GREAT DUBAI SUMMER SALE – SHOP, SCAN & WIN PROMOTION

RULES (18 JULY – 10 AUGUST 2025)

1. This 'Great Dubai Summer Sale – Shop, Scan & Win Promotion' ("**Competition**") is run by Dubai Festivals & Retail Establishment ("**DFRE**") with its business office at P.O. Box 594, Dubai, UAE, an affiliate of the Dubai Department of Economy and Tourism ("**Dubai DET**") (collectively, "**we**", "**us**" and "**our**").

2. The Competition is governed by these rules (the "**Rules**") which set out the terms and conditions under which you may participate in or enter into Competition and also by the terms and conditions that govern the use of the platform hosting the Competition from time to time (the "**Platform**"). In order to make a valid entry ("**Entry**" or "**Entries**") to the Competition, you must read and accept the Rules. If you do not agree to the Rules, you must not enter into the Competition.

3. In addition to the Rules, you must also read and accept our privacy notice ("**Privacy Notice**"), which will apply to your participation or any Entry you make into the Competition. Our Privacy Notice, https://www.visitdubai.com/en/privacy-notice, sets out the terms on which we process any personal data we collect from you, or that you provide to us. By participating in or entering into the Competition, you confirm that you agree to comply with our Privacy Notice and you warrant that all data provided by you is accurate. If you do not agree to the terms of our Privacy Notice, you must not participate or enter into the Competition.

4. Your use of the Platform to participate in or submit an Entry into the Competition will also be subject to the Platform' terms of use and privacy policy, as updated from time to time. Please read and be aware of Platform' terms of use and privacy policy. By accessing and/or using Platform you do so at your own risk. In particular, you are responsible for your conduct while accessing the Platform or participating in the Competition and you expressly consent to the age restrictions imposed by us or the Platform. To the fullest extent permitted under applicable law, DFRE does not assume any responsibility and shall not be responsible or liable for your use of the Platform, including without limitation the accuracy, reliability, or content of the Platform. If the provisions of Platform' terms of use conflict with these Rules, the Platform' terms of

use shall prevail in relation to access and use of the Platform. Please visit the Platform' website for the most up to date versions of their terms of use and privacy policy.

5. We may amend these Rules or amend or cancel the Competition at any time without notice and at our sole discretion. We may also amend the relevant pages of the Platform that we use in relation to the Competition and remove (or request that the Platform operators remove) content at our sole discretion without notice.

ELIGIBILITY

6. Subject to fulfilment of Entry conditions mentioned under these Rules, only individuals (and not companies or other entities) that are a national of, legal resident or tourists in the United Arab Emirates with valid documentation are permitted to enter the Competition (each an "**Entrant**") and must provide valid Emirates ID and/or residency or passport documentation upon request. Our employees, officers, directors, agents and representatives of and the employees, officers, directors, agents and representatives of Dubai DET and its wholly-owned subsidiaries (collectively, "**Dubai DET Entities**"), their immediate families (mother, father, sister, brother, child, husband, wife and their respective spouses, regardless of where they reside) and those living in their same households, whether or not related, or any other individuals connected in any way with the Competition (decided by us at our sole discretion) are not permitted to enter the Competition. By entering the Competition, an Entrant is deemed to have accepted these Rules.

7. The Entrant must be at least 18 at the date of Entry. All Entrants must be able to provide proof of age and residency/nationality. Failure to provide proof will result in automatic disqualification from the Competition.

8. Entrants must provide a valid e-mail address, mobile no. and proof of identification. The Entrant must be the minimum legal age to use the Platform in his/her country of residence and compliant with the concerned Platform terms of use to participate in the Competition.

ENTRY CONDITIONS

9. An Entry is made to the Competition for free in the following ways:

- Shoppers can scan the QR code on the official Point of Sale Material (POSM) placed in the participating stores, or on any of the campaign creatives and upload their receipt.
- For every AED 300 or more spent at a participating outlet, the customer is eligible to receive one digital raffle coupon.
- An email confirmation with the raffle coupon serial number(s) will be sent to the customer, confirming their entry into the draw.
- Purchase receipts must be issued within the promotion period and uploaded digitally to qualify for participation.
- A maximum of 100 raffle coupons per invoice can be issued
- Winners will be informed of the time and venue for prize collection via email or phone.

Promotional Dates

The Competition begins at 10am Arabian Standard Time on 18 July 2025 and ends at 23:59pm Arabian Standard Time on 10 August 2025 ("**Closing Time**"). The period of the Competition shall be referred to as the ("**Competition Period**"). We may, at our own discretion and without notifying the Entrants, change the dates and times of the Competition Period.

10. Any information or content uploaded as an Entry and posted in the Platform must not:

a) be unlawful or promote any unlawful activity;

b) be considered inappropriate, defamatory, abusive, discriminatory, offensive, obscene, threatening, misleading or hateful (as determined by us in our absolute discretion);

c) include any content or symbols of a religious or political nature (as determined by us, in its absolute discretion);

d) be intended to harass another person or group of people;

e) include personal information of another person or persons, unless the Entrant has such person(s) consent;

f) contain viruses or corrupted files;

g) breach any the Rules; or

h) contain advertising or promotional materials, except with respect to the Competition.

