

**STELLA ARTOIS® LET'S DO DINNER SWEEPSTAKES
OFFICIAL RULES**

NO PURCHASE OR PAYMENT OF ANY KIND NECESSARY TO ENTER FOR A CHANCE TO WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. THE SWEEPSTAKES IS OPEN ONLY TO PERSONS WHO ARE, AT THE TIME OF ENTRY, LEGAL RESIDENTS OF THE FIFTY (50) UNITED STATES AND DISTRICT OF COLUMBIA AND AT LEAST TWENTY-ONE (21) YEARS OF AGE OR OLDER. SWEEPSTAKES WILL BE GOVERNED BY UNITED STATES LAW. VOID WHERE PROHIBITED.

1. ELIGIBILITY:

The “Stella Artois Let’s Do Dinner Sweepstakes” (“Sweepstakes”) is open to legal residents of the fifty (50) United States and District of Columbia who are twenty-one (21) years of age or older at the time of entry. 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 or governmental agencies and their employees involved with the Sweepstakes, and members of their immediate families (spouse, parent, child or sibling; whether biological, adopted, step or in-law) or households (whether related or not) are not eligible to enter or win. The Sweepstakes 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 Official Rules (“Official Rules”) and Sponsor’s and Administrator’s decisions which are final and binding in all matters related to this Sweepstakes. Winning a prize is contingent upon fulfilling all requirements as set forth herein.

2. SWEEPSTAKES PERIOD:

Sweepstakes begins at 12:00:00 a.m. Eastern Daylight Time (“EDT”) on April 23, 2023, and ends at 11:59:59 p.m. EDT on September 4, 2023 (“Sweepstakes Period”). Administrator’s computer is the official time keeping device for this Sweepstakes.

3. HOW TO PARTICIPATE:

(a) Internet: Visit [Stellaarthis.com/letsdodinner](https://stellaarthis.com/letsdodinner) (“Website”) during the Sweepstakes Period and follow the online instructions to complete and submit an online registration (“Registration”). Upon registration, you will receive one (1) entry into the random drawing for a chance to win the grand prize (“Grand Prize Entry” and also an “Entry”). You will also have the opportunity to play for a chance to win an instant-win prize by pressing the “check-in button” (a “Play”). After you have submitted your Registration, visit Website daily to Play for a chance to win an instant-win prize and a chance to win the grand prize.

(b) QR Code: Use your smart phone or other web-enabled device with data plan to scan the Sweepstakes quick response (“QR”) code featured on signs or

promotional materials at participating stores and in other advertising with the QR read application already installed on your phone. You will be directed to a mobile Web page at Stellaartois.com/letsdodinner (also an “Entry”) where you may complete and submit an online registration (also a “Registration”). Upon registration, you will receive one (1) entry into the random drawing for a chance to win the grand prize (“Grand Prize Entry” and also an “Entry”). You will also have the opportunity to play for a chance to win an instant-win prize by pressing the “check in button” (also a “Play”). Proof of scanning QR codes does not constitute proof of completion or submission of a Grand Prize Entry or a Play. After you have submitted your Registration, visit Website daily to Play for a chance to win an instant-win prize and a chance to win the grand prize.

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 PLAYS

Limit one (1) Play per person per day. A “day” is defined as a twenty-four (24) hour time period beginning at 12:00:00 a.m. EDT and ending the same day at 11:59:59 p.m. EDT.

All Plays must occur during the Sweepstakes Period. Only the methods of Play described herein are valid. No other forms of Play are valid. To be valid, each Play must comply with all instructions given to participants by Sponsor and these Official Rules. Any reference herein to a “Play” refers to a valid Play by an eligible participant made in accordance with all instructions given to participants by Sponsor and these Official Rules.

Automated Plays are prohibited, and any use of automated devices will cause disqualification. Participants may not play with multiple email addresses nor use any other device or artifice to play multiple times or as multiple participants. Any participant who attempts to play 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 participants of the same email account play the game and a dispute thereafter arises regarding the identity of the participant, the authorized account holder of said email account at the time of Play 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. Potential winner may be required to show proof of being the authorized account subscriber.

