

**STELLA ARTOIS® WORTH MORE GIVEAWAY  
TERMS AND CONDITIONS**

**NO PURCHASE NECESSARY. THE FOLLOWING OFFER IS INTENDED FOR VIEWING IN THE UNITED STATES AND DISTRICT OF COLUMBIA (EXCLUDING ALABAMA, ARKANSAS, CALIFORNIA, AND TEXAS) AND SHALL BE CONSTRUED ACCORDING TO UNITED STATES LAW. VOID WHERE PROHIBITED.**

**1. ELIGIBILITY:**

The “Stella and Starters Giveaway” (“Offer”) is open to legal residents of the United States and District of Columbia (excluding Alabama, Arkansas, California, and Texas) who are twenty-one (21) years of age or older at the time of submission. Employees, contractors, directors, officers and agents of Anheuser-Busch, LLC, its affiliates and subsidiaries, advertising and promotion agencies, wholesale distributors, retail licensees, all other service agencies involved with the Offer, and members of their immediate family (spouse, parent, child, or sibling; whether biological, adopted, step, or in-law) or households (whether related or not) are not eligible to participate. The Offer is subject to all applicable federal, state, and local laws and regulations and is void where prohibited. Participation constitutes participant’s full and unconditional agreement to these Offer Terms and Conditions (“Terms and Conditions”) and Sponsor’s and Administrator’s decisions which are final and binding in all matters related to this Offer. Receiving a prize is contingent upon fulfilling all requirements as set forth herein.

**2. OFFER PERIOD:**

Offer begins at 12:00:00 a.m. Central Standard Time (“CST”) on January 1, 2024, and ends at 11:59:59 p.m. CST on December 31, 2024 (“Offer Period”). The Offer Period is divided into twelve (12) submission periods (each a “Submission Period”) as defined below. Administrator’s computer is the official time keeping device for this Offer.

| Submission Period | Start Date/Time               | End Date/Time  | No. of Prizes |
|-------------------|-------------------------------|--|---------------|
| 1                 | 01/01/2024, 12:00:00 a.m. CST | 01/31/2024, 11:59:59 p.m. CST, or until all prizes have been awarded                           | 170           |
| 2                 | 02/01/2024, 12:00:00 a.m. CST | 02/29/2024, 11:59:59 p.m. CST, or until all prizes have been awarded                           | 170           |
| 3                 | 03/01/2024, 12:00:00 a.m. CST | 03/31/2024, 11:59:59 p.m. Central Daylight Time (“CDT”), or until all prizes have been awarded | 170           |
| 4                 | 04/01/2024, 12:00:00 a.m. CDT | 04/30/2024, 11:59:59 p.m. CDT, or until all prizes have been awarded                           | 170           |
| 5                 | 05/01/2024, 12:00:00 a.m. CDT | 05/31/2024, 11:59:59 p.m. CDT, or until all prizes have been awarded                           | 170           |
| 6                 | 06/01/2024, 12:00:00 a.m. CDT | 06/30/2024, 11:59:59 p.m. CDT, or until all prizes have been awarded                           | 170           |
| 7                 | 07/01/2024, 12:00:00 a.m. CDT | 07/31/2024, 11:59:59 p.m. CDT, or until all prizes have been awarded                           | 170           |
| 8                 | 08/01/2024, 12:00:00 a.m. CDT | 08/31/2024, 11:59:59 p.m. CDT, or until all prizes have been awarded                           | 170           |

|    |                               |  |     |
|----|-------------------------------|--|-----|
| 9  | 09/01/2024, 12:00:00 a.m. CDT | 09/30/2024, 11:59:59 p.m. CDT, or until all prizes have been awarded | 170 |
| 10 | 10/01/2024, 12:00:00 a.m. CDT | 10/31/2024, 11:59:59 p.m. CDT, or until all prizes have been awarded | 170 |
| 11 | 11/01/2024, 12:00:00 a.m. CDT | 11/30/2024, 11:59:59 p.m. CST, or until all prizes have been awarded | 170 |
| 12 | 12/01/2024, 12:00:00 a.m. CST | 12/31/2024, 11:59:59 p.m. CST, or until all prizes have been awarded | 170 |

**3. HOW TO PARTICIPATE:**

(a) Internet: Visit <https://offers.airbaton.me/stellaworthmore> (“Website”) and follow the online instructions to: (1) upload a photo of a meal and a Stella Artois logo, and (2) complete and submit an online submission (“Submission”). Upon verification of your Submission, you may receive \$10.00 to be paid via PayPal or Venmo.

