

CAMPAIGN RULES

« Road to Carnaval »

1. Promoter and Manager

The Road to Carnaval campaign is promoted by **SUMOL+COMPAL Marcas S.A.**, a public limited company, with registered office at Rua Dr. António João Eusébio, nº24, Apartado 530, 2791-901 Carnaxide, NOPC 505 042 307 (Promoter) and managed by **014 MEDIA PORTUGAL, LDA.**, a private limited company, with registered office at Avenida de Berna, nº11, 5th floor, 1050-036 Lisbon, registered at the Commercial Registry of Sintra under the unique identification and legal entity number 510 078 664, with a share capital of €200,000.00 (hereinafter referred to as "the Manager" or "014 Media").

2. Recipients

2.1. The Campaign is open to all natural persons aged over 18 (eighteen) years who have purchased eligible Guaraná Antarctica brand products in any of the participating points of sale located throughout Swiss territory.

2.2. Entries will not be accepted, and the Prize will not be awarded to employees (and their spouses and direct-line relatives) of any company involved in the organisation of the Campaign, insofar as they are directly linked to activities related to the Campaign and/or to the companies.

3. Campaign Period

The Campaign will run from 1 June 2026 at 00h00m00s (Swiss time) to 20 September 2026 at 23h59m59s (Swiss time).

4. Objectives and Campaign Description

4.1. The Campaign aims to promote the Guaraná Antarctica brand and to stimulate interaction with its current and potential consumers, by awarding the Prize described in point 7 below to the Participant who cumulatively fulfils all conditions for participating in this Campaign and submits, during the Campaign Period, the highest overall total value of purchases of products and brands covered by the Campaign.

4.2. The participation modalities for the campaign are described in detail exclusively in these rules.

4.3. The conditions and requirements for participation in the Campaign as well as the composition of the Prize are described in detail in the points below.

5. How to Participate

5.1. To participate in this Campaign, interested persons who meet the conditions set out in point 2 above and the other conditions set out in these Rules must complete the following two steps:

a) Purchase of Guaraná Antarctica brand products: during the campaign period, participants must purchase at least one (1) eligible Guaraná Antarctica brand product from the list below, at one of the participating points of sale — hypermarkets or supermarkets — located throughout Swiss territory. The eligible products are as follows:

Product	EAN	Volume
Antarctica Guaraná 24 LT 0.33 L EUR	5601045300022	0.33L
Antarctica Guaraná 4x6 LT 0.33L EUR	5601045300022	6x0.33L
Antarctica Guaraná Zero 24 LT 0.33 L Nv	5601151960486	0.33L
Antarctica Guaraná Zero 4x6 LT 0.33 L Nv	5601151960486	6x0.33L
Antarctica Guaraná Zero 6 GR 1 L PET Nv	5601151960448	1L
Antarctica Gua 6 GR 1.5 L PET MI	5601045300008	1.5L

b) Submission of participation on the campaign website: during the campaign period, participants must access the www.roadtocarnaval.guaranaantarctica.ch (the "Campaign Website") and submit their entry(ies) by completing the form with the required information (first name, last name, e-mail, repeat e-mail), uploading the proof of purchase (invoice/receipt) in jpeg, png or pdf format, accepting the general terms and conditions and privacy policy, and clicking "I am not a robot".

The submitted proof of purchase must clearly and legibly indicate: (i) the ticket/invoice number, (ii) the date of purchase, (iii) the price, (iv) the brand,

(v) the product reference(s), (vi) the name of the point of sale, (vii) the QR Code, and (viii) the customer's tax identification number (optional field). All participants are required to retain all original proof of purchase documents until 60 (sixty) days after the end of the campaign. Participants may participate as many times as they wish, provided each entry is submitted with a different proof of purchase. Each proof of purchase may only be used once. Upon each submission, the participant will receive a confirmation e-mail. A maximum of one (1) entry per proof of purchase will be accepted.

