

Jack Link's® Squid Game Season 2 Experience Promotion
OFFICIAL RULES

NO PURCHASE NECESSARY

BY ENTERING (OR OTHERWISE PARTICIPATING IN) THIS PROMOTION, ENTRANTS AGREE TO THESE OFFICIAL RULES, WHICH ARE A BINDING CONTRACT, AND SHOULD BE READ CAREFULLY BEFORE ENTERING. WITHOUT LIMITATION, THIS CONTRACT INCLUDES INDEMNITIES TO THE PROMOTION ENTITIES FROM ENTRANTS AND A LIMITATION OF ENTRANTS' RIGHTS AND REMEDIES. ALL DISPUTES WILL BE RESOLVED SOLELY BY BINDING ARBITRATION AND ENTRANTS WAIVE THE ABILITY TO BRING CLAIMS IN A CLASS ACTION FORMAT.

PROMOTION DESCRIPTION: The Jack Link's® Squid Game Season 2 Experience Promotion (the "**Promotion**") begins on September 1, 2024, at 12:00:01 a.m. Eastern Time ("**ET**") and ends on December 31, 2024, at 11:59:59 p.m. ET (the "**Promotion Period**"). The Promotion consists of a random draw sweepstakes (the "**Sweepstakes**") wherein one (1) Grand Prize will be awarded in a random drawing at the end of the Promotion Period from among all eligible entries received during the Promotion Period and an online instant win game ("**Instant Win**") wherein Instant Win prizes will be awarded, as described herein. Entry in the Promotion does not constitute entry into any other promotion, contest or sweepstakes. By participating in the Promotion, each entrant unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of Link Snacks, Inc., One Snack Food Lane, Minong, Wisconsin 54859 ("**Sponsor**"), including decisions regarding the interpretation of these Official Rules, which shall be final and binding in all respects.

ELIGIBILITY: Only legal United States residents who reside in the fifty (50) United States and Washington, D.C., who are eighteen (18) years of age or older are eligible to enter. **If entrant is under the age of twenty-one (21) and selected as the winner of the Sweepstakes Prize, entrant must be accompanied on the Sweepstakes Prize by a guest who is twenty-one (21) years of age or older.** Employees, officers and directors of Sponsor, and each of their respective parents, subsidiaries, affiliates, sales representatives, agents, advertising and promotion agencies, and sweepstakes administrators (collectively, the "**Promotion Entities**") and the immediate family members, and/or those living in the same household of each, are ineligible to enter the Promotion or win a prize. Additionally, employees, officers, agents and representatives of Netflix, Inc. ("**Netflix**") and the immediate family members, and/or those living in the same household of each, are ineligible to enter 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. For purposes of this Promotion, 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. Promotion is void where prohibited by law.

HOW TO ENTER: During the Promotion Period, purchase any specially marked package of Jack Link's products and look inside for the Entry Code. Then scan the QR code on the specially marked package using the camera on your wireless phone and click on the link to be redirected to the Promotion website or go directly to JackLinks.com/SquidGame (the "**Website**"). Then, follow the on-screen instructions to play the games. Once you have completed the games, complete the entry form in its entirety, enter your Entry Code and submit. You will be informed immediately of what

Instant Win prize you have won, subject to verification of eligibility, and will also receive one (1) entry into the Sweepstakes. Each Entry Code may be used one (1) time only.

*NO PURCHASE NECESSARY. To participate without making a purchase (the“AMOE”) [click here](#) and follow the on-screen instructions to provide your email address or mobile telephone number. You will then receive an email or SMS message (depending on whether you provide an email address or mobile telephone number). Click on the link in the email or SMS message and follow the instructions to see what Instant Win prize you have won, subject to verification of eligibility, and also receive one (1) entry into the Sweepstakes

Limit one (1) game play/entry per person per day. For purposes of these Official Rules, a ‘day’ is defined as any twenty-four (24) hour period during the Promotion Period beginning at 12:00:01 a.m. ET and ending twenty-four (24) hours later at 11:59:59 p.m. ET. All entries must be received by the end of the Promotion Period in order to participate. The Website’s database clock will be the official timekeeper for this Promotion. In the event a dispute regarding the identity of the individual who actually submitted an entry cannot be resolved to Sponsor’s satisfaction, the affected entry will be deemed ineligible. Promotion Entities shall not be responsible for incorrect or inaccurate entry information whether caused by Internet users or by any of the equipment or programming associated with or utilized in the Promotion or by any technical or human error which may occur in the processing of the entries in the Promotion. The Promotion Entities assume no responsibility or liability for any error, omission, interruption, deletion, theft or destruction, or unauthorized access to, or alteration of entries. The Promotion Entities assume no responsibility for any disruption in the Promotion, including, but not limited to, the failure or interruption of any wireless or internet service provider. No mechanically reproduced, illegible, incomplete, forged, software-generated or other automated multiple entries will be accepted.

