

# FULL RULES OF THE "GOLDEN LION" CONTEST

The purpose of this document (the "**Contest Rules**") is to set out the complete and accurate rules of the *Golden Lion Internet Contest* (the "**Contest**"). These Rules are the only legally binding document relating to the Contest.

## 1. CONTEST ORGANISER AND RULES

- 1.1 The organizer of the Contest is **Contest Masters s.r.o.**, with registered office at Blodkova 1266/3, Žižkov, 130 00 Prague 3, identification number: 19753390, registered in the Commercial Register kept at the Municipal Court in Prague, Section C, Insert 391080 (the "**Organizer**").
- 1.2 The subject matter of these Contest Rules is to regulate the legal relationship between the Contestant (as defined below) and the Organizer during the Contestant's participation in the Contest.

## 2. CONTESTANT

- 2.1 The Contest is open to any natural person of legal capacity who meets the following conditions (the "**Contestant**") and:
  - a) creates a Contestant profile on the Website (as defined below) by logging in through his/her Discord social network account (the "**Contestant Profile**");
  - b) provides in the Contestant Profile his/her true and verifiable information necessary for the proper performance of his/her obligations and exercise of his/her rights arising from his/her participation in the Contest;
  - c) purchases a Golden Lion virtual club card valued at \$1.99 (the "**Card**") through the Website to generate a unique invitation code for use in accordance with the principle of the Contest as explained below;
  - d) at the latest from the time of creation of the Contestant Profile, has created a personal profile on the aforementioned social networking sites Discord and X.com, which will be actively used until at least the ending of the Contest;
  - e) from the moment of creating the Contestant Profile until the ending of the Contest, he/she will be a fan and follower of the Organizer's profile (@ContestMastersX on X.com) on the relevant social network via his/her social network profile.
- 2.2 The Contest is not open to persons who are in an employment or other similar relationship with the Organizer or their family members.
- 2.3 By participating in the Contest, the Contestant confirms to the Organizer his/her unconditional and irrevocable acceptance of these Contest Rules. Any Contestant who fails or ceases to comply with or breaches the terms and conditions of the Contest set out in these Contest Rules will automatically cease to be a Contestant.
- 2.4 A Contestant may be excluded from the Contest if the Organizer determines or has reasonable grounds to suspect that the Contestant is acting fraudulently, in breach of the Contest Rules and/or good morals, contrary to generally accepted principles of fair play or contrary to the legitimate interests of the Organizer. The Organizer's decision to disqualify a Contestant from the Contest is final, without the possibility of appeal.
- 2.5 In the event of a Contestant's exclusion from the Contest or termination of his/her participation in the Contest, his/her entitlement to the Prizes, if any, will cease without any compensation and no Prize will be awarded to him/her. In the event that such Contestant has received a Prize despite the above, he/she shall surrender the Prize without undue delay upon the Organizer's request.

## 3. PLACE AND TIME OF THE CONTEST

- 3.1 The Contest will be held at [www.contestmasters.com](http://www.contestmasters.com) (the "**Website**").
- 3.2 The Contest will commence on December 1, 2023 and it will run until the official closing of the Contest (the "**Contest Period**"), which shall occur upon
  - a) the time of a valid and effective sale of the Organizer's Golden Lion X1X NFT on the <https://opensea.io/ContestMasters> website to an investor who has duly paid the purchase price in accordance with the terms of the relevant purchase agreement (the "**Investor**"); or

- b) the number of 1,000,000 Contestants has been reached;

whichever occurs earlier. Closing of the Contest will be announced on the Website and where also the possibility of further continuation of the Contest will be blocked.