5.2. By participating in the Campaign, the Participant declares and warrants that they:

- Have not engaged in illegal or criminal activities to participate;
- Are not participating using another person's identity or personal data, or false personal data;
- Are not participating using a falsified, manipulated, fraudulent and/or third-party proof of purchase;
- Are not participating abusively in the Campaign by using different names, e-mail addresses, phone numbers and/or proof of purchase previously submitted by themselves or by other Participants;
- Are not in violation of these Rules, nor any applicable law or any other applicable regulation, directive or standard;
- Their participation and/or telephone and e-mail communications with the Promoter and/or Manager do not contain any content that is:
 - Defamatory, offensive, threatening, abusive, violent, xenophobic, racist, vulgar, sexist, obscene, discriminatory, inappropriate, nor representing or inciting any other form of discrimination;
 - That infringes any legally recognised rights of third parties or the name, image and reputation of the Promoter and the Manager;
 - That aims to promote or incite violent, dangerous, antisocial or environmentally or animal-harming behaviour;
 - That infringes privacy, intimacy, confidentiality, intellectual property, industrial property or publicity rights, including the

disclosure of private or confidential information about any person or organisation.

5.3. In the event of non-compliance with the sub-paragraphs set out in point 5.2 above, the Participant will forfeit any right to the Prize potentially won, without entitlement to compensation, and will be prevented from participating in the Organiser's and Manager's Campaigns for a variable period, while also being subject to the penalties provided for in applicable legislation regarding civil and criminal liability. Data obtained through said Participant's participation in the Campaign and e-mails exchanged in connection therewith may be made available to determine civil and criminal liability, by order of the competent judicial authority.

5.4. The Manager will retain technical records of all submissions and access to the Campaign Website – including IP addresses, date, time and activity logs – for a minimum period of 90 (ninety) days, which may be used for internal audit purposes and as evidence in any fraud investigation proceedings.

5.5. The Manager may use automated mechanisms – such as CAPTCHAs, temporary blocking of suspicious IP addresses and analysis of access patterns – to prevent and detect automated or fraudulent participation attempts. Any participation identified as fraudulent by these mechanisms will be immediately invalidated, without entitlement to any compensation.

5.6. In the event of reasonable evidence of fraud, manipulation or irregularities, the Promoter and the Manager reserve the right to request Participants to provide documents proving their identity and the veracity of the data provided, as well as the originals of proof of purchase, the submission of which entitles the winner to receive the prize. Failure to send this data within 5 (five) business days of notification by the Organiser and/or the Manager will result in immediate exclusion from participation, without entitlement to any compensation.

5.7. Each proof of purchase may only be submitted once on the campaign website. Proofs of purchase already submitted will not be considered valid.

5.8. The identification of the winning Participant may be carried out using one or more of the following criteria: Name; Participation e-mail; IP Address

("Internet Protocol"), i.e. the address that identifies, on the Internet or on a local network, the device from which the participant submitted their entry.

5.9. Participations within the scope of this Campaign may only be made via the Campaign Website.

5.10. Participations by agents, third parties, organised groups or those automatically generated by computer will not be accepted. Likewise, incomplete, corrupted and/or participations showing signs of an attempt to circumvent the participation mechanisms set out in these rules will be excluded. The Manager reserves the right, at its sole discretion, to analyse technical data (such as IP addresses, access logs and other indicators of suspicious behaviour) to verify the authenticity of participations.

5.11. This campaign cannot be combined with other ongoing promotions.

6. Winner

6.1. One (1) winner will be designated throughout the duration of the campaign, and the prize will be awarded to them at the end of the campaign.

6.2. The winner will be the participant who, during the campaign period, has submitted the highest total amount of purchases of products and brands covered by the campaign and who has fulfilled all the conditions defined in these rules.

6.3. Since the selection of the winning participant does not depend on any element of chance, randomness or participant skill, but is determined exclusively according to the terms provided in the preceding paragraph, this campaign cannot under any circumstances be classified as a game of chance or monetary game, within the meaning of Article 159 of Decree-Law No. 422/89 of 2 December.

