

**Duracell x Messi Promotion
Official Rules**

- **NO PURCHASE IS NECESSARY TO ENTER OR WIN. A PURCHASE OF ANY KIND DOES NOT INCREASE YOUR CHANCES OF WINNING.**
- **VOID IN QUEBEC AND WHERE PROHIBITED BY LAW.**
- **FOR RESIDENTS OF THE U.S. AND D.C, ALL DISPUTES WILL BE RESOLVED SOLELY BY BINDING ARBITRATION IN ACCORDANCE WITH SECTION 15 BELOW, AND ENTRANTS WAIVE THE ABILITY TO BRING CLAIMS IN A CLASS ACTION FORMAT.**
- **FOR RESIDENTS OF CANADA, ALL DISPUTES WILL BE RESOLVED SOLELY IN ACCORDANCE WITH SECTION 17 BELOW, AND ENTRANTS WAIVE THE ABILITY TO BRING CLAIMS IN A CLASS PROCEEDING FORMAT.**
- **SKILL-TESTING QUESTION REQUIRED FOR RESIDENTS OF CANADA.**

BY ENTERING (OR OTHERWISE PARTICIPATING IN) THE PROMOTION, YOU AGREE TO THESE OFFICIAL RULES, WHICH ARE A BINDING CONTRACT, SO READ THEM CAREFULLY BEFORE ENTERING. WITHOUT LIMITATION, THIS CONTRACT INCLUDES RELEASES AND INDEMNITIES TO THE PROMOTION PARTIES FROM YOU AND A LIMITATION OF YOUR RIGHTS AND REMEDIES, INCLUDING THE WAIVER OF YOUR RIGHT TO A JURY TRIAL AND TO PARTICIPATE IN CLASS ACTION LITIGATION.

1. **ELIGIBILITY:** The Duracell x Messi Promotion (“Promotion”) is open only to legal residents of the **fifty (50) United States and the District of Columbia and Canada (excluding Quebec)** who are **at least eighteen (18) years of age** and have reached **the age of majority in their jurisdiction of residence** as of time and date of entry. For avoidance of doubt, residents of Quebec are excluded from participating in the Promotion. For clarity, the age of majority is eighteen (18) years of age in most US states and the District of Columbia, and in the following Canadian provinces and territories: Alberta, Manitoba, Ontario, Prince Edward Island, and Saskatchewan. The age of majority is nineteen (19) years of age in Alabama and Nebraska, and in the following Canadian provinces and territories: British Columbia, New Brunswick, Newfoundland and Labrador, Northwest Territories, Nova Scotia, Nunavut, and Yukon. Residents of any such state, province, or territory where the age of majority is nineteen (19) must be at least nineteen (19) years of age at the time of entry to be eligible, and any entries submitted by individuals who do not meet this requirement will be void.

Employees, officers and directors of Duracell U.S. Operations, Inc. (“Sponsor”), Elevate Sports Ventures Inc., Realtime Media LLC (“Administrator”), and their respective parent companies, affiliates, subsidiaries, advertising, contest, fulfillment and marketing agencies (collectively, the “Promotion Parties”), their immediate family members and those living in the same household as such individuals (whether legally related or not) are not eligible to participate in the Promotion or win a prize. For purposes of this Promotion, immediate family members are defined as spouse, partner, parents, legal guardians, in-laws, grandparents, siblings, children and grandchildren and their respective spouses, and those living in the same household shall mean people who share the same residence at least three (3) months a year, whether legally related or not. In the event that a household, based on address, enters the Promotion using more than five (5) unique email addresses, all of the Promotion entries associated with that household (determined by Sponsor or Administrator at their sole discretion) will be disqualified. Void where prohibited by law. All federal, state, provincial, territorial, and local laws, and regulations apply. By participating in the Promotion, you unconditionally accept and agree to comply with and abide by these “Official Rules” and the decisions of Sponsor, including the interpretation of these Official Rules, administration of the Promotion, selection of the winners, and Sponsor’s exercise of discretion, which will be final, non-appealable, and binding in all respects.

2. **TIMING:** The Promotion begins at or about 12:00 a.m. (midnight) Eastern Time (“ET”) on May 1, 2026 and ends at 11:59 p.m. ET on August 30, 2026. The Promotion includes an instant win game

(the "Game") and a random drawing ("Sweepstakes"), as further described herein. The designated computer clock of the Administrator is the official time-keeping device in the Promotion.