If due to technical, production or other errors, more prizes are claimed than intended, the intended prize will be awarded in a random drawing from all those submitting purportedly valid claims. No more than the number of prizes set forth in these Official Rules will be awarded. ALL POTENTIAL WINNING PLAYS ARE SUBJECT TO VERIFICATION BY SPONSOR, WHOSE DECISIONS ARE FINAL AND BINDING. A "SCREEN SHOT" IS NOT PROOF OR EVIDENCE OF A WINNING PLAY AND/OR PRIZE. A PARTICIPANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE PLATFORM SHOULD SO INDICATE, UNLESS AND UNTIL SAID PARTICIPANT’S ELIGIBILITY AND THE POTENTIAL WINNING PLAY HAVE BEEN VERIFIED AND SAID PARTICIPANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE. SPONSOR WILL NOT ACCEPT SCREEN SHOTS OR OTHER EVIDENCE OF WINNING IN LIEU OF ITS VALIDATION PROCESS. ANY PLAY THAT OCCURS AFTER THE SYSTEM HAS FAILED FOR ANY REASON IS DEEMED A DEFECTIVE PLAY AND IS VOID AND WILL NOT BE HONORED. The submission of a prize claim is solely the responsibility of the participant.

SWEEPSTAKES PRIZE WINNER SELECTION AND NOTIFICATION: At the end of the Promotion Period, one (1) potential Sweepstakes Prize winner will be randomly selected from all eligible entries received throughout the Promotion Period. The potential Sweepstakes Prize winner will be notified by e-mail on or about January 6, 2025 using contact information provided or collected at the time of entry. Sponsor shall have no liability for any Sweepstakes Prize notification that is lost, intercepted or not received by a potential Sweepstakes Prize winner for any reason. If a potential Sweepstakes Prize winner does not respond within seventy-two (72) hours of the notification attempt, or if the Sweepstakes Prize or Sweepstakes Prize notification is returned as unclaimed or undeliverable to such potential winner, such potential winner will forfeit their

Sweepstakes Prize and an alternate winner may be selected. Sponsor, in its sole discretion, will attempt to contact up to three (3) potential alternate winners of the Sweepstakes Prize in accordance with the above procedure, after which the Sweepstakes Prize may go unawarded if it remains unclaimed. If any potential Sweepstakes Prizewinner is found to be ineligible, or if they have not complied with these Official Rules or decline the Sweepstakes Prize for any reason prior to award, such potential Sweepstakes Prize winner will be disqualified, and an alternate potential Sweepstakes Prize winner may be selected. **The odds of winning the Sweepstakes Prize depend on the number of eligible Sweepstakes entries received.**

PRIZES/APPROXIMATE RETAIL VALUES:

Sweepstakes Prize:

One (1) Sweepstakes Prize is available. The Sweepstakes Prize consists of the opportunity for the winner and one (1) guest to travel to Seoul, South Korea. Travel must take place on TBD dates by the end of April 2025. Sweepstakes Prize includes:

- a. round-trip economy class air transportation for the winner and their guest from a major airport near winner's home to Seoul, South Korea;
- b. 4-day/3-night hotel accommodations (one room, double occupancy);
- c. Local ground transportation in Seoul as determined by Sponsor;
- d. A Swag Bag and Welcome gift for the winner only;
- e. Guided tour which may include a Squid Game Experience, tour of scenic Seoul, Dalgona experience, your guide, photography session and lunch and dinner during the tour.

The approximate retail value ("ARV") of the Sweepstakes Prize is \$20,000.

Winner and their guest must have a valid U.S. Passport prior to travel. Sponsor may require winner and their guest to provide proof of a valid Passport prior to ticketing of the Sweepstakes Prize. Travel must be taken on dates designated by Sponsor. Dates of departure and return are subject to change at Sponsor's sole discretion. Winner's guest must be eighteen (18) years of age or older and must sign and return a Liability/Publicity Release prior to ticketing of the Sweepstakes Prize. If winner is under the age of twenty-one (21), however, winner must be accompanied by a guest who is twenty-one (21) years of age or older. Certain aspects of the prize may contain additional eligibility criteria imposed by prize providers (e.g., age). Winner and their guest must travel together on the same itinerary and possess all required travel documents, including valid photo ID. Air transportation tickets are non-refundable/non-transferable and may not be valid for upgrades and/or frequent flyer miles. All air transportation tickets are subject to the vagaries of flight variation, work stoppages and schedule or route changes. ARV may vary depending upon points of departure and destination and fare fluctuations. If the closest airport to a prize winner's home is in close enough proximity to prize destination city so that, as Sponsor may determine in its sole discretion, a flight is unnecessary, such prize winner will receive alternate transportation from the Sponsor with no further obligation to the winner. Prize winner will not receive cash or any other form of compensation if actual travel costs are less than the prize ARV in these Official Rules. Sponsor reserves the right to structure the travel route and select hotels in its sole discretion. The winner may be required to provide a credit card at the time of hotel check-in. All expenses not specifically mentioned herein are not included as part of the prize, and are solely the responsibility of the winner, including, but not limited to ground transportation, travel insurance, room service, bag check fees, parking fees, food, beverages, tips, gratuities, and service charges. If the prize winner is unable to participate in the trip during the dates designated by Sponsor, the Sweepstakes Prize will be forfeited in its entirety. The Promotion Entities shall not