6.4. Within a maximum of 10 (ten) business days after the end of the Campaign Period, the Manager will proceed with the validation of all submitted entries and the designation of the Winner. Only valid entries will be taken into account for the designation of the Winner. Entries will be considered valid provided that: (i) they are submitted during the Campaign Period; (ii) they contain complete and truthful information and fully comply with all participation instructions and conditions, in accordance with these

Rules; (iii) each proof of purchase is only used once and clearly and legibly indicates the proof of purchase number, the date of purchase, the price, the brand, the product reference(s), the name of the point of sale and the QR Code. Any entry that does not meet these criteria or for which fraud or manipulation is found will be automatically invalidated, without entitlement to any compensation.

6.5. If multiple participants accumulate exactly the same total purchase amount, in order to distinguish between them, it will be verified which participant reached that amount in the shortest time.

6.6. Within a maximum of 5 (five) business days after validation, the Manager will contact the Winner at the e-mail address provided by them when submitting their entry on the Campaign Website. The winner must reply to the e-mail within a maximum of 5 (five) business days after being contacted by the manager, providing all the information and elements necessary for the reservation of the trip for the winner and their companion, namely: full name, date of birth, nationality, e-mail, telephone number, passport number, passport expiry date.

6.7. The passport must be valid on the date of entry into Brazil and remain valid throughout the entire stay. It is recommended that the passport has a minimum validity of 6 (six) months from the date of travel.

6.8. The submission of incomplete, non-compliant personal data and/or failure to submit the requested documents will result in the cancellation of the participation and the consequent loss of winner status and prize, without entitlement to any compensation.

6.9. If the winner does not meet all the criteria defined to receive the prize or does not reply to the e-mail containing the requested information within the allotted time, or if they reply renouncing the prize, they will automatically lose their winner status and, consequently, their right to the prize. In this case, a substitute will be contacted, in the same manner as the winner, and will become the campaign winner. The substitute will be chosen according to the same criteria used to determine the winner and must send all the requested information within the allotted time. If the substitute does not send the requested information within the allotted time, and/or sends incomplete or non-compliant information, and/or renounces the Prize, they

will forfeit their right to the Prize, without entitlement to any compensation. No further substitute will be selected.

7. Prize

7.1. Within the scope of this campaign, a maximum of one (1) prize will be awarded, comprising two (2) aeroplane tickets to Rio de Janeiro, Brazil, with dates to be set from February 2027. The prize is intended for use by two (2) adult persons and includes return flights in economy class (with 1 piece of hand luggage per person and 1 piece of checked luggage per booking included), departing from and arriving in Switzerland, a 7 (seven) night stay in Rio de Janeiro or surroundings (to be defined by the Promoter and the Manager), in a hotel rated a minimum of three stars, in a standard double room, breakfast included. Travel insurance is not included.

7.2. The details of the Prize, namely the type of flight (direct or with layover), the airline, the departure and arrival airports, the date and time of outbound and return flights, and the identification of the accommodation will be defined and communicated to the Prize Winner by the Organiser at the e-mail address provided by them when submitting their entry on the Campaign Website.

7.3. The elements comprising said Prize must be used exclusively at the location(s), on the date(s) and at the time(s) indicated by the Manager and may not be used outside these date(s) and time(s). In the event of the Winner and/or their companion's absence from the locations and dates indicated by the Manager to enjoy the elements comprising the Prize, the Winner will forfeit their right to the Prize, without entitlement to compensation.

7.4. The winner may not request: a booking for minors; the modification of any element comprising the Prize, in particular flights, airlines, departure and/or destination airport, accommodation and/or travel dates; airline, hotel or room upgrades or changes to the defined accommodation regime; the booking of flights and/or stays for persons other than the beneficiaries of the Prize.

7.5. No compensation will be paid by the Promoter and/or the Manager, nor will any replacement flight be granted if the Winner and/or their companion

are not in possession of the mandatory legal documents to benefit from the Prize won.

7.6. The Prize is subject to the conditions specified by the Manager and its use must comply with the rules of the respective Partners.