3. HOW TO PARTICIPATE: There are two (2) ways to access the Promotion:

A. Receipt Upload: During the Promotion Period, purchase at least one (1) pack of DURACELL-branded batteries in a single transaction ("Qualifying Purchase") and keep the original transaction receipt. During the Promotion Period, visit <https://SoccerSweeps.duracell.com> ("Website") either directly or by scanning a QR Code found on Duracell specially-marked Messi packs (each, a "Messi Special Edition Pack"), and submit your valid e-mail address. Then, follow the on-screen instructions to register by entering the information requested on the registration form, which may include, without limitation: full name, street address (P.O. Boxes not accepted), city, state/province/territory, ZIP Code/postal code, date of birth, and phone number. Then, follow the on-screen instructions to upload your Qualifying Purchase original transaction receipt showing the Qualifying Purchase, including purchase date, store name, product name(s), and total transaction amount paid after any discounts or coupons and before tax ("Receipt"). Once you have confirmed the Receipt image is visible, select the retailer of the Qualifying Purchase from the drop-down menu, and click "submit". If the selected retailer is Amazon, you will also be prompted to select if the Qualifying Purchase was a Messi Special Edition Pack. The Receipt must display a date within the Promotion Period. If the Receipt is too long to fit in a single image, you may fold the receipt to fit, provided the retailer's name, the date of the transaction, and the Qualifying Purchase including price paid are all visible. A Receipt may only be used once to enter the Promotion. A Receipt may not be used by more than one (1) entrant. Receipts must be readable. Mechanical reproductions, altered Receipts, or unreadable Receipts will not be accepted. NOTE: Proof of submission does not constitute proof of delivery. Please keep a copy of all materials submitted for your records.

In addition, entrants who are residents of Canada must also correctly answer unaided a time-limited four-part mathematical skill-testing question administered by Sponsor or its designee to be eligible to participate in the Promotion. Failure to correctly answer the skill-testing question will result in disqualification. This requirement does not apply to entrants that are legal residents of the United States or the District of Columbia.

B. Free Alternate Method of Entry: A free alternate method of entry ("AMOE") is available as described below and is available to residents of **the U.S., the D.C., and Canada**, subject to these Official Rules. You may receive an entry code (a "Code") to enter the Promotion without making a purchase or uploading a Receipt using the following methods:

- i. **Between May 1, 2026 and August 13, 2026**, legibly hand-print your full name, full mailing address (no P.O. Boxes), email address, phone number, and birth date on a plain 3x5 inch paper ("Code Request" or "Mail-In Entry").
 1. **US & D.C. Residents:** Mail your completed Mail-In Entry to Duracell x Messi Promotion Code Request, 500 East Oregon Rd Lititz, PA. 17543.
 2. **Canadian Residents:** Mail your completed Mail-In Entry to Duracell x Messi Promotion Code Request, PO Box 24005, RPO Lancaster, Saint John, NB E2M 5S8.

Each Mail-In Entry must be mailed separately in a hand-addressed, stamped envelope. No photocopied or mechanically reproduced Mail-In Entries will be accepted. Sponsor is not responsible for postage-due Mail-In Entries or for any incorrect or illegible data contained in any Mail-In Entry. Mail-In Entries must be postmarked no later than August 13, 2026 and received by August 20, 2026 to be eligible. All Mail-In Entries become the property of Sponsor and will not be returned or acknowledged.

Administrator will send one (1) Code per Code Request by e-mail to the e-mail address provided on the request.

- ii. **Between 12:00 a.m. ET on August 14, 2026 through 11:59:59 p.m. ET on August 30, 2026** visit the AMOE Website (defined below), and enter the following non-unique common Code: C20C8C4FF.

Once you have received a Code (or use the common Code above between August 14, 2026 and August 30, 2026), visit <https://soccersweeps.duracell.com/?amoe=1> (the "AMOE Website") and follow the instructions to complete and submit an entry form, which may include, without limitation: full name, street address (P.O. Boxes not accepted), city, state/province/territory, ZIP Code/post code, date of birth, and phone number. Canadian residents must also correctly answer unaided a time-limited four-part mathematical skill-testing question as part of their entry. With the exception of the non-unique common Code available during the last two (2) weeks of the Promotion Period, each Code may only be used once.