11. Each Entrant agrees that any Entry shall not be offensive, obscene, derogatory or defamatory in nature, and will be sensitive and respectful to the local culture of the United Arab Emirates, and will adhere to these Rules.

SELECTION PROCESS AND PRIZES

12. We do not take responsibility for Entries that are lost, delayed, illegible, damaged, corrupted, incomplete, or that do not follow these Rules or that a Platform automatically filters out for any reason. Such Entries shall be considered invalid.

13. There will be two (2) winners ("**Winner(s)**") from all the Entries received by the Closing Time. Winners of the Competition will be selected, in our absolute and sole discretion, among all valid Entries received during the Competition Period by an official representative of our inspection team through an online randomiser tool _or a similar system approved by our inspection team. Our decision of the winning Entry shall be final and binding and you agree that you do not have a right to a dispute or claim with respect to the selection of the Winners.

14. The Winners will be announced within 14 (fourteen) working days after the Competition Period on the Platform and will be contacted by us via the contact details provided at the time of entering into the Competition. Each Entrant agrees to us using their contact details or their profile/identity shared on the Platform to contact them in relation to the Competition.

15. The prize for winning the Competition (together, the "**Prize**") is as follows:

(a) There will be two (2) Winners in total;

The prizes for this competition are:

1. One Million United Arab Emirates Dirhams (AED1,000,000) which will be paid in its entirety to one Winner through bank transfer, upon provision of complete documentation as required by DET Finance and verification of the Winner's identity;

2. One (1) new Nissan Patrol vehicle (Nissan Patrol XE 2026YM), which will be awarded to another Winner and must be collected by the Winner at (Arabian Automobiles, Nissan Showroom - Deira, Dubai, United Arab Emirates). The Winner is responsible for registration, insurance and all applicable taxes and fees. Prize is non-transferable and cannot be exchanged for cash value.

Other than as set forth above, we will not be responsible for transport, food and other expenses in Dubai, transport to and from the Winner's departure airport from the country of residence, and/or any other expenses associated with the Prize.

16. The Winner must have the correct documentation to travel to Dubai and we shall not arrange or pay for such documentation. In the event that the Winner is unable to come to Dubai, in such an event, the Winner will be deemed by us as having relinquished the right to the Prize and we reserve the right to offer the Prize to another eligible Entrant or the Prize may not be awarded.

17. If applicable, all Entrants shall abide by the health and safety rules and regulations of the government of Dubai during the time of their visit to Dubai with regards to COVID-19 that would include but is not limited to testing, self-isolation and preventive measures, quarantine and safety precautions.

18. We reserve the right to offer an alternative Prize (or any portion thereof), at any time, for any reason, without notice with one of comparable or greater value in our sole discretion. The Prize is non-transferable and no cash alternative will be offered. We will send the Winner, an email through which the winning Entry was made and follow up with a call on the valid mobile number through which the winning Entry was made. This must be acknowledged within 72 (seventy-two) hours of the time of sending by the Winner replying to the message with acceptance of the Prize, confirmation of their age, and by providing further details as required in order to make arrangements for the Prize. If the Winner does not respond and provide the requested information or

fails to meet the eligibility requirements (decided at our sole discretion), the Entrant will be deemed by us as having relinquished the right to the Prize and we reserve the right to offer the Prize to another eligible Entrant or the Prize may not be awarded.

19. By accepting the Prize, the Winner agrees for us to use their name, nationality, country of residence and image in any competition announcements and publicity material (including, but not limited to, online material) related to the, including, but not limited to, across media channels and platforms operated by us. In addition, as a condition to receiving the Prize, each of the Winner shall be required to: complete/sign our documentation (including consent forms) to provide their written consent to being filmed and photographed by our camera/photo crew over the course of experiencing the Prize and to us using any content created across our various media channels and platforms.

INTELLECTUAL PROPERTY RIGHTS

20. Each Entrant agrees that upon the Entry being received by us, the following shall vest entirely and without exception to us:

    (a) any copyright, patents, database rights and rights in trademarks, designs, know-how (whether registered or unregistered) including rights over any accompanying words, slogans or catch phrases ("**Intellectual Property Rights**") arising herein from and related to the Entry.

    (b) applications for registration, and the right to apply for such registration, for any of the Intellectual Property Rights arising herein from and related to the Entry; and

    (c) any other right inherently connected with the Intellectual Property Rights of or inherent to the Entry.

21. By submitting an Entry, you hereby warrant and represent that such Entry is an original work created by you and does not violate or infringe upon the rights of any third parties, including, without limitation, any Intellectual Property Rights. You agree that you will be liable to Released Parties and indemnify Released Parties for breach of any warranty. (This means that you will be responsible to Released Parties for any loss or damage suffered as a result of your beach of a warranty).

22. The Entrant hereby grants to us an exclusive, royalty-free, transferable, irrevocable, worldwide license in perpetuity to the use of the Entry for any purpose including the right to reproduce the Entry and the right to sublicense any or all of those rights to a third party.