7.7. Travel to and from Zurich airport, tourist taxes, food, drinks, etc., as well as all other expenses incurred by the winner and their companion in connection with the enjoyment of the prize, or in connection therewith, that are not expressly described in clause 7.1, are the exclusive responsibility of the winner and their companion.

7.8. The Prize is personal, non-transferable and may not be sold, exchanged, replaced, returned or converted into cash.

7.9. The promoting entity cannot be held responsible for any inconveniences, delays, cancellations or changes resulting from force majeure, including (but not limited to) weather conditions, legal or governmental restrictions, strikes, flight cancellations, changes in accommodation availability, pandemics or any other external event beyond its control. If, for reasons beyond the organiser's control, it is not possible to ensure the trip under the originally planned conditions, the organiser reserves the right to make the necessary adjustments, ensuring, to the extent possible, conditions equivalent to those described in the prize.

8. Personal Data Processing

8.1. Regarding the processing of personal data within the scope of this campaign, the organiser acts as the controller of the personal data of all participants and winners.

8.2. The processing of personal data is based on the legitimate interests of the Organiser, as well as the consent of the Participants, within the scope of their voluntary and free participation in the Campaign in question, and is intended exclusively for the management of the Campaign, the disclosure and designation of the Winner, as well as establishing contact with the Winner for the delivery of the Prize and its confirmation.

8.3. Personal data will be processed in accordance with SUMOL+COMPAL Marcas S.A's privacy policy, available at XXXXXXXXXXXXXXXX. All instructions

regarding participation form an integral part of the rules and are covered by them.

8.4. The categories of personal data subject to processing are: (i) full name, (ii) e-mail address, (iii) telephone number; (iv) IP address; (v) passport data of the Winner and their companion; and (vi) any other personal data appearing on the proof of purchase or submitted on the Campaign website. Incomplete submission of personal data, in accordance with the terms of these Rules, will result in the cancellation of the participation and the consequent loss of Winner status and Prize, without entitlement to any compensation. The data is necessary for participation in the Campaign and to send the Prize and will be processed electronically.

8.5. The Organiser guarantees that the processing of personal data will be carried out to the extent necessary to pursue its objectives, with data being deleted within 90 (ninety) days after the end of the Campaign Period, and may not be retained for longer than necessary to comply with a legal obligation to which the Organiser is subject.

8.6. The Promoter adopts appropriate technical and organisational measures for the security and protection of personal data.

8.7. The confidentiality obligation assumed by the Promoter extends to all persons associated with it, whether collaborators, service providers or auxiliaries, with the Promoter being responsible for compliance with this obligation by the latter.

8.8. The Promoter guarantees the personal data subjects, at any time and without undue delay, the right of access to their personal data, as well as their rectification, erasure, limitation and/or opposition to processing, as well as the right to withdraw consent (without prejudice to the processing carried out until then).

8.9. To exercise any of the rights, the personal data subject must address themselves in writing to the registered office of SUMOL+COMPAL Marcas S.A or contact the company at the following e-mail address: XXXX.

8.10. Requests will be processed with particular care to guarantee the effectiveness of the personal data subject's rights. Proof of identity may be requested to ensure that the sharing of personal data only takes place with the data subject.

8.11. Furthermore, the personal data subject may always lodge a complaint with the National Data Protection Commission (CNPD), the national supervisory authority empowered for this purpose.

8.12. Within the scope of this campaign, the promoter may engage sub-processors for the processing of personal data, including the manager, on behalf of and for the account of the promoter, and in accordance with its instructions, in compliance with data protection legislation and the commitment to adopt the necessary technical and organisational measures to protect personal data against accidental or unlawful destruction, accidental loss, alteration, unauthorised disclosure or access and against any other form of unlawful processing. In all cases, the Promoter remains responsible for the processing of personal data.

8.13. Where necessary to achieve the objectives related to the management of this promotional campaign, personal data may be transferred outside the European Union. The promoting entity therefore undertakes to ensure that international transfers comply with data protection legislation.

9. Final Provisions

9.1. The general terms and conditions of these rules apply to all entries made within the scope of this campaign and aim to protect all aspects of the participant's relationship with the promoter entity and the managing company within its scope.

