

**PINK with Purpose Project 2022 Contest
OFFICIAL RULES**

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

ALL DISPUTES WILL BE RESOLVED SOLELY BY BINDING ARBITRATION AND ENTRANTS WAIVE THE ABILITY TO BRING CLAIMS IN A CLASS ACTION FORMAT.

YOU MUST HAVE INTERNET ACCESS, A VALID EMAIL ADDRESS TO PARTICIPATE.

ELIGIBILITY: CONTEST OPEN ONLY TO LEGAL RESIDENTS OF THE FIFTY (50) UNITED STATES (INCLUDING THE DISTRICT OF COLUMBIA) AND PUERTO RICO AND WHO ARE BETWEEN EIGHTEEN (18) AND TWENTY-EIGHT (28) YEARS OF AGE AT TIME OF ENTRY.

VOID WHERE PROHIBITED BY LAW.

CONTEST OVERVIEW: PINK invites persons to submit an original video showing why they should win a prize of \$25,000 to be used toward their project that aligns with one (1) of the three (3) “Pink Pillars” (People [diversity/community/inclusivity]; Purpose [positive personal impact of helping others]; Planet [sustainability]) as well as mentorship opportunities and other resources/equipment to assist with the development and realization of their project (each a “Subject” collectively “Subjects”)?

The Entries (as defined below) will be reviewed and scored by a panel of judges from Administrator to determine up to fifty (50)* finalists (“Finalists”). The Finalists’ Entries will then be reviewed and scored by another judging panel from the Sponsor to determine the ten (10)* winners subject to verification (“Winners”).

*In one or more rounds of judging, Sponsor reserves the right to select fewer than the indicated number of Entries for advancement to the next round of judging/awarding of prizes, if in the sole discretion of the corresponding judging panel there is not a sufficient number of eligible entries of sufficient quality in such round of judging.

To enter this Contest, you must agree to and abide by these “**Official Rules**”. Participation constitutes entrant’s full and unconditional agreement to these Official Rules and Sponsor’s and Administrator’s decisions and interpretations of these Official Rules, which are final and binding in all matters related to the Contest. Winning a prize is contingent upon fulfilling all requirements set forth herein.

Overview of Key Dates and Times:

<u>Period</u>	<u>Begin Date & Time</u>	<u>End Date & Time</u>
Contest Entry Period	12:00 am ET on 5/1/22	11:59 pm ET on 5/31/22
Contest Judging	6/1/22	6/9/22
Winner Notification	6/10/22	6/17/22

Winner Announcement	8/1/22	9/30/22
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1. **Sponsor:** Victoria’s Secret Stores Brand Management, Inc., 4 Limited Pkwy East, Reynoldsburg, OH 43068 (“**Sponsor**”).

2. **Administrator:** Probability LLC, 2 Woodstock Meadows Ln., P.O. Box 1484, Woodstock, NY 12498 (“**Administrator**”).

3. **Eligibility:** The PINK with Purpose Project 2022 Contest (the “**Contest**”) is open only to individuals who are legal residents of the 50 United States (including Washington D.C.) and Puerto Rico, who are between eighteen (18) and twenty-eight (28) years of age (or the age of majority in their jurisdiction of residence -- (which is nineteen (19) in Alabama and Nebraska; twenty-one (21) in Mississippi) and who have a valid e-mail account and Internet access. Employees, officers and directors of Sponsor, Administrator, Telescope, Inc., any organizations responsible for sponsoring, fulfilling, administering, advertising or promoting the Contest, or supplying the prize (or any portion of the prize), and/or their respective parent companies, subsidiary, affiliated and successor companies** (collectively, the “**Promotion Entities**”), and the immediate family and household members of any of the foregoing individuals, are not eligible to enter or win. “**Immediate family members**” shall mean parents, legal guardians, step-parents, children, step-children, siblings, step-siblings, or spouses, regardless of where they live. “**Household members**” shall mean people who share the same residence at least three (3) months a year, whether legally related or not. Potential winners may be required to provide proof of eligibility prior to prize award. Persons who entered and won a prize in the 2019, 2020 or 2021 PINK with Purpose Project Contests are also not eligible to enter or win. **Void where prohibited by law.** (NEW JERSEY NOTICE: This Contest is not void in the state of New Jersey).

**For Sponsor, “parent companies, subsidiary, affiliated and successor companies” include without limitation, VS&Co, Victoria’s Secret, PINK, and Happy Nation. PINK Campus Reps are also not eligible to enter or win.

Entrants may not have been convicted of a felony or a crime of moral turpitude. By entering, each Contest entrant (“**Entrant**”) understands and agrees that, if selected as a potential Winner, he/she will be required to consent to a background check to verify eligibility; and, failure to sign such consents and authorizations and/or to furnish all required information will result in disqualification. In addition, Sponsor reserves the right in its sole discretion, to disqualify a potential Winner if the results of such background check reveal that such potential Winner is not eligible to participate in the Contest or has been convicted of a felony or a crime of moral turpitude, as determined by Sponsor in its sole discretion.

4. **Contest Entry Period:** The Contest begins on or about 12:00 am (midnight) Eastern Time (“**ET**”) on Sunday, May 1, 2022 and ends at 11:59 p.m. ET on Tuesday, May 31, 2022 (“**Promotion Period**”). Administrator’s computer is the official clock for this Contest.