23. The Entrant, being the sole owner of the Entry, so far as legally possible under any applicable laws, hereby waives absolutely and agrees not to enforce his moral rights in the Entry.

GENERAL CONDITIONS

24. Our decision in respect of all matters in relation to this Competition is final and no correspondence will be entered into.

25. Incomplete or indecipherable Entry will be deemed invalid. The use of automated devices to enter the Competition is prohibited and any Entry created through such means shall be null and void. We will not have any responsibility of any nature for defects or delays in any transmission, interruptions in service due to system repairs, maintenance or other causes, failures or malfunctions of connections, satellite, network, cable, Internet Service Provider (ISP), phones, phone lines or telephone systems, traffic congestion on the internet, technical or mechanical malfunctions, or other malfunctions or errors, whether caused by equipment, programming, human error or otherwise relating to or in connection with the Competition, including, without limitation, errors which may occur in connection with the administration of the Competition, the processing of entries or emails, the announcement of the Prizes, for any injury or damage to participant's or any other person's computer or other device relating to or resulting from participation in this Competition, or for printing, typographical, human or other errors appearing in these Rules or other Competition-related materials.

26. By submitting an Entry, Entrants agree that:

    (a) they shall abide by these Rules;

    (b) we may use (to the fullest extent permitted by applicable law) Entrant's name, city and state of residence, photograph, any oral or written statements, footage, and/or likeness for advertising, trade and/or any other purposes in

any media now or hereafter known throughout the world in perpetuity, without further compensation, permission or notification;

(c) all verifications required by us concerning the Entrant's identity;

(d) any indication of falsified, fraudulent, false, untruthful, incorrect or inexact identity or address of any entrant, may, in our sole discretion, lead to that entrant being disqualified from the Competition;

(e) DFRE, Dubai DET and its affiliates, any of their respective employees, officers, directors, agents and representatives (the **"Released Parties**") shall not have any liability and shall be held harmless and indemnified by the Entrant for any claims, demands, obligations, liability, suits, actions, proceedings, judgments, fines, losses, damages, penalties, charges, costs and expenses (including, without limitation, attorney's fees) of whatsoever nature in relation to the Entrant or any other person or entity, including, without limitation, personal injury or death to Entrant or any other person or damage to personal or real property, arising from or related to this Competition, or due in whole or in part, directly or indirectly, to (i) the acceptance, possession or use of the Prize, (ii) any physical activity, travel or travel-related activity in relation to the Competition or participation in this Competition; and

(f) to absolutely and forever release and discharge the Released Parties from, all claims, damages, liabilities, obligations, expenses and causes of action which the Entrant may bring and/or could have brought against the Released Parties , which relate to the Competition an/ or the Prize.

27. To the extent permitted by applicable law, the Released Parties shall not be liable under or in connection with these Rules, the Competition or the Prize for any indirect, special or consequential cost, expense, loss or damage suffered by an Entrant, Winner, even if such cost, expense, loss or damage was reasonably foreseeable or might reasonably have been contemplated by the Entrant and/or us and whether arising from breach of contract, tort, negligence, breach of statutory duty or otherwise.

28. DFRE takes no responsibility for any damage, injury of any kind whatsoever as a direct or indirect result of Prizes or promotion offered through any of the digital channels of DFRE or Dubai DET entities. The Entrants shall at all times indemnify, protect, defend and hold harmless the Released Parties, from and against any claims, demands, obligations, liability, suits, actions, proceedings, judgments, fines, losses, damages, penalties, charges, costs and expenses (including, without limitation, attorney's fees) of whatsoever nature resulting or arising from the use of the Platform, DFRE, Dubai DET or Dubai DET affiliates 's digital and social media platforms. The Entrants acknowledge and agree that we do not control over, and shall not be responsible or liable for, any content generated by third-party users in connection with the Platform.

29. We will not be liable to perform any of its obligations under these Rules where we are unable to do so as a result of circumstances beyond our reasonable control including but not limited to, weather conditions, fire, flood, hurricane, strike, industrial dispute, war, hostilities, political unrest, riots, epidemic, pandemic (including COVID-19) or any other circumstances amounting to force majeure. We accept no liability (and exclude all liability) for any loss of profit, business, contracts, revenues or anticipated savings or for special, direct, indirect or consequential loss of any nature howsoever arising, including where a Winner is unable to avail the Prize as a result of government restrictions, bans, regulations or other measures implemented directly or indirectly as a result of COVID-19 pandemic.

30. We reserve the right, in our sole discretion, to void any Entry and disqualify an Entrant whom we believe (in our discretion) have attempted to tamper with or impair the administration, security, fairness or proper play of the Competition and/or who are in violation of these Rules.

31. These Rules are governed by Federal Laws of the United Arab Emirates and the local laws of the Emirate of Dubai (excluding Dubai International Financial Centre laws). Any disputes arising from or in connection with this Competition shall be subject to the exclusive jurisdiction of Dubai Courts (excluding DIFC Courts).