To complete a Game Play and receive a Sweepstakes Entry: After completing the steps set forth in either 3A or 3B above, you will receive one (1) game play ("Game Play"), subject to the limit below and subject to verification of your Receipt (if applicable). To complete a Game Play, follow the on-screen instructions to spin the wheel. When the Game Play is completed, you will be notified if you are a potential instant winner in the Game (a "Game Winner") or a non-winner. You are not a winner of any prize even if the notification should so indicate, unless and until your eligibility and the winning Game Play has been verified, and you have been notified that verification is complete. Sponsor will not accept screen shots or other evidence of winning in lieu of its validation process. Any Game Play that occurs after the system has failed for any reason is deemed a defective Game Play, is void, and will not be honored. All winning Game Plays are subject to verification before any prize will be awarded. All potential Game Winners are subject to verification before any prize will be awarded.

Upon completion of your Game Play, you will receive one (1) entry into the Sweepstakes (and ten [10] bonus Sweepstakes entries, if applicable, as described below).

On subsequent days and with a new Receipt depicting a new Qualifying Purchase OR a new Code, you may return to the Website/AMOE Website, log in with your email address, and continue with the remainder of the entry process, subject to the limit below.

Bonus Sweepstakes Entries: You will receive ten (10) bonus Sweepstakes entries if your Qualifying Purchase included a Messi Special Edition Pack, based on accessing the Website via the QR code on such pack, or as indicated as above for Amazon purchases. All Game Plays made by a Code will automatically receive the ten (10) bonus Sweepstakes entries.

All Game Plays and Sweepstakes entries are subject to the limits set forth below and to verification of your Receipt. The Promotion Parties are not responsible for technical difficulties of any kind, or for false, incorrect, changed, incomplete or illegible contact information.

LIMIT: Up to ten (10) Game Plays per person during the entire Promotion Period, regardless of method or combination of methods of entry. Limit of up to one hundred ten (110) total Sweepstakes entries based on one (1) Sweepstakes entry per Game Play plus up to one hundred (100) total bonus Sweepstakes entries, as set forth above. Attempts made by the same individual to earn more than the stated number of Game Plays/Sweepstakes entries by using multiple or false contact information, accounts or otherwise may result in disqualification. Game Plays/Sweepstakes entries generated by artificial intelligence, script, computer programs, macro, programmed, robotic or other automated means are void and may be disqualified. Game Plays

that are in excess of the stated limit(s), incomplete, illegible, corrupted, damaged, destroyed, forged, false, lost, late or misdirected, deceptive or otherwise not in compliance with the Official Rules may be disqualified from the Promotion at Sponsor's sole and absolute discretion. Those who do not follow all instructions, provide the required information in their entry form, or abide by these Official Rules or other instructions of Sponsor may be disqualified. Game Plays submitted by those who do not meet the eligibility requirements (including all requirements with respect to age and residence) are void. In the event of a dispute over the identity of an entrant, Game Play/Sweepstakes entry will be deemed submitted by the registered account holder of the email address associated with the Game Play/Sweepstakes Entry for the domain associated with the submitted address, provided that person is eligible. Any potential winner may be required to show proof of being the registered account holder. Registered account holder is defined as the person assigned to an email address by an Internet access provider, online service provider, or other organization responsible for assigning email addresses. In the event that a dispute regarding the identity of the individual who submitted a Game Play cannot be resolved to Sponsor's satisfaction, the affected Game Play/Sweepstakes Entry will be deemed ineligible.

4. **SWEEPSTAKES DRAWING:** On or about August 31, 2026, the Administrator will conduct a random drawing to select thirteen (13) potential grand prize winners and ten (10) potential first prize winners from among all eligible Sweepstakes entries received in accordance with these Official Rules.
5. **ODDS:** The odds of winning a Game prize depend on when the entrant completes a Game Play. Game prizes will be made available at randomly predetermined times throughout the entire Promotion Period. To be a potential winner of a Game prize, your Game Play must have occurred either at or after one (1) of the exact randomly predetermined winning times as determined by Sponsor and/or Administrator. If a Game Play does not occur at the exact randomly predetermined winning time, then the next entrant's Game Play to occur after that time will be deemed a potential winner. The number of Game prizes available to be won will decrease during the Promotion Period as Game prizes are awarded and claimed. All entrants are playing for the same Game Prizes, regardless of the retailer at which the Qualifying Purchase was made.