5. **How to Enter:**

Entrants may enter the Contest during the Promotion Period as follows:

During the Promotion Period, navigate the Internet to pinkwithpurposeproject.interactnow.tv (the “**Website**”). On the Website, you must complete the entry form by (a) providing all required

personal background information (including your full name, e-mail address and age); and (b) selecting the one (1) the Subject that best aligns with your project. Then, you will be asked to (i) answer two (2) questions relating to your chosen Subject (each, an "Answer" and collectively, the "Answers"). To submit an Answer, the entrant must type their Answer completely in the text box portion of the entry form. Answer must be no more than 1,000 characters and (ii) upload a video between two (2) and three (3) minutes in length showing why you should win a prize of \$25,000 towards your project plus mentorship opportunities and other resources/equipment to assist with the development and realization of your project ("Video"). Answers/Video **must** be submitted on-line as part of the entry form by being uploaded to the entry form (e-mail attachments will not be accepted). **ANSWERS/VIDEO MUST BE SOLELY YOUR ORIGINAL WORK THAT IS BOTH CREATED AND OWNED BY YOU.**

Personal background information and Answers/Video must all be completed in the same Internet session. Partial or piecemeal submissions will not be accepted.

CLICK THE CHECK BOX SIGNIFYING THAT YOU MEET THE ELIGIBILITY REQUIREMENTS AND HAVE READ AND AGREE TO THESE OFFICIAL RULES AND SPONSOR'S TERMS OF USE (AVAILABLE AT [HTTPS://WWW.VICTORIASSECRET.COM/US/SITE-TERMS-AND-NOTICES](https://www.victoriassecret.com/us/site-terms-and-notice)). IF YOU DO NOT CHECK THE BOX INDICATING YOUR CONFIRMATION OF AND AGREEMENT TO THE ABOVE, YOU WILL NOT BE ENTERED IN THE CONTEST AND CANNOT WIN A GRAND PRIZE.

During the entry process, you will be asked to consent to receive promotional and reminder e-mails from Sponsor. **Consenting to receive promotional and/or reminder e-mails is optional, does not have to be agreed to in order to be eligible to participate in the Contest and does not improve your chances of winning.** In the event you do consent to receive these e-mails, the use of the e-mail address provided shall be subject to Sponsor's privacy policy, and you may opt out of receiving these e-mails at any time.

An "Entry" consists of an individual's personal background information, selection of Subject as well as their Answers/Video.

Incomplete submissions will not be accepted. To submit your Entry, click the "Submit" button on the entry form (after uploading your Video). Proof of entering information at the Website is not considered proof of delivery to or receipt by Sponsor of such Entry. Thank You Page (and/or reposting of Video, as discussed below) merely indicates that your Entry has been received but does not constitute any representation that such Entry is eligible for the Contest.

If you entered last year's Victoria's Secret PINK 2021 PINK with Purpose Project Contest, the same project may be used as the basis of an Entry for this Contest provided that the Answers/Video submitted as part of the Entry has been specifically created for this year's Contest. Sponsor and Administrator will NOT be bound in any way by any decision made in administering last year's Victoria's Secret PINK 2021 PINK with Purpose Project Contest.

Video file upload should not be no longer than three (3) minutes in length and in one of the following formats: MOV, AVI, MP4, MPEG/MPG. M4V or WMV. Total file size must be no larger than 300MB. Video resolution must be no lower than 400x300px. Send your entry by clicking the "Submit" button on the entry page. Without the Video, Entry will be deemed incomplete and will be disqualified. **All entries must be received by 11:59 pm ET on 5/31/22.**

If a Video exceeds three (3) minutes in total length, Sponsor reserves the right, in its sole discretion, to either disqualify the Video or to only watch and judge only the first three (3) minutes of the Video.

Entry must be created for the sole purpose of this Contest (DO NOT COPY OTHERS' WORKS, IN WHOLE OR IN PART. YOU MUST OTHERWISE COMPLY WITH THE CONTENT GUIDELINES BELOW AND OTHER TERMS HEREIN). For Entry to be eligible, Answers/Video must comply with these Official Rules in all respects, including without limitation, the Content Guidelines below.

Limit one (1) entry per person during the Promotion Period, regardless of the number of email addresses or accounts a person may have.

Entries must be manually key-stroked by the Entrant; use of automated, robotic, macro, programmed or similar quick entry devices or programs, or entries by third parties by any method of entry, are prohibited and will result in disqualification. Entries that do not conform to or that violate these Official Rules or are submitted in any manner other than stated in these Official Rules will be disqualified. Sponsor and Administrator will not be responsible for late, lost, inaccessible/blocked, incomplete or misdirected entries. Proof of submission of Entry does not constitute proof of receipt of same. All Entries must be submitted via the Website in their entirety prior to expiration of the Promotion Period. By entering this Contest, entrant agrees to these Official Rules and the decisions of the Administrator and Sponsor, which are binding and final in all matters relating to this Contest. Once submitted, Entry become the sole property of Sponsor, and cannot be modified or supplemented by entrant. By submitting an Entry, entrant gives permission (and warrants and represents that he/she has obtained all rights necessary to give such permission and grant the license herein described, including from the third-party videographer and/or other persons depicted/referenced in the Answers/Video, as applicable). By entering the Contest, entrant represents and warrants that he or she has read, understands, agrees to and will follow the Official Rules. Entrant further represents and warrants that his or her Entry and all materials and matter therein: (a) (except for elements that are within the public domain or are provided by Sponsor for inclusion in Entries) are wholly original with such entrant and are not a copy or imitation of any other material or entrant has all necessary rights to grant the Sponsor the rights granted hereunder and exercise such without obligation or liability to any third party; (b) will not infringe or violate any right whatsoever, including, without limitation, any personal rights (e.g., defamation, privacy, false light, moral right, etc.) or any property rights (e.g., copyright, trademark, right to ideas, etc.) of any person or entity and the use thereof will result in no third party liability or obligations; and (c) is not the subject of any threatened or pending litigation, claim or dispute that might give rise to litigation, which adversely affects or in any way prejudices, impairs or diminishes the rights granted hereunder or the value thereof. Entrant further represents and warrants that he or she has the right to agree to and fully perform consistent with these Official Rules and that he or she has complied and has obtained all permissions, licenses and consents that are necessary for the submission of the Entry and the use of the Entry and to verify compliance with the foregoing requirements. Entrant agrees to provide to Sponsor at Sponsor's request copies of all such permissions, licenses and consents. Sponsor reserves the right, in its sole discretion, to disqualify any Entry that Sponsor determines does not comply with these Official Rules, to make such changes to any Entry as are necessary to make it compliant, or to require the entrant to do so. Entrant further acknowledges and agrees that he/she has not previously granted, assigned or otherwise encumbered his/her Entry, or any images, text and materials depicted therein, to any other third party. Further, entrant represents and warrants that Sponsor's use of any Entry, including any images, text and materials depicted therein, shall not violate an agreement such entrant has signed. Entrant agrees to indemnify and hold the Released

Parties (defined below) harmless from and against any third party claims, to the extent arising out of or relating to any breach of any representation, warranty or covenant made by entrant in connection with his or her acceptance of these Official Rules or Contest activities.