#### 4. PRINCIPLE OF THE CONTEST

- 4.1 Once a Contestant Profile has been created and a Card has been purchased, the Contestant will be assigned on the Website a uniquely generated invitation code (the "**Invitation Code**").
- 4.2 During the Contest Period the Contestant will invite other entrants to participate in the Contest who will enter the Invitation Code of the Contestant inviting them to participate in the Contest into the entry form when setting up their Contestant Profile in accordance with these Contest Rules (the "**Registered Entrant**"). A Registered Entrant may enter only one Invitation Code.
- 4.3 For each Registered Entrant who becomes a Contestant (i.e., meets the conditions set out in Clause 2 of these Contest Rules) and duly enters a valid Invitation Code into the *INVITED BY* field when setting up their Contestant Profile, the Contestant whose Invitation Code the Registered Entrant entered when setting up his/her Profile will be awarded one contesting point (the "**Point**").
- 4.4 Throughout the Contest Period, a Contestant may monitor his/her current number of Points on the Website under the "*My Profile*" tab. The more Points a Contestant has gathered, the better his/her ranking in the Contest.
- 4.5 After the Contest has been closed, a ranking of the Contestants will be published on the Website showing the final leaderboard of the Contestants from the best 1st to 100th place (the "**Leaderboard**"). The ranking of the Contestants on the Leaderboard is determined by the total number of their Points at the time the Contest closes. In the event of an equal number of Contestants' Points, the earlier date and time the Contestant Profile is created will determine the better position of the Contestant on the Leaderboard.

#### 5. PRIZES AND BONUSES, THEIR DETERMINATION AND PRIZE-GIVING

- 5.1 There are 100 prizes in the Contest: 3 main prizes, 2 secondary prizes and 95 basic prizes. Contestants may also receive Special bonuses during the Contest. A list of prizes associated with each winning and bonus (the "**Prizes**") is displayed on the Website. The Organizer has determined different types of Prizes according to the way of closing the Contest.
- 5.2 The main prize will be awarded to the Contestant who, at the time the Contest closes,
  - a) is ranked 1st in the Leaderboard; and/or
  - b) has scored a Point for a Contestant who has become the Investor; and/or
  - c) is the Investor.
- 5.3 A secondary prize will be awarded to Contestants who are ranked 2nd or 3rd on the Leaderboard at the time the Contest closes.
- 5.4 The basic prize will be awarded to Contestants who are ranked 4th–100th on the Leaderboard at the time the Contest closes.
- 5.5 A bonus will be awarded to a Contestant who gathers 1,000 Points, 10,000 Points and 100,000 Points during the Contest Period. A Contestant who has gathered 10,000 Points will receive a material Prize only if he/she confirms in advance his/her personal attendance at the Prize-giving event.
- 5.6 Determination of the Contestants as winners of the main, secondary and basic Prizes will take place within 15 days of the official closing of the Contest; a Contestant will be determined as a winner of the bonus upon the gathering of the specific number of Points required to obtain the pertinent bonus (collectively, the "**Winners**"). A Contestant's entitlement to the pertinent Prize shall commence upon his/her determination as a Winner.
- 5.7 The Organizer will notify the relevant Winner of the winning or bonus and of the date and place, or other method, of giving the Prize by email to the address set out in the Winner's Contestant Profile (the "**Notification**"), provided that non-tangible Prizes will be handed over by means specified in the Notification as soon as possible after the

Winners' entitlement has commenced and tangible Prizes will be handed over in person in Prague no later than 60 days after the Winners have been determined following the closing of the Contest. These terms will be posted on social media for all Contestants.

5.8 If the Winner

- a) fails to respond to the Notification within 15 days of the date on which it was sent to him/her by the Organizer in accordance with the Contest Rules; or
- b) fails to receive the Prize in the manner specified for the giving of the Prize; or
- c) fails to prove his or her identity when receiving the Prize; or
- d) ceases to be a Contestant because his/her participation in the Contest has terminated in accordance with these Contest Rules or he/she has been excluded by the Organizer,

the relevant Prize will be forfeited to the Organizer.

5.9 Each Winner must act in person, on his/her own behalf, towards the Organizer. Granting of a power of attorney is not permitted.

5.10 A Contestant may be entitled to multiple Prizes associated with each winning or bonuses, if he/she meets the conditions set out for their receipt.

5.11 A Prize cannot be paid out in cash, exchanged for other benefits or complained about. It is not possible to enforce awarding of winnings, bonuses or Prizes through the courts.