be responsible for any cancellations, delays, diversions, substitutions, or any other act or omissions whatsoever by air carriers, hotel, venue operators, transportation companies, prize providers, or any other persons providing any prize-related services or accommodations. No refund or compensation will be made in the event of the cancellation or delay of any transportation or missed prize events, opportunities, or expenses incurred or change to any other prize element as a consequence of delay or cancellation, except at the sole and absolute discretion of Sponsor.

Instant Win Prizes:

UNCLAIMED/UNREDEEMED INSTANT WIN PRIZES WILL NOT BE AWARDED.

Each Instant Win Prize consists of either a Squid Games 2 digital download or an additional Sweepstakes Entry. Odds of winning one or the other are 1:2.

Sponsor makes no warranties, and hereby disclaims any and all warranties, express or implied, concerning any prize furnished by third parties in connection with the Sweepstakes. WITHOUT LIMITING THE GENERALITY OF THE FOREGOING, SUCH PRIZES ARE PROVIDED “AS IS” WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, AND SPONSOR HEREBY DISCLAIMS ALL SUCH WARRANTIES, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND/OR NON-INFRINGEMENT.

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. No cash alternative, prize substitutions, assignment or transfer of any prize will be allowed, except Sponsor reserves the right to substitute prize(s) of comparable or greater value if a prize listed, or any component thereof, is unavailable for any reason.

GENERAL PRIZE CONDITIONS: Prize winners shall be solely responsible for all federal, state and/or local taxes, and the reporting consequences thereof, and for any other fees or costs associated with the applicable prize, regardless of whether the prize elements are used. The Sweepstakes Prize winner must execute and return an Affidavit of Eligibility, a Liability Release, and (where imposing such condition is legal) a Publicity Release (collectively, “**Prize Claim Documents**”). If such winner fails or refuses to sign and return all Prize Claim Documents within five (5) days of prize notification (or a shorter time if required by exigencies), such winner may be disqualified and an alternate winner may be selected. The ARV of any prize is based on available information provided to Sponsor and the actual retail value of any prizes awarded to a winner collectively valued at \$600 or more will be reported for tax purposes as required by law. Winner(s) of prizes collectively valued at \$600 or more will be issued a 1099 tax form following the receipt of the prize. Sponsor is not responsible for and will not replace any lost or stolen prizes or any prize that is undeliverable or does not reach the winner because of an incorrect or changed address. If winner does not accept or use the entire prize, the unaccepted or unused part of the prize will be forfeited, and Sponsor will have no further obligation with respect to the prize or that portion of the prize. No more than the stated prizes will be awarded. Sponsor is not responsible for, and winner will not receive, the difference, if any, between the actual value of the prize at the time of the award and the stated ARV in these Official Rules or any Promotion-related correspondence or material.

GENERAL: Subject to applicable law, acceptance of a prize constitutes prize winner’s permission for Sponsor and its designees to use prize winner’s name, photograph, likeness, voice, biographical information, statements and address (city and state) for advertising and/or publicity purposes worldwide and in all forms of media now known or hereafter developed (“**Advertising**”), in

perpetuity, without further notice or compensation. All copyright, trademark or other intellectual property rights in such Advertising shall be owned by Sponsor and/or its licensors, and winner hereby disclaims and waives any claim of right to such Advertising. Sponsor reserves the right to modify, extend, suspend, or terminate the Promotion if it determines, in its sole discretion, that the Promotion is technically impaired or corrupted or that fraud or technical problems, failures or malfunctions or other causes beyond Sponsor's control have destroyed or severely undermined or to any degree impaired the integrity, administration, security, proper play and/or feasibility of the Promotion as contemplated herein. In the event Sponsor is prevented from awarding prizes or continuing with the Promotion as contemplated herein by any event beyond its control, Sponsor shall have the right to modify, suspend, or terminate the Promotion. If the Promotion is terminated before the designated end date, Sponsor will (if possible) select winners in a random drawing from all eligible, non-suspect entries received as of the date of the event giving rise to the termination. Inclusion in such drawing shall be each entrant's sole and exclusive remedy under such circumstances. These Official Rules cannot be modified or amended in any way except in a written document issued by a duly authorized representative of Sponsor. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. In the event there is a discrepancy or inconsistency between disclosures and other statements contained in any Promotion materials and these Official Rules, these Official Rules shall control. All decisions as to these Official Rules and interpretations thereof are exclusively within the sole discretion of Sponsor and may be changed from time to time without notice.