(b) QR Code: Use your smart phone or other web-enabled device with data plan to scan the quick response (“QR”) code featured on signs or promotional materials at participating stores with the QR read application already installed on your phone. You will be directed to a mobile Web page at <https://offers.airbaton.me/stellaworthmore> also a “Website”). Follow the online instructions to: (1) upload a photo of a meal and a Stella Artois logo, and (2) complete and submit an online submission (also a “Submission”). Upon verification of your Submission, you may receive \$10.00 to be paid via PayPal or Venmo.

Proof of scanning QR codes does not constitute proof of completion or submission. To scan a QR code, participants must have a smart phone or other web-enabled device with a camera feature and/or QR scanner application and may incur message or data charges from their wireless service provider for each message sent and received. If you do not have a QR reader already installed on your phone, type ‘QR reader’ in your mobile device’s application store search field to find available QR readers for your smart phone or other web-enabled device. You will receive a response which will contain a link to download a QR reader for your specific device. Check with your wireless service provider for details on these and other applicable charges. Participants are solely responsible for any such wireless charges. Not all wireless carriers participate.

For all Submissions:

All Submissions must be received and recorded during the Offer Period. Only the methods of Submission described herein are valid. No other forms of submission are valid. To be valid, each Submission must comply with all of these Terms and Conditions. Limit one (1) Submission per person for per Submission Period.

Automated Submissions are prohibited and any use of automated devices will cause disqualification. Participants may not submit with multiple email addresses nor use any other device or artifice to submit multiple times or as multiple participants. Any participant who attempts to submit with multiple email addresses under multiple identities or uses any device or artifice to register multiple times will be disqualified and forfeits all prizes won, in Sponsor’s sole discretion. Multiple participants are not permitted to share the same email address. Should multiple users of the same email account enter the Giveaway and a dispute thereafter arise regarding the identity of the participant, the authorized account holder of said email account at the time of submission will be considered a participant and must comply with these Official Rules. The authorized account

subscriber is the natural person who is assigned the email address by the ISP or other organization responsible for assigning email addresses. Participant may be required to show proof of being the authorized account subscriber.

If participating with a mobile phone or other web-enabled device and using your wireless carrier's network, standard data charges from your wireless carrier may apply. Check with your wireless service provider for details on these and any other applicable charges. Participants are solely responsible for any such wireless charges.

See Appendix A for additional Submission Guidelines & Prohibited Content. Submission must comply with these Terms and Conditions. Sponsor reserves the right, but not the obligation, to review any Submission for violation of these Terms and Conditions and may, at its sole discretion, reject, delete, or otherwise exclude a Submission for any reason, including without limitation, if the Submission contains any Prohibited Content (as defined in Appendix A) or any other commentary or material which Sponsor, in its sole discretion deems inappropriate.

#### **4. PRIZE DETAILS:**

Prize (2,040 total; See Rule No. 2): The first 170 participants per Submission Period who submit a valid Submission will receive \$10.00 to be paid via Venmo or PayPal. Participants will choose their preferred method of payment upon Submission from a drop-down menu.

Participants that selected the \$10.00 PayPal payment prize on their online submission form will receive the \$10.00 PayPal payment prize. Prize will be fulfilled by a one-time PayPal payment made directly to participant's PayPal account. You must have a valid PayPal account in effect at the time of fulfillment to receive the prize. PayPal registration is free and can be obtained by using your smart phone or other web-enabled device with a data plan or free Wi-Fi to download the PayPal application available from the Apple App Store or the Google Play Store; or, visit <https://www.paypal.com/us/home>.

Participants that selected the \$10.00 Venmo payment prize on their online submission form will receive the \$10.00 Venmo payment prize. Prize will be fulfilled by a one-time Venmo payment made directly to participant's Venmo account. You must have a valid Venmo account in effect at the time of fulfillment to receive the prize. Venmo registration is free and can be obtained by using your smart phone or other web-enabled device with a data plan or free Wi-Fi to download the Venmo application available from the Apple App Store or the Google Play Store; or, visit <https://www.Venmo.com>.

Approximate Retail Value ("ARV") is \$10.00. If participants cannot accept the prize as specified by Sponsor, prize will be forfeited and may be awarded to an alternate participant at Sponsor's sole discretion. Total ARV of all prizes is \$20,400.00. Any difference between stated value and actual value will not be awarded.