By submitting an Entry, entrant gives permission to Sponsor and its licensees, successors, assigns and designees, and hereby grants Sponsor and its licensees, successors, assigns and designees a royalty-free, irrevocable, perpetual, worldwide, sub-licensable, non-exclusive right and license (herein, “**License**”) to use and otherwise exploit entrant’s Entry, including all images, text and materials included therein, in whole or in part, in any manner and on any media and through any means now known or hereafter devised, including, without limitation, the World Wide Web, and to otherwise use entrant’s Entry, and make derivative works therefrom, without compensation in accordance with the requirements of this Contest and the advertising, promotion, and publicity of the Contest, Sponsor’s products and services, and otherwise, as stated in these Official Rules (as solely determined by Sponsor). Such License will be confirmed by potential winner upon Sponsor’s request and potential winners agree to timely complete, sign and deliver any and all necessary documents, including, without limitation, documents setting forth any licenses, releases and indemnities that Sponsor in its sole discretion may require, without condition or compensation of any kind. Without limiting the forgoing, Sponsor will have the right to use the Entries submitted as part of the Contest, and all images, text and materials included or depicted therein (if any), in any merchandising, advertising, marketing, promotion or for any other commercial or non-commercial purpose. Entrants hereby forever waive and relinquish all “moral rights (droit moral)” now or hereafter recognized in connection with Entries submitted as part of the Contest. Sponsor’s failure to receive all documentation from all individuals within the prescribed timeframe, in each instance as required by Sponsor in its sole discretion, will result in the disqualification of the entry and the selection of the next highest scoring Entry based on the judging criteria (as discussed below) as a potential winner (time permitting). Entrants acknowledge that as a condition of participating in the Contest and/or being selected as a Winner, Sponsor may request that the entrant’s Entry, and any rights therein, be assigned to Sponsor and entrants may be required to confirm such assignment by completing and submitting the Winner Documents (defined below) (and any other documents reasonably required by Sponsor) or such entrant will otherwise be disqualified with prize forfeiture. Entrants must maintain the ability to assign all such rights to Sponsor free of any limitations, restrictions or third party obligations. Entrants agree that Sponsor shall have sole discretion in determining the extent and manner of use of Entries and are not obligated to use any Entry. Entrants agree that neither Sponsor, nor its agents, shall be responsible for return or preservation of the Entries submitted.

Limited License from Sponsor to Use Sponsor Content: As Entrants may include Sponsor Content in their Entry, Sponsor grants to each entrant a personal, non-exclusive, revocable, non-commercial (which, for the avoidance of doubt, includes participation in the Contest) limited license solely to incorporate and publicly distribute the Sponsor Content solely in connection with the development and submission of their Entry to the Contest but not in any other manner. Any other use of Sponsor Content is prohibited and may be grounds for disqualification and/or legal action for infringement. All use of Sponsor’s name and intellectual property, including any Sponsor Content, by entrant in connection with the Contest will inure solely to the benefit of Sponsor. Although entrants retain ownership to their Videos, if a Video includes Sponsor Content, entrants are limited to utilizing their Video solely for the Contest. Entrants acknowledge that as between Sponsor and entrant, Sponsor is the owner of all right, title and interest in and to all copyrights, trademarks, trade-dress and other rights associated with its name, intellectual property, its services, products and product designs; and the goodwill pertaining to the Sponsor Content. Entrants agree that they will not acquire and will not claim any title to any of the foregoing and

will make no use of the Sponsor Content following the conclusion of the Contest other than the limited licensed expressly set forth in this paragraph.

If you opt to access the Website via your wireless mobile device, data rates may apply for each message sent or received from your handset according to the terms and conditions of your service agreement with your wireless carrier. Other charges may apply (such as normal airtime and carrier charges as well as charges for wireless Internet access) and may appear on your mobile phone bill or be deducted from your prepaid account balance. Wireless carriers' rate plans may vary, and you should contact your wireless carrier for more information on messaging rate plans and charges relating to your participation in this Contest. Mobile device service may not be available in all areas. Check your phone's capabilities for specific instructions.

Each entrant acknowledges that Entries are not being submitted in confidence or in trust to Sponsor and that no confidential or fiduciary relationship is intended or created. Each entrant acknowledges that Sponsor and other entrants may have created ideas and concepts contained in their Entries that may have familiarities or similarities to his/her own Entry, and that he/she will not be entitled to any compensation or right to negotiate with Promotion Entities because of these familiarities or similarities. Notwithstanding any custom and practice in the industry to pay an individual for an idea (if any), nothing herein shall create an implied or express contract to compensate entrants for their Entries and there is no obligation for any Promotion Entity to pay or otherwise compensate entrants for any of their ideas or materials in any communications with Sponsor, whatsoever. Entries are not confidential and Promotion Entities' only obligations to entrants regarding Entries are as specifically set forth in these Official Rules. The decisions of the Sponsor/Administrator are final and binding in all matters relating to this Contest, including interpretation and application of these Official Rules. Entrant, by participating in the Contest, except where legally prohibited, grants permission for Sponsor and its designees to use his/her name, address (city and state), photograph, voice and/or other likeness and prize information (if applicable) for advertising, trade and promotional purposes without further compensation, in all media now known or hereafter discovered, worldwide in perpetuity, without notice or review or approval. Sponsor reserves the right to request from entrant at any time proof that entrant maintains all necessary rights in their Entry in order to grant Sponsor the rights required herein in a form acceptable to Sponsor. Failure to provide such proof may lead to, among other things, the entrant being disqualified from the Contest.

