

ARTICLE 1. ORGANIZER

The promotional activation titled “**Pringles – Cheer For Your Champion’Chips**” (the “Activation” or the “Contest”) is organized by:

Kellogg Belgium Services Company BVBA Belgicastraat 7, 1930 Zaventem, Belgium
Company number: 0835.032.715 (hereinafter the “Organizer” or “Kellanova”)

The Organizer collaborates with:

- **Nine Thirty B.V.** Danzigerbocht 45X, 1013 AM Amsterdam, The Netherlands KvK: 34334454 (supporting execution and operational handling)

ARTICLE 2. DURATION AND LOCATIONS

The Activation takes place **in person** at the following dates, times, and locations:

June Activation Days

- **14 June – Utrecht (Bollendak)** — 16:00–20:00 Stationsplein, Utrecht
- **15 June – Mechelen, Belgium** — 14:00–18:00 Botermarkt, Mechelen
- **20 June – Hoofddorp (Vier Meren)** — 14:00–18:00 Marktplaan 120, Hoofddorp
- **21 June – Sint-Niklaas, Belgium** — 14:00–18:00 Grote Markt, Sint-Niklaas
- **25 June – Zaandam** — 14:00–18:00 Brug 5, opposite Rozenhof, Zaandam

ARTICLE 3. PARTICIPATION

3.1 Eligibility

Participation in the Activation and Contest is strictly limited to individuals who:

- are **18 years of age or older**, and
- are physically present at one of the Activation locations.

Minors are **not permitted** to participate or attend the Activation activity.

3.2 Participation Conditions

By participating, each individual (“Participant”) accepts these Terms & Conditions fully and unconditionally.

Participation is **free of charge** and **no purchase is required**.

To enter the Contest portion (“World Cheer Champion’Chips”), Participants must provide:

- **full name**, and
- **e-mail address**

Incomplete entries are invalid.

ARTICLE 4. ACTIVATION MECHANICS & REWARDS

4.1 Base Participation Reward

All Participants who take part in the **Cheer For Your Champion'Chips** activity will receive:

- **one (1) Pringles Stadium Snacks reward**, regardless of the day, location, or time.

This reward is guaranteed for all Participants while supplies last.

4.2 Social Media Reward

Participants who:

1. Share their participation on **social media**, tag **@pringles.nl** or **pringles.be**, and
2. Show the post to the on-site entertainer

may claim **one (1) additional Pringles reward**, consisting of:

- a **Pringles T-shirt**, or
- **Pringles socks**

(subject to availability; no cash alternative).

4.3 Contest Entry

To enter the Contest for the title of **World Cheer Champion'Chips**, Participants must:

- complete the activity,
- provide their **name and e-mail address**, and
- comply with these Terms & Conditions.

Only one entry per person is permitted.

ARTICLE 5. WINNER SELECTION & PRIZE

5.1 Winner Selection

One (1) overall winner will be selected based on the Organizer's internal judging criteria for the **World Cheer Champion'Chips**.

5.2 Prize

The overall winner will receive:

- **one (1) gaming console**, with a retail value of **€350**.

No cash alternative is available.

5.3 Winner Notification

The winner will be notified via **email no later than 31 July 2026**.

The prize will be shipped to the **address provided by the Participant**. The Organizer is not responsible for lost shipments due to incorrect or incomplete addresses.

If the winner does not respond within **7 days**, the Organizer reserves the right to select an alternative winner.

ARTICLE 6. GENERAL CONDITIONS

- Rewards are non-transferable and cannot be exchanged for cash.
- The Organizer may disqualify any Participant who tampers with the Activation or behaves fraudulently.
- The Organizer may modify, suspend, or cancel the Activation in case of force majeure or unforeseen circumstances.
- The Organizer's decisions are final and binding.

ARTICLE 7. LIABILITY

The Organizer is not responsible for:

- technical issues,
- travel costs,
- personal injuries, or
- any other expenses incurred by Participants.

Participation is at the Participant's own risk.

ARTICLE 8. PERSONAL DATA

Personal data collected during the Activation (name and address) will be used **solely** for:

- contest administration, and

- prize fulfilment.

Data will not be shared with third parties except where required for prize delivery.

ARTICLE 9. GOVERNING LAW

These Terms & Conditions are governed by the laws of the Netherlands, without prejudice to mandatory consumer protection laws in the Participant's country of residence.