Limit one (1) prize per person per Submission Period. Prize is non-transferable and no cash equivalent or substitution of prize is offered, except at the sole discretion of Sponsor. If a prize or any portion thereof cannot be awarded for any reason, Sponsor reserves the right to substitute prize with another prize of equal or greater value. Participants are solely responsible for all federal, state and/or local taxes, and for any other fees or costs associated with the prizes they receive, regardless of whether it, in whole or in part, is used.

Participants may be required to complete, sign, and return an affidavit of eligibility and liability and, unless prohibited by law, publicity release to Sponsor or Sponsor's representatives. In the event of noncompliance within any stated time period, the prize will be forfeited and an alternate participant may be selected at Sponsor's sole discretion.

Any prize notification or prize returned to the Sponsor or its agencies as undeliverable will result in disqualification and the prize may be awarded to an alternate participant at Sponsor's sole discretion.

If Sponsor so elects, participants may be required to submit to a confidential background check. Such background check may include (but is not limited to) investigation of criminal, sexual offenses, or other arrest or conviction record, and any other factor deemed relevant by the Sponsor to help ensure that participant will not bring the Sponsor into public disrepute, contempt, scandal, or ridicule or reflect unfavorably on the Sponsor. If requested, participant agrees to sign waiver forms authorizing the release of personal and background information. In the event of noncompliance, to be determined at the sole discretion of Sponsor, prize will be forfeited and will be awarded to an alternate participant, at Sponsor's sole discretion.

## **5. LIMITATIONS OF LIABILITY AND RELEASE:**

Anheuser-Busch, LLC, Administrator and each of their affiliates, subsidiaries and agencies (collectively the "Released Parties") are responsible for lost, late, misdirected, unintelligible, returned or undelivered submissions, telephone calls, text messages, email, or for lost, interrupted or unavailable satellite, network, server, Internet Service Provider (ISP), Website, or other connections availability, accessibility or traffic congestion, miscommunications, failed computer, network, telephone, satellite or cable hardware or software or lines, or technical failure, or jumbled, scrambled, delayed or misdirected transmissions, computer hardware or software malfunctions, failures or difficulties, or other errors of any kind whether human, mechanical, electronic or network. Persons who tamper with or abuse any aspect of this Offer or Website, or act in violation of the Terms and Conditions, or act in any manner to threaten or abuse or harass any person, or violate Website's terms of service, as solely determined by the Sponsor, will be disqualified. Released Parties are not responsible for any incorrect or inaccurate information whether caused by Website users, tampering, hacking, or by any of the programming or equipment associated with or used in this Offer, and assumes no responsibility for any errors, omission, deletion, interruption or delay in operation or transmission or communication line failure, theft or destruction or unauthorized website access. Any use of robotic, macro, automatic, programmed or like Submission methods will void all such submissions, and may subject that participant to disqualification. Released Parties are not responsible for injury or damage to participants or any other person's computer or property related to or resulting from participating in this Offer. Should any portion of Offer be, in the Sponsor's sole opinion, compromised by virus, worms, bugs, unauthorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair administration, security, fairness or proper play of this Offer, or submission of Submissions, Sponsor reserves the right at its sole discretion to suspend, modify or terminate the Offer, and randomly select the winner from among all valid Submissions received prior to action taken, or otherwise as may be deemed fair and equitable by the Sponsor. In the event of a dispute regarding the identity of a participant, the authorized subscriber of the email address used to enter will be deemed to be the participant and must comply with these rules. The authorized account subscriber is the natural person who is assigned the email address by the ISP or other organization responsible for assigning the email address. All materials submitted become the property of Anheuser-Busch, LLC and will not be returned. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL,

CONSEQUENTIAL, OR OTHER DAMAGES; AS A RESULT, THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU, AND THE FOREGOING PARAGRAPHS SHALL NOT APPLY TO A RESIDENT OF NEW JERSEY TO THE EXTENT DAMAGES TO SUCH NEW JERSEY RESIDENT ARE THE RESULT OF SPONSOR'S NEGLIGENT, FRAUDULENT OR RECKLESS ACT(S) OR INTENTIONAL MISCONDUCT.

