

## TERMS AND CONDITIONS OF THE CAMPAIGN

- Alexela's campaign "No to Cupism! Bring your own cup" (hereinafter referred to as the **Campaign**) is organized by AS Alexela, Roseni 11, 10111 Tallinn (hereinafter referred to as the **Campaign Organizer**).
- The Campaign runs from 8 May to 31 Aug 2023. The Campaign is organized and carried out in Estonia.
- A trip to a Colombian coffee plantation for one person will be drawn as the main prize of the Campaign (hereinafter referred to as the **Grand Prize**). The award trip is accompanied and conducted by a person from Paulig Estonia.
- The trip will take place between 13–21 Nov 2023.
- The Grand Prize includes:
  - ✓ Return flight tickets for one person from Tallinn to Bogota and from Cartagena or Bogota to Tallinn
  - ✓ 30 kg of checked baggage
  - ✓ Airport and coffee plantation transfers
  - ✓ Accommodation for 7 nights in Colombia
  - ✓ Meals three times a day
  - ✓ Costs of the coffee plantation and other activities

**NB! Other possible additional costs (expenses not included in the Grand Prize, such as travel insurance) shall be borne by the winner. Before the trip, please consult a travel medicine doctor, more information at [www.reisivaktsiinid.ee](http://www.reisivaktsiinid.ee).**

### Trip description:

- ✓ 13 Nov – Flight from Tallinn to Colombia, arrival in Bogota and rest after the long flight. A visit to the gold museum in the second half of the day. Visit to Monserrate viewpoint, dinner and overnight in Bogota.
- ✓ 14 Nov - 1.5 hour drive to La Palma el Tucan, located in a wonderful environment. Opportunity to learn about coffee processing in a coffee plantation, to try their coffees and get an overview of how to make better coffee at home.
- ✓ 15 Nov - Drive to the hotel in La Palma el Tucan to Bogota airport and domestic flight to the Armenia coffee region (1 hour). Getting to know Armenia, the capital of the Quindio region. Overnight at the Bio Habital hotel, where to discover the wonderful environment and nature.
- ✓ 16 Nov - Coffee tour in the Armenia region, visit to a traditional coffee plantation and an overview of the daily life of a coffee grower.
- ✓ 17 Nov - Second day in the Armenia region, visit to the National Coffee Research Center of Colombia, located in the heart of the coffee growing region.
- ✓ 18 Nov – Farewell to Armenia region and heading to Perreria airport, internal flight to Cartagena. Getting to know the city and staying at the Hotel Santa Teresa.
- ✓ 19 Nov - City tour in the old town of Cartagena, visit to Getsemani district in Cartagena and dinner in the city.

**NB! There may be changes in the itinerary and schedule.**

- All “My Alexela” customers (hereafter referred to as the **Customers**) who buy a hot drink with their own cup during the Campaign period (8 May – 31 Aug 2023) and collect at least 1 raffle ticket will participate in the Grand Prize draw of the Campaign. The number of participating virtual raffle tickets by one Customer is not limited.
- Raffle tickets can be collected by buying a hot drink (coffee, iced coffee, tea or hot chocolate) with a personal cup at an Alexela convenience store. Each purchase of a hot drink equals 1 raffle ticket.
- To collect raffle tickets, you must register your personalized Alexela Customer Card for all purchases.
- The status of raffle tickets is updated once a day, and the status of collected raffle tickets can be monitored in customer self-service at [minu.alexela.ee](http://minu.alexela.ee) or on the Alexela app.
- In the event that raffle tickets do not appear in the Customer's self-service due to a technical reason, please contact the Campaign Organizer's customer service, and the corresponding raffle tickets will be added in justified cases within 3 weeks of notifying Alexela.
- The winner of the Campaign Grand Prize will be drawn using a randomness generator, checking the fulfillment of all the conditions specified in the Campaign, and will be announced within 5 (five) days after the end of the Campaign.
- The Grand Prize draw will take place on 4 Sept 2023 and the Grand Prize winner will be contacted within 5 business days.
- The first name of the winner of the **Grand Prize** together with the first letter of their last name are allowed to be published on Alexela's social media channels on the date of the draw, and the winner of the prize is obliged to agree to interviews, filming and photoshoots and the publication of the content on the Campaign Organizer's websites and social media channels (Facebook, Instagram). The given content and the first name and the first letter of the last name of the winner of the prize draw of the Campaign **may be used by the Campaign Organizer** on the listed channels for 12 months from the date of the prize draw. The respective consent is a prerequisite for receiving the prize.
- The Campaign Organizer shall personally contact the Grand Prize winner by phone or e-mail and agree the necessary details with the Grand Prize winner.
- If the winner cannot be contacted for reasons beyond the control of the Campaign Organizer within 7 (seven) days after the draw, the Campaign Organizer shall have the right not to issue the Grand Prize to the original winner and to draw a new winner from among the Campaign participants.
- The Campaign Organizer shall have the right not to hand over the Grand Prize if the winner does not meet the conditions of the Campaign established by the Campaign Organizer, the winner has provided false information or if the winner has not been able to be contacted within the time specified in the rules.

- The prize will not be replaced by another type of prize at the participant's request or paid out in cash.
- Raffle tickets cannot be exchanged for money or transferred to some other customer's "My Alexela" account.
- Only private customers of "My Alexela" who are at least 18 years old can participate in the Grand Prize draw of the Campaign. The Campaign is not meant for legal entities.
- Raffle tickets collected with transactions with AGR cards issued by the Alexela Group (including current or former employees of the Alexela Group and their family members who carry out transactions with AGR cards) cannot participate in the Grand Prize draw of the Campaign (trip to Colombia).
- In order to participate in the Campaign, no other paid actions are performed than making purchases in the form of transactions that count towards collecting raffle tickets.
- During the Campaign period, all personalized "My Alexela" customers automatically collect raffle tickets to participate in the Campaign.
- The Campaign Organizer has the unilateral right to change the rules of the Campaign for a good reason or to interrupt the Campaign and stop awarding prizes. The Organizer considers a valid reason to be a circumstance that the Organizer cannot influence and for which, based on the principle of reasonableness, it cannot be expected that it would have taken it into account at the time of announcing the Campaign or would have been able to avoid its later occurrence.
- The Campaign Organizer shall not be responsible for possible damages to the winners and/or third parties that may arise from using the winnings.
- All costs that the Campaign participants may incur in connection with participation in the Campaign shall be borne by the Campaign participants.
- The winner shall be responsible for obtaining valid travel documents (passport) and visas. The Organizer shall not be responsible for the cancellation of the trip due to reasons caused by the winner.
- The winner must have sufficient funds guaranteed for the trip at the time of the trip. The Organizer does not cover expenses other than those stated in the rules.
- All advertising materials used in the Campaign are illustrative.
- The procedure for conducting the Campaign is established by the Campaign Organizer in these rules. All decisions made by the Campaign Organizer in conducting the Campaign are final and binding on all participants of the Campaign.
- All claims related to the organization and/or execution of the Campaign must be sent in writing to the Campaign Organizer's address: AS Alexela, Roseni 11, 10111 Tallinn, with the keyword "Campaign", or to the e-mail address alexela@alexela.ee by 14 Sept 2023. All claims will be resolved within 10 (ten) business days from the receipt of the respective claim.
- In matters not regulated by the terms of the Campaign, the laws of the Republic of Estonia will be used. All disputes arising from the Campaign shall be resolved in accordance with the laws of the Republic of Estonia.