The odds of winning a Sweepstakes prize depend on the total number of eligible Sweepstakes entries received during the Promotion Period.

6. **WINNER NOTIFICATION/PRIZE CLAIMING:** The potential Game Winners will be notified on-screen immediately upon completion of the Game Play and via email using the information provided on the registration form. Each potential Sweepstakes winner will be notified via email using the information provided on the registration form after the random drawing. The Promotion Parties are not responsible for and shall not be liable for incorrect, changed, or illegible contact information or for electronic communications that are undeliverable as a result of any form of active or passive filtering, or insufficient space in entrant's email or other account to receive messages. Promotion Parties are not responsible for late, lost, intercepted, misdirected, or unsuccessful efforts to notify a potential winner. Notification is deemed to have occurred immediately upon the sending of an email. Sponsor strongly recommends that all potential winners monitor their email inbox, including spam and junk folders, following the close of the Promotion Period.

As part of the winner notification process, each potential Sweepstakes winner will be required to complete and submit a declaration of eligibility/release of liability/prize acceptance agreement ("Declaration") electronically or as otherwise specified by Sponsor in the winner notification as a condition of receiving such prize. Residents of the United States and the District of Columbia must submit the completed Declaration within two (2) days of Sponsor's date of notification. Residents

of Canada must submit the completed Declaration within five (5) days of Sponsor's date of notification, to account for potential time zone differences and mail delivery considerations. If any potential winner cannot be contacted within a reasonable time period, if a potential Sweepstakes winner fails or refuses to sign and return the Declaration within the required time period, if any potential winner is ineligible, if any notification is returned as rejected, faulty, unclaimed or returned as undeliverable to such potential winner, and/or if any potential winner fails to fully comply with these Official Rules or is otherwise noncompliant, such potential winner will be disqualified and in the case of a Sweepstakes prize, an alternate will be selected in a random drawing from among all remaining eligible entries, up to three (3) alternates, after which the applicable prize will remain un-awarded. A potential winner becomes a "winner" only after verification of eligibility by Sponsor.

No more than the stated number of prizes will be awarded. If, for any reason, including but not limited to an administrative, printing, production, computer or other error or due to technical difficulties or incorrect announcements of any kind, more winning messages are distributed, or more prizes are claimed than are intended to be awarded for any prize according to these Official Rules, the intended prizes will be awarded in a random drawing from among all verified prize claims. Inclusion in such drawing shall be each entrant's sole and exclusive remedy under such circumstances.

7. **PRIZES/APPROXIMATE RETAIL VALUE ("ARV")/PRIZE RESTRICTIONS:** The prizes to be awarded in this Promotion are:

Game Prizes (105): The following prizes are available in the Game (each a "Game Prize"):

Prize Description	ARV	Quantity	Total ARV
Duracell Jersey	\$45 USD / approx. \$61.65 CAD	40	\$1,800 USD / approx. \$2,466 CAD
Duracell Hat	\$30 USD / approx. \$41.10 CAD	20	\$600 USD / approx. \$822 CAD
Duracell Socks	\$20 USD / approx. \$27.40 CAD	20	\$400 USD / approx. \$548 CAD
Messi Hat	\$30 USD / approx. \$41.10 CAD	5	\$150 USD / approx. \$205.50 CAD
Messi Bag	\$40 USD / approx. \$54.80 CAD	5	\$200 USD / approx. \$274 CAD
Soccer Ball	\$42 USD / approx. \$57.54 CAD	10	\$420 USD / approx. \$575.40 CAD
Messi Socks	\$14 USD / approx. \$19.18 CAD	5	\$70 USD / approx. \$95.90 CAD

Total ARV of all Game Prizes is \$3,640 USD / approximately \$4,986.80 CAD. All styles, colors, and sizes of prizes are determined by Sponsor in its sole discretion. Any image depicting a prize on marketing materials is for illustrative purposes only, and actual prize may vary.