If for any reason the Contest is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud or technical failures beyond Sponsor's control that corrupt or affect the administration, security, fairness, integrity or proper conduct of the Contest, Sponsor reserves the right, in its sole discretion, to disqualify any individual who tampers with the entry process, and to terminate, modify or suspend the Contest. In such event, Sponsor reserve the right to conduct the Contest and award the Grand Prizes described herein comprised of all eligible Entries received prior to and/or after (as appropriate) the action taken by Sponsor or otherwise award the Grand Prizes via judging as set forth below or otherwise in a manner which is fair, appropriate and consistent with these Official Rules, or to terminate the Contest and not award the Grand Prizes, as determined by Sponsor in its sole discretion. Notice of termination/modification/suspension of Contest will be posted on the Website. Without limitation of any other term here, Sponsor and its agencies are not responsible for failed, partial or garbled computer transmissions, technical failures of any kind (including but not limited to electronic malfunction or damage of any network, hardware or software), any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or loss, destruction or unauthorized access to, or alteration of, Entries; or any problems or technical malfunctions of any telephone network or lines, computer online systems, servers, or providers,

computer equipment, software, failure of any e-mail or electronic entry to be received on account of technical problems or traffic congestion on the Internet or at any website, or any combination thereof, including any injury or damage to entrant's or any other person's computer or mobile device related to or resulting from participation in this Contest.

Entrants further agree not to knowingly damage or cause interruption of the Contest and/or prevent others from participating in the Contest. CAUTION: ANY ATTEMPT TO DAMAGE ANY ONLINE SERVICE OR WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST VIOLATES CRIMINAL OR CIVIL LAWS. IF SUCH AN ATTEMPT IS MADE, SPONSOR MAY DISQUALIFY ANY PERSON, WHETHER OR NOT THE INDIVIDUAL IS A PARTICIPANT IN THE CONTEST, MAKING SUCH ATTEMPT AND SEEK DAMAGES TO THE FULLEST EXTENT OF THE LAW.

6. Content Guidelines: In addition to complying with all other requirements of these Official Rules; each entry/Answers/Video must comply with the following guidelines ("**Content Guidelines**"). Any Answers/Video that Sponsor/Administrator, in their sole discretion, determines is in violation of any Content Guideline may be disqualified from the Contest. Each Answer/Video:

- **MUST NOT CONTAIN ANY MUSIC.**
- **MUST BE CREATED AND OWNED BY YOU (MAY BE FILMED BY YOU OR THIRD PARTY VIDEOGRAPHER AND, IF THE LATTER, YOU REPRESENT AND WARRANT THAT YOU HAVE ALL NECESSARY PERMISSIONS/CONSENTS FROM THE THIRD PARTY VIDEOGRAPHER);**
- Must be truthful and not exaggerated;
- Must relate to the subject selected on entry form;
- Must not contain any personal information of entrant or anyone else (e.g., phone number, residential address, e-mail address);
- Must not overly rely on video-editing software or special effects;
- Must not contain content, image(s) or material (visual or audio) that violates or infringes any third-party rights of any kind, including, without limitation, any third-party privacy, publicity, trade secret and/or intellectual property rights, including third party registered and/or common law copyrights and trademarks (DO NOT COPY, IN WHOLE OR IN PART, ANY VIDEO SUBMITTED AS AN ENTRY IN LAST YEAR'S CONTEST);
- Must not disparage Sponsor (or any other person who endorses their products/services), Administrator, any other person or entity affiliated with the Contest or products, services or entities that are competitive with any of the foregoing;
- Must not contain brand names, trademarks or logos of any third party other than those owned by or licensed to Sponsor subject to the Video complying with all other requirements of these Official Rules (including these Content Guidelines); entrant has a limited, non-exclusive, revocable license to use Sponsor's trademarks (as the case may be) solely and only to incorporate them in his/her Video submitted in this Contest;

- Must not contain content, images, artwork or other creative elements not created by and original to entrant;
- Must not contain content, images or other material that is misleading, inappropriate, indecent, obscene, hateful, tortious, defamatory, slanderous or libelous
- Must not contain content, images or other material that reflects, advocates or promotes bigotry, racism, hatred, harm or exploitation of or against any class, group or individual, discrimination based on race, gender, religion, nationality, disability, sexual orientation or age, or actions or activities that are restricted, prohibited, illegal or unlawful (including, without limitation, the consumption of alcohol or any other controlled substances);
- Must not contain content, images or other material that is unlawful or in violation of or contrary to any applicable federal or state laws or regulations;
- Must not have been previously submitted in a promotion of any kind (including last year's Contest), or published, posted, exhibited or displayed publicly for commercial use by any means and in any form or media.
- In addition to the foregoing, the Video file cannot:
 - Contain executable programming of any kind, including, without limitation, viruses, worms, Trojan horses, spyware, malware, time bombs, Easter eggs, cancel bots or any kind of malicious or benign computer programming whatsoever; and
 - Contain encrypted content of any kind, including, without limitation, encoded messages.
- If a Video cannot be viewed and/or accessed by Sponsor or Administrator for any reason whatsoever, that Video shall be disqualified without any fault or liability of the Released Parties, as defined below.

