

## GENERAL GAME TERMS

### Burger Crush

#### SECTION 1. RULES (TERMS AND CONDITIONS) OF THE "Burger Crush" GAME

These rules (hereinafter referred to as the "Rules") determine the conduct of the game "Burger Crush" (hereinafter referred to as the "Game") and govern the relationship of the Game Organizer with the persons participating in the Game.

#### SECTION 2. ORGANIZER

2.1. The organizer of the Game is "Sunfoods Bulgaria" EOOD, with UIC: 831507493, with headquarters and management address: 48 Prof. Tsvetan Lazarov Blvd., Iskar district, Sofia 1582, (hereinafter referred to as "Organizer"). The Game Application is administered by "Guts and Brains DDB" OOD, with UIC 831466573 ("Administrator").

2.2. The Game is organized and conducted by the Organizer independently and/or through the assignment of third parties. The Organizer provides the conditions for holding the Game, as well as the offers, products, and subject prizes for the participants, as the prizes for the final winners of the Game.

#### SECTION 3. TERM AND TERRITORY OF THE GAME

3.1. The Game is organized and held on the territory of the Republic of Bulgaria according to the time zone for Eastern Europe (EET).

3.2. The Game takes place in the period from 17 Oct 2022 to 23:59 on 11<sup>th</sup> Dec 2022.

#### SECTION 4. REQUIREMENTS TO PARTICIPATE IN THE GAME

4.1. Persons working under an employment or civil contract for the Organizer and the Administrator, as well as family members of these persons (parents, spouses, and children) may not participate in the Game.

4.2. Participation in the Game is not tied to the prior purchase of products offered by the Game Organizer or McDonald's restaurants.

4.3. A participant in the Game can be any adult, capable individual who has downloaded the McDonald's App. The application is available for download through the Google Play Store or the Apple App Store.

4.4. The Game Participant should follow the McDonald's App banner which will direct him/her to the Game.

4.5. The Game Participant should play in the period from 11 Oct 2022 to 23:59 on 11<sup>th</sup> Dec 2022, go through the Game levels and accumulate Game Points to receive the corresponding prizes.

#### SECTION 5. GAME PARTICIPATION AND GAME MECHANICS

5.1. To participate in a Game, the Participant must:

- accept and agree with the present Rules of the Game;
- downloaded the McDonald's App;
- play and progress through the levels of the Game, accumulate points and occupy the highest possible positions in the daily, weekly, and final rankings.

5.2. Each participant can receive several prizes, depending on how many and what levels he/she managed to pass in the Game or depending on his/her ranking in it compared to other players.

5.3. The more levels the participant has passed, the more prizes he/she can win.

5.4. Gameplay description:

- The gameplay grid consists of 4 to 5 different elements, in a random order. The gameplay consists of 40 different levels, in which the difficulty increases. The levels can be found on the map. The next level is available from the moment the player completed the previous level with a certain number of stars, depending on the level they are in. The higher the level, the higher the number of stars is needed to unlock the next level.

- In the game itself the player has to combine at least a set of three similar elements. Each combination gives the player extra points, depending on how large the combination of elements is. When a combination of elements is made, the same amount of elements will rejoin from the top in the grid. A combination can be made by making a move. Every level has its own amount of moves for the player.

- Game mechanics: The Player makes moves in the grid of the elements by swiping that specific element.

- Mission: The goal of the game is to complete as many levels as possible and get as many points as possible.
- Power-ups: If the Player manages to hit 4 or more of the same elements, he/she will receive a special boost that takes down a full row/column.

## SECTION 6. GAME PRIZES

6.1. The following prizes will be awarded in the Game:

(1) offers for the purchase of products/menu in McDonald's restaurants located on the territory of Bulgaria, as follows:

Daily Deals:

- Cheeseburger + small drink + small fries for BGN 5.90 – 12,000 pcs.
- Chicken Burger + small drink + small fries for BGN 5 – 11,000 pcs.
- Double Cheeseburger + small fries for BGN 7.70 – 11,000 pcs.
- Triple Cheeseburger + small fries + small drink for BGN 12.50 – 11,000 pcs.
- McChicken + small drink\* for 7.20 pcs. – 11,000 pcs.