Sweepstakes Prizes (23): The prizes to be awarded in the Sweepstakes are:

Grand Prizes (13): Each "Grand Prize" is an Argentina Jersey signed by Lionel Messi. The ARV of each Grand Prize is \$5,000 USD / approximately \$6,850 CAD.

First Prizes (10): Each "First Prize" is a new soccer ball signed by Lionel Messi. The ARV of each First Prize is \$4,000 USD / approximately \$5,480 CAD.

Total ARV of all prizes available in the Promotion is \$108,640 USD / approximately \$148,836.80 CAD. Prize ARVs are based on USD with information available to Sponsor at time

of these Official Rules publication. All Canadian values are calculated based on the exchange rate at the time of these Official Rules publication, and the actual CAD equivalent will be determined at the prevailing exchange rate at the time of prize award. Any difference between the actual value of a prize and the stated ARV (if less than the actual value) due to currency exchange rates will not be awarded. If any winner is a resident of Canada, such winner will bear the valuation exposure due to changes in foreign exchange values, and any difference will not be awarded.

Limit of one (1) of each type of Game Prize per person. Limit one (1) Sweepstakes prize per person. An entrant may win both a Game Prize and a Sweepstakes prize. For clarity, an individual may win up to seven (7) Game Prizes (one [1] of each type offered) and one (1) total Sweepstakes prize. Prizes are non-transferable, with no cash redemptions, equivalents, or substitutions except at Sponsor's sole and absolute discretion. All prize details not specified in these Official Rules will be determined in Sponsor's sole and absolute discretion. Prize details and availability are subject to change and are subject to applicable rules and restrictions. In the event that Sponsor is unable to provide a prize or prize component, the Sponsor may elect to provide winners with the approximate value of such item in cash or award an alternate prize of comparable or greater value. Prizes are awarded "AS IS" and without warranty of any kind, express or implied (including, without limitation, any implied warranty of merchantability or fitness for a particular purpose). Each winner will be solely responsible for all federal, state, provincial, territorial, and/or local taxes, and for any other fees or costs associated with the prize received, regardless of whether it, in whole or in part, is used. The ARV of the prizes is based on available information provided to Sponsor as of the time these Official Rules are printed and may fluctuate. The value of a Sweepstakes prize will be reported for tax purposes as required by law. If a Sweepstakes winner is a US resident, they will be required to provide Sponsor with a valid social security number before the Sweepstakes prize will be awarded, for tax reporting purposes. Any unclaimed prize will be forfeited. Prizes, if legitimately claimed, will be awarded. The Promotion Parties are not responsible for and will not replace any lost, mutilated, or stolen prizes or any prize that is undeliverable or does not reach a winner because of an incorrect or changed address. The Promotion Parties are not responsible for, and winner will not receive the difference, if any, between the actual value of their prize at the time of award and the stated ARV in these Official Rules or in any Promotion-related correspondence or material. Sponsor will attempt to fulfill all properly-claimed prizes within approximately four (4) to six (6) weeks after winner verification.

8. TAXES:

For **U.S. and D.C. residents**, all federal, state, and local taxes that are associated with the receipt of any prize are the sole responsibility of the winner. U.S. and D.C. residents who win a prize (or combination of prizes) will be required to provide Sponsor with a valid Social Security Number before the prize will be awarded, for tax reporting purposes, and will be issued an IRS Form 1099 in their name for the actual value of the prize (or combination of prizes) received.

For **Canadian residents**, all applicable federal, provincial, and local taxes that are associated with the receipt of any prize are the sole responsibility of the winner. Canadian residents who win a Sweepstakes prize will be required to complete an IRS Form W-8 BEN to certify their non-U.S. person status for U.S. tax reporting purposes before the prize will be awarded. For avoidance of doubt, Canadian winners are solely responsible for determining and fulfilling any and all Canadian federal, provincial, and territorial tax obligations arising from receipt of a prize, including any required reporting to the Canada Revenue Agency. Sponsor makes no representation regarding the Canadian tax treatment of any prize, and Canadian winners are encouraged to consult an independent tax advisor regarding their specific tax obligations.