SHOULD SPONSOR CHOOSE TO POST ANSWERS/VIDEOS ON THE WEBSITE OR ELSEWHERE: FOR ALL POSTED ANSWERS/VIDEOS, THE ANSWERS/VIDEOS REPRESENT SOLELY THE VIEWS/OPINIONS OF THE INDIVIDUAL ENTRANT AND DO NOT REFLECT THE VIEWS/OPINIONS OF SPONSOR IN ANY MANNER. SPONSOR EXPRESSLY DISCLAIMS ANY AND ALL LIABILITY IN CONJUNCTION WITH SUCH POSTED ANSWERS/VIDEOS, INCLUDING BUT NOT LIMITED TO MONITORING, REVIEWING OR MODERATING SUCH POSTED ANSWERS/VIDEOS. SPONSOR WILL NOT MODIFY SUCH POSTED ANSWERS/VIDEOS IN CONJUNCTION WITH OFFERING THIS CONTEST.

7. JUDGING (Winner Determination/Notification): Eligible Entries/Answers/Videos will initially be judged by a panel of judges from the Administrator ("**Administrator Judges**"). For this first stage of judging, the Administrator Judges will review each of the Entries (i.e., each Answers/Video) and select up to fifty (50) Finalists. The scoring by the Administrator Judges will be based on criteria below, each judged on a scale of 1-10 (10 being the highest) as follows:

- Mission – Was the mission of the Entry project clearly articulated and how closely does the mission of the Entry project appear to align to the selected Subject?;
- Audience – How effective the Entry project appears to be at impacting its intended audience?;

- c. Near Term Results & Long-Term Impact – How effective the Entry project appears to be at achieving near term results and long-term impact?;
- d. Passion – How passionate the Entrant appears to be about the Entry project?; and
- e. Inclusion – How effectively the Entry project appears to be at positively impacting diverse communities, ensuring equitable business practices, and fostering a sense of inclusion?

When the total scores are tabulated by the Administrator Judges, the top Entries will advance to the next phase of judging. Administrator Judges reserve the right to advance fewer than fifty (50) Entries to the next stage (i.e., to select fewer than fifty [50] Finalists) if, in their sole discretion, they do not receive a sufficient number of eligible Entries of sufficient quality. The up to top fifty (50) Finalists' Entries will then be judged by another judging panel from Sponsor, who will select the ten (10) potential Winners based on the judging criteria listed above. For the avoidance of doubt, the ranking of Finalists by the Administrator Judges will **not** be taken into account by the second judging panel from Sponsor ("**Sponsor Judges**") evaluation of the approximately top fifty (50) Finalists' Entries. The ten (10) Finalists with the highest final scores from the Sponsor Judges' panel will be deemed potential Winners. In the event of a tie in the Sponsor judging, the tie will be broken in favor of the Entrant with the higher "Extent to which the Entrant's Video effectively and persuasively communicated the alignment between their project and selected Subject" criterion among the tied Entrants; such Entrant will be deemed a potential Winner.

For the avoidance of doubt, if an Entry is selected as one of the Finalists but NOT as a potential Winner, the Entrant will **NOT** receive any prize. Finalists will not be notified of their status.

Each potential Winner will be contacted by telephone and email on or about June 10, 2022. If a potential Winner does not answer the telephone call during Administrator's initial (and perhaps only) attempt and/or does not respond to the email within twenty-four (24) hours of being sent, potential Winner will be disqualified without compensation of any kind (for the avoidance of doubt, a message will not be left if potential Winner cannot be reached by telephone), the Finalist with the next highest score from the Sponsor Judges will be contacted using this same procedure until all potential Winners are reached who reiterate their eligibility). Once potential Winner's eligibility has been preliminarily confirmed via telephone, potential Winner will be required to sign and return, within seventy-two (72) hours of notification (or such shorter time period as indicated thereon), an Affidavit of Eligibility, Release and Indemnification, a Publicity Release where allowed by law, the necessary paperwork for a background check, as well as any release(s) from person(s) who appear in or were involved in the creation of the Video (collectively, ("**Contest Documents**"). Affidavit will also include a Grant of Rights from potential Winners to Sponsor, as detailed above. If the Affidavit of Eligibility, Release and Indemnification, and Publicity Release, or any other portions of the Contest Documents are not returned to Sponsor within the specified time period, the potential Winner may be disqualified. If a potential Winner is disqualified for any reason, there will be no prize of any kind awarded and an alternate potential Winner will be selected (time permitting), i.e., the Finalist with the next highest score from the Sponsor Judges judging round. The process will continue until such time that at least ten (10) Winners have been verified.

In the event of any dispute concerning the identity of any entrant, the entry will be deemed submitted by the natural person who is the authorized holder of the transmitting e-mail account. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider, or other organization (e.g., business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address.

8. Prizes and Approximate Retail Values (“ARV”):

Grand Prize (ten [10] winners): Each Grand Prize winner will receive \$25,000.00 cash intended to be used by winner to develop/realize their project and \$7,500.00 cash intended to help winner defray tax liability incurred by accepting the prize. Cash portions of Grand Prize: will be awarded in the form of a check in the name of Grand Prize winner. In addition, with regard to the \$7,500.00 cash prize, Sponsor and Administrator make no representation or warranty of any kind that such monies will completely defray winner’s entire tax liability in conjunction with acceptance and use of the Grand Prize and, to the extent that any taxes actually do result from winner’s acceptance and use of the Grand Prize, winner will be solely responsible for same.

Grand Prize winner will also receive additional resources and equipment to assist in the development and realization of their project. A listing of possible additional resources/equipment will be determined by Sponsor in its sole discretion based on the specific parameters of the Grand Prize winner’s project. Grand Prize winner will then select a designated number of additional resource/equipment options from the provided list. By way of example, resources/equipment could perhaps include: camera, video camera, ring light. The approximate retail value of the additional resources/equipment prize element is \$750.

Grand Prize winner will also receive both group and individual mentorship sessions. For the Individual mentorship session, Grand Prize winner will choose one Department of Sponsor’s PINK Brand from among AAA, BBB, CCCC, subject to Sponsor’s approval in its sole discretion. The Group mentorship sessions consist of one (1) session with member(s) of Sponsor’s PINK Community Relations Department and one (1) session with additional PINK leader, chosen by PINK. Mentorship sessions do not have retail value.

