfeit any rights to the Prize without any liability to the Contest Organizer, and a second random draw will occur and the above process will be repeated until such time as there is one (1) confirmed Prize winner, or no more eligible entries, whichever comes first. The Contest Organizer will not be responsible for failed attempts to contact a selected entrant. See prize claim conditions below.

7.2 Prize conditions.

- 7.2.1 The Prize must be accepted as described in these Contest Rules and may not under any circumstances be substituted for another prize or exchanged for any other prize.
 - 7.2.2 The Prize is only valid for the duration of the 2026 Real Madrid C.F. soccer team season and is not transferable to a third party if the winner is unable to travel during the selected period. The winner and their guest must be available to travel during this period, failure to do so will result in the Prize being null and void.
 - 7.2.3 The winner and their guest must be in possession of a valid passport.
 - 7.2.4 The travel voucher is neither redeemable for cash nor transferable and does not constitute a travel credit.
 - 7.2.5 All expenses other than those specifically mentioned in the Prize description will be the sole responsibility of the winner and the accompanying person.
 - 7.2.6 The winner and their guest agree to follow all directions and instructions that may be given to them during the trip.
 - 7.2.7 **Force Majeure:** No compensation will be granted if the Prize or elements of the Prize must be cancelled for reasons beyond the control of the Contest Organizer (such as war, labor disputes, pandemics, natural disasters, weather conditions, riots or political situations likely to endanger the lives of travelers, strikes or other) and where the contractual obligations of the Contest Organizer with its suppliers do not allow for the reimbursement of sums paid to the supplier on behalf of the winner.
 - 7.2.8 Winning a Prize is contingent on fulfilling all the requirements set forth herein. To be declared a winner, any selected entrant must have declared that he/she has fully complied with these Contest Rules, including the eligibility requirements.
- 7.3** Failure to comply with one of the conditions mentioned in these Contest Rules or to accept the Prize will cause the selected entrant to be disqualified. In such a case, the Contest Organizer may, at its sole discretion, cancel the Prize or select another eligible entry received during the Contest Period.
- 7.4** Prize will be sent by email to the winners at the address provided on the entry form within four (4) to six (6) weeks of the Prize notification e-mail. All prizes that are not awarded or returned as undeliverable will automatically be cancelled.

8. PERSONAL INFORMATION

The Personal Information that you provide when you register and enter this Contest is being provided to the Contest Organizer. The Contest Organizer and its authorized agents will only use and disclose the personal information you provide when you register and enter the Contest for the purposes of administering the Contest and Prize fulfillment, unless you otherwise agree. Contest Organizer and its authorized agents may request additional personal information for administering prize fulfillment unless you otherwise agree. By accepting the Prize, the winner agrees to the Contest Organizer's use of his/her name, photo, city/province of residence, biographical information, statements, voice and likeness in any advertising and publicity the Contest Organizer may conduct relating to the Contest in any media or format, whether now known or hereafter developed, including but not limited to the (the Contest Organizer's website and/or on other social networking and online marketing web pages following the award date), at any time or times in perpetuity, without further compensation or notice. Aggregate and/or anonymized Contest winner information may be used by the Contest Organizer to communicate about the Contest to its retailers and distributors. For further information about Organizer's privacy practices, please see Contest Organizer's Legal Policy at: www.nivea.ca

9. GENERAL CONDITIONS

- 9.1** For the purposes of these Contest Rules, the entrant is the person whose personal information appears on the entry form. This person is to whom the Prize will be awarded if selected and declared a winner.
- 9.2** Entry forms are subject to verification by the Contest Organizer.
- 9.3** Any entry form which is, as the case may be, incomplete, fraudulent, submitted late, not bearing the correct answer to the skill-testing question, showing a wrong email address or phone number or otherwise noncompliant shall be rejected and will not entitle the entrant to be entered in the contest or to win the Prize.
- 9.4** The Contest Organizer reserves the right to disqualify an entrant or to cancel one or several entries by an entrant who participates or tries to participate in this contest by using methods that do not comply with these contest rules or that are unfair to the other entrants (e.g., entries exceeding the authorized limit). Such an entrant shall be reported to the appropriate legal authorities.
- 9.5** The Prize must be accepted as described in these Contest Rules and may not be transferred to another person, replaced by another prize or exchanged in whole or in part for cash.
- 9.6** The person selected for the Prize acknowledges that from the moment they receive the winning confirmation letter from the Contest Organizer, the fulfillment of prize-related obligations becomes the full and sole responsibility of the various service suppliers and manufacturers, as the case may be.
- 9.7** The Contest Organizer does not warrant that access to or use of the Contest website will be uninterrupted during the Contest Period or error-free.
- 9.8** In the event that the computer system cannot record all the Contest entries during the Contest Period for whatever reason, or if participation in the Contest must be terminated in whole or in part before the end date of the contest as provided in the Contest Rules, the Contest Organizer, at its discretion and without liability to any entrant or intended entrant, may proceed with the draw among the entries duly registered during the Contest Period or, as the case may be, up to the date of the event terminating participation in the contest.
- 9.9** The Contest Organizer reserves the right, at its sole discretion, to cancel, modify or suspend this Contest in whole or in part, or to terminate it, should human intervention or

an event take place that could modify or affect the administration, security, impartiality or conducting of the contest as provided in these contest rules

- 9.10** In no event shall the Contest Organizer, its affiliates, their advertising and promotional agencies, the suppliers of goods, materials or services related to this Contest, and their employees, agents and representatives be required to award more prizes than those indicated in these contest rules or to award a prize otherwise than in accordance with these Contest Rules
- 9.11** Persons who enter or try to enter this contest release the Contest Organizer, their affiliates, their advertising and promotional agencies, and their employees, agents and representatives from any liability for damage they may incur as a result of their participation or their attempt to participate in the Contest.
- 9.12** No communication or correspondence related to this Contest shall be exchanged with entrants except as provided for in the present Contest Rules or at the Contest Organizer's initiative.
- 9.13** All Contest entrants agree to abide by the Official Contest Rules and the decisions of the Contest Organizer and its authorized representatives, which are final and binding in all matters relating to this contest.
- 9.14** Any attempt to deliberately damage the website of this Contest and/or any related site or to sabotage the legitimate course of this Contest constitutes a violation of civil and criminal laws. Should there be any threats of violations, the Contest Organizer reserves the right to reject the entrant's entries and obtain legal or equitable relief under the applicable laws.
- 9.15** If a section of the Contest Rules is declared or deemed illegal, unenforceable or invalid by a competent court, that section shall be considered invalid, but all unaffected sections will be applied within the limits of the law.