- 9. GENERAL:** Subject to applicable law, each winner hereby expressly grants to the Promotion Parties and their respective successors, assigns, sublicensees and designees, the revocable right to use and publish his/her name, social handles, likeness (photographic or simulated), voice, biography and place of residence for advertising, marketing, promotional and publicity purposes in connection with this Promotion (“Advertising”), in any and all media now or hereafter devised, in perpetuity, without additional compensation beyond the prize awarded. For residents of the United States and the District of Columbia, this grant is subject to all applicable privacy laws, including the Illinois Right of Publicity Act.

Winners may revoke this consent by providing written notice to Sponsor at 135 S. LaSalle Street, Suite 2250, Chicago, IL 60603. Such revocation will apply prospectively only and will not affect any use of winner's name or likeness that occurred prior to Sponsor's receipt of such written notice. For Canadian residents, this revocation right is provided in compliance with applicable Canadian privacy legislation and cannot be waived. All copyright, trademark or other intellectual property rights in such Advertising shall be owned by Sponsor and/or its licensors, and each winner hereby disclaims and waives any claim of right to such Advertising. Such Advertising shall be solely under the control of Sponsor and/or its licensors, and each winner hereby waives any claim of control over the Advertising content as well as any possible claims of misuse of winner's name, likeness or voice under contract, tort, or any other theory of law. The Promotion Parties do not assume any responsibility for any disruption in the Promotion, including, but not limited to, the failure or interruption of any internet service provider. In the event there is a discrepancy or inconsistency between disclosures and other statements contained in any Promotion materials and the terms and conditions of these Official Rules, these Official Rules shall prevail, govern, and control. In the event Sponsor is prevented from continuing with the Promotion by any event beyond its control, including, but not limited to, fire, flood, epidemic, 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 Promotion by any party, or any federal, state, provincial, territorial, 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 Promotion or prize. Sponsor additionally reserves the right, in its sole and absolute discretion to modify, suspend or terminate the Promotion should causes beyond Sponsor's control corrupt or interfere with the administration, integrity, operation, security or proper play of the Promotion.

- 10. CONDUCT:** The Promotion Parties are not responsible for the actions of entrants in connection with the Promotion, including entrants' attempts to circumvent the Official Rules or otherwise interfere with the administration, security, fairness, integrity, or proper conduct of the Promotion. The Promotion Parties reserve the right, at their sole discretion, to disqualify (or terminate the prize of) any individual who is found to be, or suspected of, acting in any manner deemed by the Promotion Parties to be in violation of the Official Rules, or to be unsportsmanlike or disruptive, or with intent to annoy, abuse, threaten or harass any other person, or to be tampering with the entry process or the operation of the Promotion, and void all associated Game Plays/entries and/or registrations. CAUTION: ANY ATTEMPT BY A USER, YOU OR ANY OTHER INDIVIDUAL TO DAMAGE OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, THE PROMOTION PARTIES RESERVE THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES (INCLUDING ATTORNEYS' FEES) FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

11. WAIVERS AND DISCLAIMERS: The Promotion Parties assume no responsibility or liability for, except to the extent caused by their gross negligence or willful misconduct: (a) lost, late, stolen, undelivered, inaccurate, incomplete, delayed, misdirected, damaged or garbled registrations, Game Plays/entries, URLs, or emails; (b) any incorrect or inaccurate entry information, or for any faulty or failed electronic data transmissions; (c) any unauthorized access to, or theft, destruction or alteration of Game Plays/entries or registrations at any point in the operation of this Promotion; (d) any technical malfunction, failure, error, omission, interruption, deletion, defect, delay in operation or communications line failure, regardless of cause, with regard to any equipment, systems, networks, lines, cable, satellites, servers, computers or providers utilized in any aspect of the operation of the Promotion; (e) inaccessibility or unavailability of the Internet or the website or any combination thereof or for computer hardware or software malfunctions, failures or difficulties, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Promotion, including, without limitation, errors or difficulties which may occur in connection with the administration of the Promotion, the processing of Game Plays/entries, social networking posts, or registrations, the announcement of the prizes, or in any other Promotion-related materials; or (f) any injury or damage to entrants or to any other person's computer which may be related to or resulting from any attempt to participate in the Promotion. If, for any reason, the Promotion (or any part thereof) is not capable of running as planned for reasons which may include, without limitation, infection by computer virus, tampering, unauthorized intervention, fraud, technical failures, or any other causes which may corrupt or affect the administration, security, fairness, integrity or proper conduct of this Promotion, then the Promotion Parties reserve the right at their sole discretion to cancel, terminate, modify or suspend the Promotion in whole or in part. If terminated, the Promotion Parties will award the prizes in a random drawing from among all non-suspect, eligible Game Plays/entries received for the Promotion up to the time of such action.