The agenda of each session will be developed by Sponsor in its sole discretion.

Mentorship sessions are intended for winner only. Ability to attend sessions is not transferable by winner. For individual mentorship session, winner cannot be accompanied by guest; for group mentorship session, winner must agree to attend privately and not to share video teleconference with third parties.

Mentorship sessions will last only for designated period of time. Winner must attend mentorship session at designated time; late arrivals will be accommodated at Sponsor’s sole discretion and if winner is late and not permitted access to session, Sponsor’s liability is limited to award of the remaining elements of the prize. Additional restrictions apply, which may include winner signing non-disclosure/non-competition agreements, wearing appropriate attire during session[s], agreeing not to record the session[s] themselves and/or agreeing to be recorded during session[s].

Winner agrees to follow any and all instructions issued by Sponsor in conjunction with attendance at mentorship sessions.

Award of mentorship session prize element does NOT constitute an offer of employment to Grand Prize winner.

For Individual mentorship session and Group mentorship session with Sponsor’s PINK Community Relations Department, Sponsor will determine the specific persons from the PINK Brand to participate in mentorship session(s).

For Group mentorship session with an additional PINK leader, Sponsor reserves the right to choose the corporate executive for its PINK Brand.

Grand Prize winner will also receive a 3-day/2-night trip for the winner and one travel guest (who must be the winner's parent or legal guardian if the winner is a minor in her jurisdiction of residence) to attend the winner event ("**Event**") (**scheduled to take place in late June or early July 2022**) in to be determined U.S. location by PINK. Trip consists of round-trip coach air transportation for winner and guest between a major airport near winner's U.S. home and trip location; 2-nights hotel accommodations (one standard room, double occupancy, hotel to be selected in Sponsor's sole discretion); round-trip ground transportation between trip location airport and hotel and between hotel and venue hosting the Event. **Total Approximate Retail Value of each Grand Prize: \$36,250.00.**

Failure of Grand Prize winner to follow instructions of Sponsor as to attendance at the Event or engage in unruly, obnoxious, anti-social or otherwise inappropriate behavior, all as determined by Sponsor in its sole discretion, will result in ejection of winner, from the Event as well as exposing winner and/or guest to potential legal liability. For clarity, the preceding includes but is not limited to any inappropriate behavior by winner during any mentorship session, including but not limited to acting in any antagonistic or belligerent manner to chosen PINK leader, other persons from the PINK Brand and for Group mentorship sessions other winners who are in attendance at same.

Winner is solely responsible for all costs and expenses not specified herein, including, but not limited to, meals, tips, hotel incidentals and additional ground transportation.

GRAND PRIZE WINNER AND GUEST MUST TAKE TRIP ON DATES SPECIFIED BY SPONSOR SO AS TO ATTEND THE EVENT SCHEDULED TO TAKE PLACE IN LATE JUNE OR EARLY JULY 2022. SPONSOR/ADMINISTRATOR WILL ADVISE WINNER OF THE EXACT DATE OF THE EVENT ONCE CONFIRMED.

If Grand Prize winner is unable to travel to attend the Event they will be disqualified, will forfeit Grand Prize without compensation of any kind and an alternate winner may be selected from among the remaining Finalists as discussed above (time permitting).

All travel dates and arrangements are subject to change, availability and Sponsor's approval. Grand Prize Winner and guest must provide own transportation to and from departure airport. Grand Prize Winner and guest must travel together on specified itinerary, including same departure date, destination and return date or Grand Prize may be forfeited in its entirety. Certain documentation and requirements may be necessary for travel, such as valid photo ID. Grand Prize Winner and his/her guest are solely responsible for any documentation and requirements and determining applicable procedures and restrictions. Such requirements may include provision of a negative COVID-19/Coronavirus test and/or proof of vaccination as per applicable law; additional requirements as to COVID-19/Coronavirus may also apply to attendance at individual mentorship session. In addition, the Grand Prize Winner may be required to present a valid credit card at the hotel at the time of check-in. All air transportation tickets are subject to the vagaries of flight variation, work stoppages and schedule or route changes. Sponsor is not liable for any expenses incurred as a consequence of flight cancellation/delay. Grand Prize Winner and guest will not receive frequent flier miles, awards points or other perks in conjunction with prize travel.

Actual final value of the Grand Prize Trip may vary depending upon point of departure and fare fluctuations; under no circumstances will Grand Prize Winner receive the difference between ARV and actual final value of Grand Prize Trip in cash. If Grand Prize winner lives within 150 miles of

venue of the Event (as determined by Sponsor in its sole discretion), they will receive, in lieu of air transportation, roundtrip local ground transportation between Grand Prize winner's residence and hotel. Accommodations are for two (2) adults sharing one (1) room. Grand Prize Trip is for the winner and their travel guest, is non-transferable and cannot be extended.

If Grand Prize winner elects to travel without a guest, the prize will be awarded in increments appropriate for a single traveler (i.e., the winner him/herself) and no substitute prize or compensation will be awarded.

Total ARV of Prizes: \$362,500.00.

LIMIT: ONE (1) PRIZE PER PERSON/FAMILY/HOUSEHOLD DURING PROMOTION PERIOD.