\*The small drink can be 250 ml. Coca-Cola, Coca-Cola without sugar, Fanta, Sprite, or Lipton.

Rewards for the level reached (unlimited number of pieces, depending on the performance of the participants):

- Cheeseburger + small fries for BGN 4.90 – for reaching the 5th level;
- Chicken Burger + small drink for BGN 4 – for reaching the 15th level;
- Hamburger + small fries for BGN 4.50 – for reaching the 20th level;
- Small drink\* for BGN 1 – for reaching the 35th level;
- Medium fries for BGN 2 – for reaching the 40th level

\*The small drink can be 250 ml. Coca-Cola, Coca-Cola without sugar, Fanta, Sprite, or Lipton.

(2) subject awards:

- a product from the McDonald's portfolio – 1000 Apple Pies or 1000 donuts or 1000 small drink items;
- 500 cups or
- 500 pieces of socks.

(3) grand prizes –

- 1 piece 7th generation tablet;
- 1 piece wireless gaming headset;
- 1 piece 5th generation gaming console.

6.2. Winners are not entitled to receive the cash equivalent of the prize.

6.3. Prizes can be won in the following order:

• Daily prizes – Offers to buy a product/menu at McDonald's restaurants in Bulgaria, which are won by the first 1000 (one thousand) participants in the game according to the daily ranking for the day to which the prize applies. Valid for every day of the Game period from 17 Oct 2022 to 23:59 on 11<sup>th</sup> Dec 2022. The daily ranking is determined by the results achieved by the players for the period 00:00 until 23:59 of the same day. If less than 1000 Participants play per day, fewer prizes may be awarded.

• Weekly prizes – Subject prizes – a free product, cup, or socks that can be obtained at McDonald's restaurant in Bulgaria, which are won by the top 500 participants in the Game according to the weekly ranking, for the respective week. Valid for each week (Monday - Sunday) of the Game period. The weekly ranking is determined by the results achieved by the players for the period from 00:00 on Monday to 23:59 on Sunday of the week to which it relates.

• Rewards for reaching a level in the game - every participant who has reached the 5th, 15th, 25th, 35th, and 40th levels in the Game receives an Offer to purchase a product/menu at McDonald's restaurants in Bulgaria.

• The grand prizes - every participant who is in the top 50% of the players in the final ranking of the Game for the period 17 Oct 2022 until 23:59 on 11<sup>th</sup> Dec 2022 participates in the lottery for drawing the grand prizes, at random principle. The drawing of winners will take place by 16<sup>th</sup> Dec 2022, at the Notary office.

6.4. Prizes/offers for the Game can be received in all McDonald's restaurants in Bulgaria with the exception of McDonald's™ restaurants:

- Varna airport,
- Burgas airport,
- seasonal restaurants in the resort Golden sands, k.k. Sunny Beach.

Also, the offers/rewards are not valid for use on the McDelivery™ service and on the McDrive™ line.

## SECTION 7. RECEIVING GAME PRIZES

7.1. Winning participants in the Game will be notified of the prize – an Offer or a free product, won in the Game application itself, by displaying an individual banner message.

7.2. The winning participant must show the banner at the cash register of a McDonald's restaurant located in the territory of Bulgaria to receive the prize through its activation with the special button for it, as the prizes are specified in Section 6 of these Rules.

7.3. After receiving the prize, the banner of the used prize – Offer or product will be deleted from the application. That means that each prize is for one-time use.

7.4. A participant can receive several prizes to be used jointly or separately - at his/her discretion.

7.5. Prizes in the form of Offers for products/menus or free products should be claimed within 7 days after they have been obtained in the app.

7.6. Grand Prizes in the Game will be awarded in the following order:

- When starting the Game, the Participant gives his/her consent for the Organizer to collect and process the e-mail address of the Participant, where the e-mail is the one used for the McDonald's app.
- After the Game is over, the Organizer downloads the e-mail addresses of the three winners and three reserves.
- A personal message about winning the prize will be sent to the e-mail addresses of the winners, asking the winning participant to provide the following personal data - three names, PIN, phone number, and address for delivery of the prize within 7 days.
- If the Winner does not provide his/her details to receive the prize within the specified period, he/she loses the right to receive it, and the Organizer or the Administrator activates the same procedure for receiving the prize with the first or subsequent reserves.
- The Administrator on behalf of the Organizer will pay the tax payable by the Winner on the value of the winnings on behalf of the participant.