5.12 Display of Prizes on communication and marketing materials (leaflets, posters, websites, etc.) do not have to correspond exactly to their actual appearance. The Organizer reserves the right to change the winnings, bonuses, Prizes and the number thereof.

## 6. PROCESSING OF PERSONAL DATA

6.1 By participating in the Contest, the Contestant acknowledges that the Organizer is entitled to process Contestant's personal data entered by the Contestant in his/her Contestant Profile to the extent necessary for the organisation and evaluation of the Contest, determination of Winners, the Prize giving and presentation of the results of the Contest to the public (the "**Personal Data**"). The Organizer is the controller and processor of the Personal Data.

6.2 The Contestant shall have the right to request at any time, by written notice to the Organizer, any information on what data the Organizer processes about him/her, to request the Organizer to explain the processing of Personal Data, to request the Organizer to access and update or correct his/her Personal Data, to request the Organizer to delete his/her Personal Data if it exceeds the scope specified above, and to contact the Organizer or the pertinent Office for Personal Data Protection in case of any doubts regarding compliance with the obligations related to the processing of Personal Data.

6.3 An information memorandum on Personal Data processing of the Organizer can be found on the Website.

6.4 By entering the Contest, the Contestant, in the event that he/she becomes a Winner, grants in accordance with the relevant legislation express consent to the use of his/her image, written expressions, pictures and visual and audio recordings relating to his/her person or his/her expressions of a personal nature taken in connection with the Contest for the Organizer's commercial and marketing purposes on all communication media, regardless of their nature and purpose, by all usual means (in particular on the Organizer's and/or other companies of the Organizer's group's website, on Facebook, on Instagram, or other social media, etc.). Such a consent is granted by the Contestant without material, time-limit, quantity or territorial permission.

6.5 The Contestant acknowledges that the Organizer may use temporary files of the Contestant stored on Contestants' devices, such as cookies, on the Website, solely for the purpose of facilitating the technical operation of the Website. The management of such temporary files may be performed by the setting tools of all common web browsers.

## **7. PARTIES' RESPONSIBILITY**

- 7.1 The Organizer shall not be liable for any pecuniary or non-pecuniary damages or losses caused by or in connection with the Contestant's conduct in the Contest, participation in the Contest or the Prizes received in the Contest, except where such liability cannot be excluded under the Czech law. The Organizer accepts no liability for qualities of the Prizes unless a defect in the quality of the Prize was deliberately caused by the Organizer.
- 7.2 The Organizer shall not be liable for any technical problems of the Contestant in connection with participation in the Contest, except where such problems are deliberately caused by the Organizer.
- 7.3 The Organizer shall not be liable for late delivery of the Notification to the Competitor or non-delivery of a Prize caused by the entity that arranged for the Prize giving, except where the failure to deliver the Notification or a Prize is deliberately caused by the Organizer.
- 7.4 The Organizer does not assume any obligations vis-à-vis the Contestants other than those set out in the Contest Rules.

## **8. MISCELLANEOUS**

- 8.1 The Organizer reserves the right to decide all matters relating to the Contest in its absolute discretion.
- 8.2 In particular, the Organizer reserves the right to suspend the Contest, amend or close the Contest, these Contest Rules or the type of winnings, bonuses or Prizes for serious reasons without any compensation. Any information about any change regarding the Contest or the Contest Rules will be announced by the Organizer with immediate effect on the Website or on the Organizer's social networking site Discord.
- 8.3 Social networking sites on which the Contestant will follow the Organizer's profile do not provide any user support or response to complaints or suggestions from Contestants, nor are they co-organisers of the Contest.
- 8.4 Excerpts from these Contest Rules or abbreviated Contest Rules, as applicable, displayed on the Organizer's promotional materials are for informational purposes only and shall not be legally binding Contest Rules of the Contest.
- 8.5 In all other respects, the Contest and the relationship between the Competitors and the Organizer shall be governed by the laws of the Czech Republic.
- 8.6 Any potential questions or queries should be directed to *support@contestmasters.com*.

Current version of the Contest Rules as of 1 December 2023.