CONDUCT: The Promotion Entities 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. Sponsor reserves the right, at its sole discretion, to disqualify any individual found to be tampering with the participation process or the operation of the Promotion, or to be acting in any manner deemed by Sponsor to be in violation of the Official Rules, or to be acting in any manner deemed by Sponsor to be disruptive or unsportsmanlike, or with intent to annoy, abuse, threaten or harass any other person and void all associated entries. **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, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES (INCLUDING ATTORNEYS' FEES) FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.** Sponsor reserves the right, at its sole and absolute discretion, to disqualify (or terminate the prize of) any individual who is found to be, or suspected of, acting in violation of these Official Rules, or to be acting in an unsportsmanlike, obscene, immoral or disruptive manner, or with the intent to annoy, abuse, threaten or harass any other person.

WAIVERS AND DISCLAIMERS: The Promotion Entities assume no responsibility or liability for (a) lost, late, stolen, undelivered, inaccurate, incomplete, delayed, misdirected, damaged or garbled entries, URLs, text messages, 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 entries; (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 wireless service, the Internet, any website, or any combination thereof or for

telephone or 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 entries, prize notifications, or in any other Promotion-related materials; or (f) any injury or damage to entrants' or to any other person's telephone or computer which may be related to or resulting from any attempt to participate in the Promotion.

RELEASES: All entrants, as a condition of participation in this Promotion, agree to release, discharge, indemnify and hold harmless the Promotion Entities, Netflix and any prize provider 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 attorneys' fees), losses, damages, fines, 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 (including travel to/from any Promotion activity), (ii) the receipt, ownership, use or misuse of the prize awarded, including any travel associated with any prize, (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; or (iv) any typographical, human or other error in the printing, offering, selection, operation or announcement of any Promotion activity and/or prize.

GOVERNING LAW:

All issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules or the rights and obligations of entrants or the Promotion Entities in connection with the Promotion shall be governed by and construed in accordance with the internal laws of the State of Wisconsin, without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other state's laws.

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. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY, SO THE ABOVE MAY NOT APPLY TO YOU.

DISPUTE RESOLUTION: Entrants and Sponsor agree to finally settle all disputes only through arbitration; provided, however, that Sponsor shall be entitled to seek injunctive or equitable relief in the state and federal courts in the State of Wisconsin, 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. Entrants and Sponsor 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 entrant or the Promotion Entities 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 Wisconsin. 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 does not apply and the dispute must be brought in a court of competent jurisdiction in the State of Wisconsin. Sponsor agrees to pay the administrative and arbitrator’s fees in order to conduct the arbitration (but specifically excluding any travel or other costs of entrant to attend the arbitration hearing). Either entrants or Sponsor may, notwithstanding this provision, bring qualifying claims in small claims court.

ENTRY INFORMATION AND CONTEST COMMUNICATIONS: As a condition of entering the Promotion, each entrant gives consent for the Promotion Entities to obtain and deliver his or her name, address and other information to third parties for the purpose of administering this Promotion and to comply with applicable laws, regulations and rules. Any information entrant provides to the Promotion Entities 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.jacklinks.com/privacy/>. In the event of any discrepancy between the Sponsor’s Privacy Policy and these Official Rules, these Official Rules shall control and govern.

WINNER’S LIST: Any legally required winner’s list may be obtained by sending a self-addressed, stamped envelope to: Jack Link’s® Squid Game Season 2 Experience Promotion Winner, 2100 N Greenville Ave Ste 400, Richardson, TX 75082. All such requests must be received within six (6) weeks after the end of the Promotion Period.

SPONSOR: Link’s Snacks, Inc., One Snack Food Lane, P.O. Box 397, Minong, WI 54859.

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. Entrants irrevocably waive all claims against Netflix and agree that Netflix will have no liability or responsibility for any claim arising in connection with participation in this Promotion or the prizes awarded. Netflix has not offered or sponsored this Promotion in any way. Neither Netflix, Inc nor any of its affiliated entities (“Netflix”) are sponsors of this Sweepstakes.