Any costs and incidentals not specified herein are the winner's sole responsibility. If winner declines or cannot accept any prize element(s), no substitute prize or compensation will be awarded. No substitution or transfer of prize (other than cash portions of same) except with Sponsor's permission. **All federal, state and/or local taxes are the sole responsibility of the prize winner.** The winners may be required to provide Sponsor with a valid social security number or tax identification number before the prize(s) will be awarded for tax reporting purposes. An IRS Form 1099 may be issued in the name of winner for the actual value of the prize received. Unclaimed prize(s) will be forfeited. Prize(s), if legitimately claimed, will be awarded. Sponsor is not responsible for and will not replace any lost, mutilated or stolen prizes or any prize/prize material that is undeliverable or does not reach the winner because of an incorrect or changed address. No more than the stated number of prizes will be awarded. All prize details not specified in these Official Rules will be determined in Sponsor's sole and absolute discretion. In the event a prize winner engages in behavior that (as determined by Sponsor or any prize provider in its or their sole and absolute discretion) is obnoxious, inappropriate, or threatening, illegal or that is intended to annoy, abuse, threaten or harass any other person, Sponsor reserves the right to disqualify the potential winner from receiving their prize.

9. Conditions: By participating in this Contest, each entrant agrees: (a) to be bound by these Official Rules and the decisions of Sponsor and Administrator, which shall be final in all respects; and (b) to release, discharge, indemnify and hold harmless the Promotion Entities, each of their respective advertising and promotion agencies, each of the foregoing entities' respective parent, subsidiary, related, affiliated and successor companies, and each of their respective officers, directors, agents, representatives and employees, as well as Meta Platforms, Inc. (formerly, Facebook, Inc.) TikTok Inc., Google LLC and Twitter, Inc. (collectively, the "**Released Parties**") from and against any and all actions, claims, costs (including attorneys' fees), injury, loss or damage, including, without limitation, death and bodily injury, arising in any manner, directly or indirectly, in whole or in part, arising out of or related to: (1) entrants' participation in the Contest; (2) the Released Party's violation of rights of publicity or privacy, claims of defamation or portrayal in a false light or based on any claim of infringement of intellectual property; (3) technical failures of any kind, including, but not limited to, malfunctions, interruptions, or disconnections in phone lines, websites, network hardware or software beyond the reasonable control of Sponsor; (4) unauthorized human intervention in any part of the entry process or the Contest; (5) technical or human error which may occur in the administration of the Contest or the processing of entries; (6) claims resulting from the impairment, cancellation or modification of the Contest; or (7) any acceptance, possession, misuse or use of any prize (including, without limitation, losses, damages or injuries to entrant's or any other person's equipment or other property, or to their persons, including those arising from any travel to/from any prize event or activity and any

products liability claims alleging tangible property damage, bodily injury or death). Entrants agree that the Released Parties shall have no responsibility or liability for discontinued prizes; human error; incorrect or inaccurate transcription of registration and/or account information; any technical malfunctions of the telephone network, computer online system, computer dating mechanism, computer equipment, software, or Internet service provider utilized by Sponsor; interruption or inability to access the website, application or any online service via the Internet due to hardware or software compatibility problems; any damage to participant's (or any third person's) computer and/or its contents related to or resulting from any part of the Contest; any lost/delayed data transmissions, omissions, interruptions, viruses, bugs, defects; and/or any other errors or malfunctions, even if caused by the negligence of the Released Parties. Each entrant further agrees to indemnify and hold harmless the Released Parties from and against any and all liability resulting or arising from the Contest and to release all rights to bring any claim, action or proceeding against the Released Parties and hereby acknowledge that the Released Parties have neither made nor are in any manner responsible or liable for any warranty, representation or guarantee, express or implied, in fact or in law, relative to the prize (as applicable).

By accepting the prize, each winner grants Sponsor and its licensees, successors, assigns and designees irrevocable permission to use his/her name, voice, likeness, photograph, prize information, biographical data and city and state of residence on a winners' list and for programming, publicity and promotional purposes, worldwide in all forms of media now known or hereafter developed, in perpetuity, without further compensation or notice, unless prohibited by law. Sponsor and its designees are not obligated to use any of the above mentioned information or materials, but may do so and may edit such information or materials, at Sponsor's sole discretion, without further obligation or compensation. Contest subject to the laws of the United States only. All federal, state and local laws and regulations apply.

In the event Sponsor is prevented from continuing with the Contest by any event beyond its control, including, but not limited to, fire, flood, epidemic, pandemic (including COVID-19), earthquake, explosion, labor dispute or strike, act of God or public enemy, communications or equipment failure, utility or service interruptions, riot or civil disturbance, terrorist threat or activity, war (declared or undeclared), interference with the Contest by any party, or any federal, state or local government law, order, or regulation, order of any court or jurisdiction, or other cause not reasonably within Sponsor's control (each, a "**Force Majeure**" event or occurrence), Sponsor shall have the right to modify, suspend or terminate the Contest. Sponsor additionally reserves the right, in its sole and absolute discretion: (a) to modify, suspend or terminate the Contest should causes beyond Sponsor's control corrupt or interfere with the administration, integrity, operation, security or proper play of the Contest; or (b) to disqualify any entrant found to be, or suspected of: (i) tampering with the entry process or the operation of the Contest; (ii) acting in violation of these Official Rules; or (iii) acting in an un-sportsmanlike manner.

10. Disputes: BY AGREEING TO ARBITRATION, ENTRANT UNDERSTANDS AND AGREES THAT THEY ARE WAIVING THEIR RIGHT TO SUE IN COURT. PARTICIPANT AGREES THAT: (I) ANY DISPUTE, CONTROVERSY OR CLAIM ARISING OUT OF OR RELATING TO THE CONTEST, OR ANY PRIZE AWARDED, SHALL BE RESOLVED INDIVIDUALLY -- WITHOUT RESORT TO ANY FORM OF CLASS ACTION -- BY BINDING ARBITRATION (BY A SINGLE NEUTRAL ARBITRATOR SELECTED BY SPONSOR IN ITS SOLE AND ABSOLUTE DISCRETION) ADMINISTERED BY THE AMERICAN ARBITRATION ASSOCIATION IN ACCORDANCE WITH THE COMMERCIAL ARBITRATION RULES AND THE SUPPLEMENTARY PROCEDURES FOR CONSUMER RELATED DISPUTES (THE "**AAA RULES**") THEN IN EFFECT; (II) ANY ARBITRATION SHALL BE HEARD BY ONE ARBITRATOR TO BE SELECTED IN ACCORDANCE WITH THE AAA RULES, IN COLUMBUS, OH; (III)

UNLESS BOTH PARTICIPANT AND SPONSOR AGREE IN WRITING, THE ARBITRATOR MAY NOT CONSOLIDATE MORE THAN ONE PERSON'S CLAIMS, AND MAY NOT OTHERWISE PRESIDE OVER ANY FORM OF CLASS OR REPRESENTATIVE PROCEEDING; AND (IV) JUDGMENT UPON ANY AWARD RENDERED MAY BE ENTERED IN ANY COURT HAVING JURISDICTION THEREOF.

