

RULES AND REGULATIONS

Conditions of Participation, Transfer of Usage Rights, and Privacy Notice for the Yokohama Tyres Contest

1. Organizer, Execution

- (1) The following conditions govern participation in the Yokohama Tyres contest (hereinafter: "Contest"), organized by YOKOHAMA Europe GmbH (hereinafter: "Yokohama"), as well as the processing of personal data provided by participants in connection with the Contest.
- (2) Yokohama will have full management of the Contest. Any processing of personal data will be carried out by YOKOHAMA Europe GmbH.
- (3) By participating in the Contest, participants accept these conditions of participation and the provisions on the protection of personal data.

2. Prize

- (1) Yokohama will give away 4 Apple Watch Series 9.
- (2) The prize is not redeemable for cash.
- (3) The right to the prize is non-transferable.

3. Participation

- (1) All individuals aged 18 and older are eligible to participate.
- (2) Only residents of Germany, France, United Kingdom, Switzerland, Austria, Sweden, Poland, Portugal, and Spain may participate. Yokohama employees are excluded.
- (3) In the event of any violation of these conditions, Yokohama reserves the right to exclude such individuals from the Contest. Participants who use unauthorized means or attempt to gain advantages through manipulation will also be excluded. Yokohama also reserves the right to immediately exclude anyone who publishes obscene, defamatory, offensive, illegal, or immoral content, or content that violates Instagram community guidelines (hereinafter: "Platforms").
- (4) Participants are responsible for the accuracy of the information they provide. Anyone providing false information may be excluded.
- (5) The participation period (CEST) is from 01.07.2025 to 16.07.2025 (11:59 PM). Late entries will not be considered. Technical malfunctions are the responsibility of the participant.

4. Contest Procedure and Management

- (1) To participate in the Contest, you must:
 - a. Follow the Instagram channel
 - b. Share content on your own channel featuring your set of Yokohama Tyres with the indicated hashtag and mention the Yokohama Europe profile.
- (2) Participation via mail or other means is not allowed. The timestamp recorded by the platforms is binding. Content posted outside the contest period will not be considered. Yokohama is not responsible for any delays in the submission or receipt of responses or participant data.
- (3) Winners will be randomly selected by Yokohama at the end of the Contest and notified via

comment on the platform. The winner must confirm the prize within 6 business days (by 29.07.2025, 6:00 PM) via direct message to Yokohama's Instagram channel, providing their name, email, date of birth, mailing address, and phone number. Failure to respond will result in forfeiture of the prize.

5. Usage Rights

(1) Participants grant Yokohama non-exclusive, unlimited rights in terms of time, geography, and content to use and exploit the submitted content. This includes but is not limited to: reproduction, distribution, display, performance, public transmission, broadcasting, retransmission rights, reproduction via audiovisual or radio media, public access, as well as adaptation and modification. Participants agree to sign a written agreement for rights not yet known, upon Yokohama's request. Participants also waive the right to revoke the granted rights due to non-use. The granting of rights is free of charge. Participants waive the right to attribution.

(2) Participants guarantee that they hold these rights and can transfer them to Yokohama.

(3) Participants also guarantee that the use does not violate third-party rights. If third-party content is included, participants must obtain the necessary consent and legal possibility to transfer the rights. Participants shall indemnify Yokohama from all third-party claims, including legal fees.

6. Early Termination of the Contest

Yokohama reserves the right to interrupt or cancel the Contest at any time without notice due to unforeseen reasons. This applies, for example, in the case of software/hardware errors or other technical/legal reasons that prevent the proper execution of the Contest.

7. Liability

(1) Yokohama is liable without limitation only in cases of intent or gross negligence.

(2) In cases of slight negligence, Yokohama is only liable for the breach of essential obligations, and only for foreseeable and contract-typical damages.

(3) Yokohama does not guarantee the continuous availability of the Platforms or the absence of technical or content errors. It assumes no responsibility for data loss or technical defects.

(4) The above limitations do not apply to damages caused by intent or gross negligence, or in cases of personal injury. Statutory liability under product liability law remains unaffected.

8. Final Provisions

Legal recourse is excluded. The Contest, conditions of participation, and data protection are subject to the law of the Federal Republic of Germany. Should any provision be or become invalid, this shall not affect the validity of the remaining provisions. Invalid or missing clauses will be replaced by valid clauses that come as close as possible to the original purpose.