Participants agree (a) that Sponsor and its parent, subsidiary and affiliated companies, and advertising and Offer agencies, and their respective officers, directors, employees, wholesale distributors, representatives and agents, will have no liability whatsoever for, and are released and shall be held harmless by participants against, any liability, for any injuries, losses or damages of any kind, to persons, including death, or property, or rights of publicity or privacy, defamation, copyright infringement or portrayal in a false light resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of the prize or participation in this Offer or in any Offer-related activity, and (b) participant, by acceptance of prize, except where legally prohibited, grants permission for Sponsor (and agrees to confirm such agreement in writing) and those acting pursuant to its authority to use his/her name, submitted biography, voice and/or likeness and prize information, and/or Submission (and assign the Submission, which may be altered, changed, modified, edited, used alone or with other works, as solely determined by Sponsor) for advertising, trade and Offer purposes without further compensation, at any times or time, in all media now known or hereafter discovered worldwide and on the Internet without notice or review or approval.

**6. PUBLICITY AND COPYRIGHT LICENSE:**

You grant Sponsor an exclusive, worldwide, perpetual, irrevocable, unrestricted, royalty-free, sub-licensable and transferrable right and license to exploit your Submission (including, without limitation, your name and likeness and the names and likenesses of any and all persons in the Submission, and any intellectual property rights (e.g. copyright, trademark, etc.) contained in the Submission) in any media now or hereafter known, without any payment or other consideration of any kind, or permission or notification, to you or any third party, for any purpose, including, without limitation, your Submission and any person's property (physical, personal, intellectual property rights, and indicia) contained therein. The foregoing grant includes, without limitation, the right to reproduce, display, distribute, publicly perform, create derivative works of, alter, amend, broadcast, edit, publish, use, merchandise, license, sublicense, and adapt the Submission in any and all media now or hereafter known, throughout the world, for any purpose, whether commercial in nature or otherwise, including in contexts and circumstances that result in your Submission being associated with a particular Sponsor or Sponsors. Accordingly, you hereby waive any objection to, such use including without limitation, distribution, reproduction, creation of derivative works of, public performance, or display of your Submission, and any claim for compensation whatsoever in connection therewith. Such waiver shall include any claim for infringement of any so-called "Moral Right," "Droit Moral" or similar right or interest.

**7. DISPUTE RESOLUTION:**

All issues and questions concerning the construction, validity, interpretation and enforceability of these Terms and Conditions, or the rights and obligations of the participant, Administrator and Sponsor in connection with the Offer, or any claim or dispute that has arisen or may arise between you, Administrator and Sponsor, shall be governed by, and construed in accordance with, the laws of the State of Missouri without giving effect to any choice of law or conflict of law rules. The place of arbitration shall be St. Louis, Missouri.

**8. PRIVACY POLICY:**

See Sponsor's privacy policy at <https://offers.airbaton.me/stellaworthmore> (also a "Website") for details regarding the use of personal information collected in connection with this Offer.

**9. SPONSOR**

Anheuser-Busch, LLC, One Busch Place, St. Louis, MO 63118.

**10. ADMINISTRATOR**

Rio Creative, 16630 Old Chesterfield Road, Chesterfield, MO 63017

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## APPENDIX A

### **SUBMISSION GUIDELINES & PROHIBITED CONTENT**

Submissions must meet the following requirements:

- Submission cannot defame, misrepresent or contain disparaging remarks about Sponsor or its products, or other people, products or companies or communicate messages or images inconsistent with the positive images and/or goodwill to which Sponsor wishes to associate.
- Sponsor shall have full right and power to copy, publish, broadcast, display, distribute, use, edit, translate, alter, combine with other material, reuse and adapt any or all portions of the Submission in any way and for any purpose whatsoever, at any time, now or in the future, in any media now known or hereafter devised throughout the World in any manner whatsoever and for any purpose.
- Submission cannot (a) be sexually explicit or suggestive, violent or derogatory of any ethnic, racial, gender, religious, professional or age group, profane or pornographic, contain nudity or any materially dangerous activity; (b) promote the excessive or irresponsible consumption of alcohol, or promote illegal use of alcohol, drugs, tobacco, firearms/weapons (or the use of any of the foregoing), any activities that may appear unsafe or dangerous or any particular political agenda or message; (c) be obscene or offensive, endorse any form of hate or hate group; (d) contain an image of anyone under 21 years of age; (e) otherwise fail to comply with the Beer Institute Advertising and Marketing Code as made publicly available at the following online location: <http://www.beerinstitute.org/assets/uploads/general-upload/2015-Beer-Ad-Code-Brochure.pdf>; (f) contain trademarks, logos or trade dress owned by others, or advertise or promote any brand or product of any kind (other than Stella Artois beer), without permission, or contain any personal identification, such as license plate numbers, personal names, email addresses or street addresses; (g) contain copyrighted materials owned by others without permission; (h) contain materials embodying the names, likenesses or other indicia identifying any person, living or dead, without permission; (i) refer to or depict any names, logos or readily recognizable features of a retailer of alcohol beverages (such as a grocery store, convenience store, restaurant, bar, or any other retail location that sells alcohol beverages); or (j) depict, and cannot itself be in, violation of any law.
- Each participant warrants and represents that the Submission: (a) is his/her original work, (b) has not been previously published; (c) has not received previous awards; and (d) does not infringe upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property or other rights of any person or entity;
- Any participant whose Submission includes likenesses of third parties or contains elements not owned by the participant (such as, but not limited to, depictions of persons, buildings, trademarks or logos) must be able to provide legal releases for such use including Sponsor's use of such Submission, in a form satisfactory to Sponsor, upon request, prior to award of prize and/or naming of participant as a winner.

- Any Submission that, in the sole opinion of Sponsor, is not in accordance with the guidelines as stated herein or on the Website or is deemed to be inappropriate for publication is ineligible.
- Incomplete, illegible, deceptive, or garbled Submissions are not eligible.
- Any such participant will indemnify and hold harmless, Sponsor from any claims to the contrary.

All Submissions are subject to Sponsor's Digital Millennium Copyright Act policy, as follows: **DIGITAL MILLENNIUM COPYRIGHT ACT**—Anheuser-Busch is committed to respecting and protecting the legal rights of copyright owners. As such, Anheuser-Busch adheres to the following notice and take down policy, in full compliance with Section 512(c)(3) of the DMCA (17 U.S.C. § 512 *et seq.*). If you believe any of the Submissions infringes upon your intellectual property rights, please submit a notification alleging such infringement (hereafter a "DMCA Takedown Notice"). To be valid, a DMCA Takedown Notice must (i) be provided to the Anheuser-Busch designated agent, ("Copyright Agent"), as set forth below, and (ii) include the following:

- A physical or electronic signature of a person authorized to act on behalf of the owner of an exclusive right that is allegedly infringed;
- Identification of the copyrighted work claimed to have been infringed, or, if multiple copyrighted works at a single online site are covered by a single notification, a representative list of such works;
- Identification of the material claimed to be infringing or to be the subject of infringing activity and that is to be removed or access disabled and information reasonably sufficient to permit the service provider to locate the material;
- Information reasonably sufficient to permit the service provider to contact you, such as an address, telephone number, and, if available, an electronic mail;
- A statement that you have a good faith belief that use of the material in the manner complained of is not authorized by the copyright owner, its agent, or the law; and,
- A statement that, under penalty of perjury, the information in the notification is accurate and you are authorized to act on behalf of the owner of the exclusive right that is allegedly infringed.

Anheuser-Busch's Copyright Agent to receive DMCA Takedown Notices is email: [trademarks@anheuser-busch.com](mailto:trademarks@anheuser-busch.com). For clarity, only DMCA Takedown Notices should go to the Copyright Agent; any other feedback, comments, online purchases or other communications should be directed to the applicable customer service links posted on the Website. You acknowledge that in order for Anheuser-Busch to be authorized to takedown any Content, your DMCA Takedown Notice must comply with all of the requirements of this Section.

By submitting an Submission, you agree that your Submission is gratuitous and made without restriction, that it will not place Sponsor under any obligation other than as stated in these Terms and Conditions, that Sponsor is free to publish or otherwise disclose the ideas contained in the Submission on a non-confidential basis to anyone or otherwise use the ideas without any



additional compensation to you. You acknowledge that by acceptance of your Submission, Sponsor does do not waive any rights to use similar or related ideas previously known to Sponsor or developed by its employees or obtained from sources other than you.

By participating, you acknowledge that your Submission may be posted on the Website or in any other form of publication, in Sponsor's sole discretion. Submissions posted to the Website are not edited by Sponsor and are the views/opinions of the individual participant and do not reflect the views of the Sponsor in any manner. By entering, you acknowledge that Sponsor has no obligation to use or post any Submission you submit.