12. RELEASES: All entrants, as a condition of participation in this Promotion, release, discharge, indemnify and hold harmless the Promotion Parties and each of their respective directors, officers, employees, agents, successors and assigns (collectively, "Released Parties") from and against any and all liability, claims, costs (including reasonable attorneys' fees), losses, damages, or actions of any kind whatsoever for injuries, damages, or losses to persons or property which may be sustained, in whole or in part, directly or indirectly, in connection with: (i) participation in any aspect of the Promotion, (ii) the receipt, ownership, use or misuse of the prize awarded, (iii) the Released Parties' 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; (iv) entrant's registration material on any related website, or (v) any typographical, human or other error in the printing, offering, selection, operation or announcement of any Promotion activity and/or prize.

The Promotion Parties make no representations or warranties of any kind, express or implied, regarding the Promotion, or your participation therein, or a prize and your acceptance or use of any prize.

13. GOVERNING LAW: For entrants who are legal residents of the United States and the District of Columbia, all issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules or the rights and obligations of entrants, Sponsor or the Promotion Parties in connection with the Promotion shall be governed by and construed in accordance with the laws of the State of Illinois, without regard to conflicts of law principles or provisions that would cause the application of any other laws.

For entrants who are legal residents of Canada, all issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules or the rights and obligations of entrants, Sponsor or the Promotion Parties in connection with the Promotion shall

be governed by and construed in accordance with the laws of Canada and the Province of Ontario, without regard to conflicts of law principles or provisions that would cause the application of any other laws. Nothing in these Official Rules limits any rights that Canadian residents may have under applicable mandatory consumer protection legislation that cannot be waived by contract.

- 14. LIMITATION OF LIABILITY:** BY ENTERING THE PROMOTION, 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 PROMOTION, 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, EXCEPT THAT SPONSOR RETAINS THE RIGHT TO SEEK INJUNCTIVE OR EQUITABLE RELIEF AS SET FORTH IN SECTION 15 OR SECTION 17, AS MAY BE APPLICABLE. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY, SO THE ABOVE MAY NOT APPLY TO YOU.
- 15. DISPUTE RESOLUTION – U.S. ONLY:** The parties each agree to finally settle all disputes through arbitration, subject to the exceptions set forth in this paragraph; provided, however, either party shall be entitled to seek injunctive or equitable relief in the state and federal courts in the State of Illinois, and any other court with jurisdiction over the parties. In arbitration, there is no judge or jury, and review is limited. The arbitrator's decision and award is final and binding, with limited exceptions, and judgment on the award may be entered in any court with jurisdiction. The parties agree that, except as set forth above, any claim, suit, action or proceeding arising out of or relating to this Promotion shall be resolved solely by binding arbitration before a sole arbitrator under the streamlined Arbitration Rules Procedures of JAMS Inc. ("JAMS") or any successor to JAMS. In the event JAMS is unwilling or unable to set a hearing date within fourteen (14) days of the filing of a "Demand for Arbitration", then either party can elect to have the arbitration administered by the American Arbitration Association ("AAA") or any other mutually agreeable arbitration administration service. If an in-person hearing is required, then it will take place in the State of Illinois. The federal or state law that applies to these Official Rules will also apply during the arbitration. Disputes will be arbitrated only on an individual basis and will not be consolidated with any other proceedings that involve any claims or controversy of another party, including any class actions; provided, however, if for any reason any court or arbitrator holds that this restriction is unconscionable or unenforceable, then the agreement to arbitrate doesn't apply and the dispute must be brought in a court of competent jurisdiction in the State of Illinois. Sponsor agrees to pay the administrative and arbitrator's fees in order to conduct the arbitration. Each party shall bear their own costs of participation, including travel costs and attorneys' fees, unless otherwise awarded by the arbitrator or required by applicable law. Either party may, notwithstanding this provision, bring qualifying claims in small claims court.
- 16. DISPUTE RESOLUTION – CANADA ONLY:** For entrants who are legal residents of Canada, any dispute, claim, question or controversy arising out of or relating to the Promotion, these Official Rules, or the rights and obligations of entrant, Sponsor, or the Promotion Parties in connection with the Promotion shall be resolved exclusively by the courts of the Province of Ontario, and each