9.2. Participants undertake to indemnify the Promoter and the Manager, exonerating and releasing them from all liability, as well as each of their subsidiaries, affiliated companies, related companies, advertising and promotional agencies and their respective directors, officers, employees, agents and representatives, for any loss, damage, right, claim or action of any kind arising, in whole or in part, directly or indirectly, from participation in this Campaign.

9.3. The Promoter and the Manager will delete and denounce unlawful participations and telephone and e-mail communications that infringe point 5.2 above, the law, any other applicable regulation, directive or standard, own or third-party rights and/or these Rules.

9.4. If the participant engages in the behaviours described in the preceding paragraph, the provisions of point 5.3 above will apply.

9.5. If, for any reason arising from facts or circumstances beyond the will or control of the entities concerned, which alter or affect the management, security, fairness, integrity or proper conduct of this Campaign, and it cannot proceed as planned for reasons including, but not limited to, global pandemics (e.g., SARS-CoV-2 virus: Covid-19), earthquakes, explosions, fires, floods, atomic radiation, lightning, cyclones, serious accidents at the facilities or with the equipment of any of the parties and other natural catastrophes, state of war, hostilities, invasion, subversion, riots, rebellion, terrorism, serious disruption of public order, unauthorised intervention, falsification, fraud, technical failures, energy cuts and/or fluctuations, sabotage, strikes not declared by the parties, orders issued by any judicial or administrative authority or any other event preventing or making the performance of obligations seriously difficult, the Promoter and the Manager reserve the right to unilaterally terminate, modify, shorten, delay, extend or suspend the Campaign, without the Participant having the right to any compensation whatsoever, and are not responsible for any failure to meet or delay in meeting their obligations under these Rules.

9.6. If, for reasons beyond the Organiser's and Manager's control and/or for reasons of force majeure and/or any circumstances disrupting the normal running of this Campaign, including but not limited to supply problems, logistical failures, transport problems, operational errors, proven delivery errors or other duly proven technical incidents – it is not possible to ensure the delivery and/or effective enjoyment of the Prize indicated in these Rules, the Promoter and/or the Manager may, at their sole discretion, unilaterally proceed with the cancellation, modification or replacement of the Prize with another of equivalent value. In these situations, the decision to cancel, modify or replace the Prize will be communicated to the Winner(s) by e-mail and will be considered final and irrevocable. The Participant acknowledges that by accepting these Rules, they will have no right to any compensation, reimbursement or indemnification resulting from such cancellations or modifications, nor to any other compensation whatsoever.

9.7. Under the terms of this Campaign, the Organiser and the Manager limit themselves to making available, under the terms and conditions set out in these Rules, a single Prize for use by the Winner. Participants declare and acknowledge that the Organiser and the Manager act as mere intermediaries in the award of the Prize and cannot under any circumstances be held responsible for the manner in which it is used. The Promoter and the Manager will not accept any claims regarding the management and provision of the service provided, nor any situation directly or indirectly related to the enjoyment of the Prize.

9.8. The Promoter and the Manager are in particular not responsible for: (i) lost, delayed, incomplete, invalid, misplaced or corrupted participations, which will not be taken into account for the purposes of participation in the Campaign; (ii) any loss, theft, misplacement or non-use of the Prize during its validity period; (iii) any difficulty or impossibility in contacting the Winner or in contacting the Promoter or the Manager; (iv) any loss of messages or delivery delays by telecommunications operators or any Internet breakdown; (v) any computer incident and/or event of any nature on the Road to Carnaval Campaign website resulting from internal factors related to hardware or software or external causes, such as telephone, electrical or natural network failures or insufficient performance of companies that provide these services, which prevent or delay access to submission of entries, their validation and/or receipt of the Prize; (vi) the inaccuracy of data provided by Participants; (vii) non-delivery of the Prize, for reasons beyond the control of the Promoter and the Manager, in particular due to the provision of an incorrect e-mail address; (viii) any act committed by Participants, whether in the context of their participation or enjoyment of the Prize, or any act of bad faith, in particular by participating in the Campaign using false information, thereby distorting it, in which case, if identified, they will be automatically excluded, without prejudice to participation being referred to the competent authorities; (ix) any unauthorised attempt to intrude into the Campaign's computer or communication systems, which will be considered illegal and reported to the competent authorities for appropriate effects; (x) the patrimonial or extra-patrimonial, incidental or accidental damages that Participants and/or third parties may suffer as a