7.7. A prize from the Game can also be received by a minor person/child, but with the consent of his/her parent/guardian.

## SECTION 8. TERMINATION OF THE GAME

8.1. Each participant has the right to terminate their participation in the Game at any time without giving reasons. If the participant no longer wishes to participate in the Game, it is necessary to contact the Organizer and explicitly notify it by private message at the following email address: [business.center@bg.mcd.com](mailto:business.center@bg.mcd.com)

8.2. The participation of a participant in the Game may be terminated by the Organizer upon the termination of the Game by item 8.3 below.

8.3. The Organizer reserves the right at any time and at its discretion to terminate the running of the Game, informing the participants about this through the application, the official site of McDonald's, or in any other way it sees fit.

8.4. The Organizer reserves the right to supplement or change these Rules, the changes coming into force after their publication in the application where they were originally published.

## SECTION 9. PERSONAL DATA

9.1. To receive offers for products/menus worth less than BGN 100, the Organizer does not collect the personal data of the winning participants in the Game.

9.2. To receive the Grand prizes, worth more than BGN 100, the Game Organizer, in person or through a third party must withhold the tax due under the requirements of the law, for which the participant must voluntarily provide the following personal data: three names, PIN (hereinafter referred to as "Personal Data") and authorizes the Organizer to collect, store and process the personal data provided by him/her

for the Game and the receipt of the prizes, as well as to use them for other marketing purposes in connection with the services provided by the Organizer, subject to the applicable legal provisions. By refusing to provide personal data, the person loses the right to receive the Grand Prize won by him/her and it will be given to another participant – a reserve.

9.3. To send the Grand Prize to the Winner, the Organizer or the Administrator collects the following personal data: name, telephone number, and address of the Winner. This data will be provided to a courier company that will deliver the prize.

9.4. The collection, processing, and storage of personal data in this Game are governed by these Rules of conduct, under the Personal Data Protection Act.

9.5. Any participant in the Game may withdraw his/her consent to participate at any time until the end of the Game.

#### SECTION 10. LIABILITY

10.1. By participating in the Game, participants agree to be bound by these Rules and to comply with and comply with their terms and regulations.

10.2. The Organizer is not responsible for damages caused to the participants during or in connection with the conduct of the Game, or for errors and/or deficiencies in the conduct of the Game due to extraordinary circumstances.

10.3. The Organizer is not responsible for non-fulfillment of the conditions and obligations under these Rules or for errors in conducting the Game due to force majeure within the meaning of the Commercial Act and impossibility of awarding the prize due to restrictions imposed by municipal and state authorities in connection with a pandemic situation in the party, as well as those that are due to the actions or inactions of third parties, or did not arise through the Organizer's fault.

10.4. In case of detection or suspicion of violations in the process of participation in the Game, the Organizer reserves the right to disqualify the relevant participant from participating in the prizes of the Game.

10.5. The Organizer is not responsible for any entrant selected as a Winner who does not appear at a McDonald's location to claim their prize – an Offer.

10.6. The Organizer is not responsible in case of technical problems with a participant's device or problems with the participant's Internet access during the game or subsequently - for the realization of the prizes.

10.7. The Organizer is not responsible for technical problems or malfunctions in the functioning of the game.

10.8. The Organizer reserves the right to change the prize distribution schedule and deadlines.

#### SECTION 11. GENERAL PROVISIONS

11.1. These Rules are available on the McDonald's app for the duration of the Game.

11.2. These Rules constitute the complete rules governing the conduct of the Game and the participation of the participants in it. The rules of the current Bulgarian legislation will apply to all matters not expressly settled therein.

11.3. All disputes between the Organizer and the participants arising in connection with the Game will be resolved in a spirit of goodwill through negotiations between them, and if this proves impossible, they will be referred for resolution to the competent Bulgarian court in Sofia.

11.4. These Rules are prepared in Bulgarian and English. In case of discrepancy between the two texts, the Bulgarian text will prevail.

11.5. These Rules enter into force on 17 Oct 2022 and are valid for the entire period of the Game and until the final settlement of all relations related to it.