entrant irrevocably submits to the personal jurisdiction of such courts and waives any claim of inconvenient forum; provided, however, that Sponsor shall be entitled to seek injunctive or equitable relief in the courts of the Province of Ontario, and any other court with jurisdiction over the parties, and provided further that nothing in these Official Rules shall deprive any entrant of any mandatory rights or remedies, including the right to bring an action in any other court of competent jurisdiction, to the extent required by applicable Canadian law. Each entrant further agrees that any such dispute shall be resolved on an individual basis only and not in any purported class, collective, representative, or private attorney general proceeding, to the fullest extent permitted by applicable law.

- 17. LANGUAGE PRIORITY/INTERPRETATION:** In the event of any discrepancy or inconsistency between the English version of these Official Rules and any translated version, the English version shall govern, except where prohibited by applicable law.
- 18. ENTRY INFORMATION AND PROMOTION COMMUNICATIONS:** As a condition of entering the Promotion, each entrant gives consent for Sponsor to collect, use, and share with third-party service providers his or her name, address and other information as necessary for the purpose of administering this Promotion and to comply with applicable laws, regulations and rules. Any information entrant provides to Sponsor may be used to communicate with entrant in relation to this Promotion or on a Promotion winner's list. By participating in the Promotion, entrant agrees to all of the terms and conditions of the Sponsor's Privacy Policy, which is available at <https://www.duracell.com/en-us/privacy/> and the official privacy policies of the other Promotion Parties. In the event of any discrepancy between the Sponsor's Privacy Policy and these Official Rules, these Official Rules shall control and govern.

For Canadian Residents: The collection, use, and disclosure of personal information provided by Canadian residents in connection with this Promotion is governed by applicable Canadian federal and provincial privacy legislation, including the Personal Information Protection and Electronic Documents Act ("PIPEDA") and applicable provincial privacy laws. Personal information collected from Canadian residents will be used solely for the purposes of administering this Promotion, notifying, and verifying winners, awarding prizes, and complying with applicable legal requirements. Canadian residents have the right to access, correct, or request deletion of their personal information held by Sponsor by submitting a written request to Sponsor at 135 S. LaSalle Street, Suite 2250, Chicago, IL 60603 USA. Personal information will be retained only as long as necessary for the purposes for which it was collected, or as required by applicable law, after which it will be securely destroyed. Sponsor will not sell or rent personal information of Canadian residents to any third party for marketing purposes without express consent.

- 19. MISCELLANEOUS:** The invalidity or unenforceability of any provision of these Official Rules or the Declaration will not affect the validity or enforceability of any other provision. In the event that any provision of the Official Rules or the Declaration is determined to be invalid or otherwise unenforceable or illegal, such provision shall be modified to the minimum extent necessary to make it enforceable while preserving its intent, or if such modification is not possible, such provision shall be severed, and 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 Promotion-related materials, privacy policy or terms of use on any website, or application and/or the terms and conditions of the Official Rules, the Official Rules shall prevail, govern and control and the discrepancy will be resolved in Sponsor's sole and absolute discretion.

- 20. WINNERS LIST:** To receive a list of winners, send a #10 self-addressed, stamped envelope for receipt by October 29, 2026 to: Duracell x Messi Promotion (11738) - Winner List Request, c/o Realtime Media, 2460 General Armistead Ave, STE 209, West Norriton, PA 19403 USA. Canadian residents may omit return postage.
- 21. SPONSOR:** Duracell U.S. Operations, Inc., 135 S. LaSalle Street, Suite 2250, Chicago, IL 60603 USA. Reference to third parties in connection with prizes and/or third-party websites or services are for reference and identification purposes only and not intended to suggest endorsement, sponsorship or affiliation with Sponsor or the Promotion.
- 22. ADMINISTRATOR:** Realtime Media LLC, 2460 General Armistead Ave, STE 209, West Norriton, PA 19403 USA.