11. Governing Law/Limitation of Liability: All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the State of New York, without giving effect to any choice of law or conflict of law rules (whether of the State of New York or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of New York.

BY ENTERING THE CONTEST, ENTRANT AGREES THAT TO THE EXTENT PERMITTED BY APPLICABLE LAW: (A) ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THE CONTEST, OR ANY PRIZE AWARDED, WILL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION; (B) ANY AND ALL CLAIMS, JUDGMENTS AND AWARDS WILL BE LIMITED TO ACTUAL THIRD-PARTY, OUT-OF-POCKET COSTS INCURRED (IF ANY) NOT TO EXCEED TEN DOLLARS (\$10.00), BUT IN NO EVENT WILL ATTORNEYS' FEES BE AWARDED OR RECOVERABLE; (C) UNDER NO CIRCUMSTANCES WILL ANY ENTRANT BE PERMITTED TO OBTAIN ANY AWARD FOR, AND ENTRANT HEREBY KNOWINGLY AND EXPRESSLY WAIVES ALL RIGHTS TO SEEK, PUNITIVE, INCIDENTAL, CONSEQUENTIAL OR SPECIAL DAMAGES, LOST PROFITS AND/OR ANY OTHER DAMAGES, OTHER THAN ACTUAL OUT OF POCKET EXPENSES NOT TO EXCEED TEN DOLLARS (\$10.00), AND/OR ANY RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED; AND (D) ENTRANTS' REMEDIES ARE LIMITED TO A CLAIM FOR MONEY DAMAGES (IF ANY) AND ENTRANT IRREVOCABLY WAIVES ANY RIGHT TO SEEK INJUNCTIVE OR EQUITABLE RELIEF. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY, SO THE ABOVE MAY NOT APPLY TO YOU.

12. PERSONAL INFORMATION: Sponsor and its authorized agents will collect, use, and disclose the personal information you provide when you enter the Contest for the purposes of administering the Contest and prize fulfillment. By entering this Contest, you consent to the collection, use, and disclosure of your personal information for the purposes of administering the Contest, including, if you win a prize, disclosing your name and location to individuals who request a list of prize winners. You may also be offered the opportunity to receive additional communications from Sponsor about its products, and upcoming contests and promotions.

By accepting a prize, winner agrees to Sponsor's use of his/her name, entry, city/state of residence, picture, biographical information, statements, voice and likeness in any advertising and publicity Sponsor may so choose, in any media or format, whether now known or hereafter developed, including, but not limited to, the World Wide Web, at any time or times in perpetuity, without further compensation or notice.

Information collected from entrants is subject to the Sponsor's Privacy Policy. For further information about Sponsor's privacy practices, please see Sponsor's Privacy Policy at: <http://www.victoriasscret.com/privacy-and-security/>.

13. FINANCIAL INCENTIVE NOTICE: We sometimes offer exclusive price discounts, rewards, offers, deals, coupons, services and other perks for (1) customers who enjoy our loyalty

and rewards programs; (2) recipients of our mailing lists who were presented with a financial incentive to sign up; (3) app subscribers who were presented with a financial incentive to download the app; and (4) applicants or registrants who were presented with a financial incentive for their application or registration (collectively, “**programs**”). Through these program offerings, consumers may provide us with some personal information (e.g., name, postal address, email address, phone number, birthday, and other similar forms of personal information) when they opt-in to our programs. There is no obligation to opt in and consumers may opt out. The details of each program are contained in the program offering. We offer these programs to, among other things, enhance our relationship with customers. The value to our business, in the aggregate, of customers’ personal information depends on specific facts, such as whether and to what extent they take advantage of any offerings. We do not calculate the value of the customers’ information for our accounting statements. To the extent we would, however, such valuation could be directly or reasonably related to the cost associated of acquiring or developing such information.

You may opt into our programs by signing up in the manner invited for an individual program. And you can opt out of these programs by contacting our Customer Care team via the [Customer Care](#) or [Live Chat](#) links at [VictoriasSecret.com](#).

For assistance with these and other privacy notices, contact our Customer Care team by dialing 711 or by using an Internet Protocol Relay Service.

14. WINNERS’ LIST: For the names of winners, mail a self-addressed, stamped envelope to: "PINK 2022 PINK with Purpose Project Winners" c/o Probability, PO Box 1559, Social Circle, GA 30025-1559. All such requests must be received by July 8, 2022.

15. Miscellaneous: The invalidity or unenforceability of any provision of these Official Rules or the Winner Documents will not affect the validity or enforceability of any other provision. In the event that any provision of the Official Rules or the Winner Documents is determined to be invalid or otherwise unenforceable or illegal, the other provisions will remain in effect and will be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. Sponsor’s failure to enforce any term of these Official Rules will not constitute a waiver of that provision. Entrants agree to waive any rights to claim ambiguity of these Official Rules. Headings are solely for convenience of reference and will not be deemed to affect in any manner the meaning or intent of the documents or any provision hereof. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Contest-related materials, privacy policy or terms of use on any website and/or the terms and conditions of the Official Rules, the Official Rules shall prevail, govern and control.

This Promotion is in no way sponsored, endorsed or administered by Facebook., Instagram, TikTok, YouTube or Twitter.