result of the receipt or enjoyment of the Prize awarded within the scope of the Campaign; (xi) any decision to enjoy or not enjoy the Prize and any consequences related to participation therein, the Winner being responsible for ensuring they have the necessary physical and health conditions to enjoy the Prize, as well as compliance with the basic safety standards indicated, with the Promoter and the Manager, their agents and distributors in no way being responsible for any accidents, health problems, or physical, mental or material damage that the Winners may, directly or indirectly, cause or suffer as a result of the enjoyment of the Prize; (xii) changes to flight and hotel dates and times, nor flight, hotel and/or Festival cancellations, for any reason. In the event of cancellation of flights, hotel and/or Festival, the Winner will automatically forfeit their right to the Prize, without entitlement to any compensation, replacement or award of an alternative Prize.

9.9. All participants, as a condition of participating in this campaign, agree to exonerate, release from liability, indemnify and hold harmless SUMOL+COMPAL Marcas S.A and 014 Media Portugal, LDA as well as each of their directors, administrators, employees, agents, successors, assignees (collectively, the "Exonerated Parties") from any liability, claim, costs (including legal fees), losses, damages, fines or actions of any kind for injuries, damages or losses caused to persons or property (including death) that may be suffered, in whole or in part, directly or indirectly, in connection with: (i) participation in any aspect of the Campaign (including travel to/from the Festival), (ii) the receipt, possession, use or misuse of the Prize awarded, including any travel or activity associated with any Prize, (iii) infringement by the Exonerated Parties of image or privacy rights, defamation complaints or claims of misleading representation or based on any allegation of intellectual property rights infringement; (iv) the Participant's registration material on any related website, or (iv) any typographical, human or other error in the printing, offer, selection, operation or announcement of any Campaign activity and/or Prize.

9.10. The Promoter and the Manager disclaim any liability not covered by these Rules.

9.11. All trademarks, whether registered or not, names, signs, logos, other distinctive signs, as well as any other element protected by intellectual property rights of the Promoter and/or the Manager to which the Participant has access during their participation in the Campaign are the exclusive property of the Promoter and/or the Manager and Participants neither have nor acquire any rights over them.

9.12. The Promoter and the Manager reserve the right to modify these Rules during the promotional period and use of the Prize, without prior notice or compensation to any Participant, by publishing new Rules on the Campaign Website, with the new Rules only entering into force from the date of their publication.

9.13. The clauses of these Rules shall be interpreted and integrated by the Promoter and the Manager in accordance with the rules relating to the interpretation and integration of legal acts, but always in the context of and in harmony with the general conditions in which they are inserted. Decisions taken by the Promoter and the Manager pursuant to this provision cannot be subject to any claims.

9.14. For any questions, Participants may contact the Manager by e-mail at info@roadtocarnaval.guaranaantartica.ch, available on business days, from 9am to 1pm and from 2pm to 6pm. Any questions, requests or complaints regarding the Campaign must be addressed to the Manager before 30 September 2026. After this date, no clarification will be provided on the Campaign and no requests for re-sending the Prize will be accepted.

9.15. In situations not provided for by these rules, the decision taken by the promoter will prevail.

9.16. The law applicable to the Campaign is Portuguese law. All disputes relating to the validity, interpretation and execution of this Campaign will be resolved by the judicial court of the Lisbon district, with express waiver of any other.

9.17. Participation in this Campaign implies knowledge and automatic acceptance of the terms of its Rules. The Organiser recommends reading

them regularly. Participants who do not agree with them must refrain from participating.

Lisbon, 1 June 2026