If playing 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.

FOR ALL GRAND PRIZE ENTRIES:

Limit one (1) Grand Prize Entry per person per day. A "day" is defined as a twenty-four (24) hour time period beginning at 12:00:00 a.m. EDT and ending the same day at 11:59:59 p.m. EDT.

All Grand Prize Entries must be submitted during the Sweepstakes Period. Only the methods of Grand Prize Entry described herein are valid. No other forms of Grand Prize Entry are valid. To be valid, each Grand Prize Entry must comply with all instructions given to participants by Sponsor and these Official Rules. Any reference herein to a "Grand Prize Entry" refers to a valid Grand Prize Entry by an eligible participant made in accordance with all instructions given to participants by Sponsor and these Official Rules.

Automated Grand Prize Entries are prohibited, and any use of automated devices will cause disqualification. Participants may not enter with multiple email addresses nor use any other device or artifice to enter multiple times or as multiple participants. Any participant who attempts to enter 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 participants of the same email account enter the Sweepstakes and a dispute thereafter arises regarding the identity of the participant, the authorized account holder of said email account at the time of Grand Prize Entry 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. Potential winner may be required to show proof of being the authorized account subscriber.

If entering 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.

4. WINNER SELECTION FOR INSTANT-WIN PRIZES:

Sponsor has randomly selected a date and time during the Sweepstakes Period for each instant-win prize to be awarded herein ("Award Time") and has randomly assigned an instant-win prize to each Award Time. The first eligible participant to complete a Play of the game in accordance with the instructions given to participants and these Official Rules on or after each Award Time will be selected as the potential winner

of an instant-win prize assigned to such Award Time. Sponsor's decisions are final in all matters relating to Award Times, game Play, prize selection, and the selection of winners. Odds of winning depend on the number of eligible game Plays, when game Play occurs, the Award Time assigned to each instant-win prize, and the number of instant-win prizes. See Rule No. 6 for instant-win prize details.

All instant-win prizes will be awarded. In the event an instant-win prize is not awarded due to lack of Play on or after an Award Time, or disqualification of a participant, or the forfeiture of a prize or failure of a potential winner to accept any instant-win prize, or for any other reason provided in these Official Rules, then within ten (10) days after the end of the Sweepstakes Period, Sponsor shall randomly select the winner of such instant-win prize from amongst all eligible participants playing the game during the Sweepstakes Period that have not been disqualified.

After completing a Play of the game during the Sweepstakes Period in accordance with the instructions given to you and these Official Rules, the game will inform you onscreen whether you are a potential winner of a prize.

ALL POTENTIAL WINNING PLAYS ARE SUBJECT TO VERIFICATION BY SPONSOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE SWEEPSTAKES. A PARTICIPANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE GAME DISPLAYS A WINNING MESSAGE, OR EVEN IF THE PARTICIPANT RECEIVES AN EMAIL MESSAGE OR OTHER COMMUNICATION STATING THAT THE PARTICIPANT HAS WON UNLESS AND UNTIL THE PARTICIPANT'S ELIGIBILITY AND THE POTENTIAL WINNING PLAY HAVE BEEN VERIFIED AND THE 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, IS VOID AND WILL NOT BE HONORED.

Potential winners may also be notified via email or phone call and may be required to respond to the notification indicating whether they will accept the prize within the time indicated by the Sponsor in the notification. Potential winners may also be required to complete, sign, and return an affidavit of eligibility and liability and, unless prohibited by law, publicity release to Sponsor within the time indicated by Sponsor in the notification to the potential winner that such document(s) is/are required. Subject to verification of eligibility and compliance with the terms of these Official Rules, including verification that the potential winner is twenty-one (21) years of age or older, the potential winner will be declared an official winner of the Game. If Sponsor cannot verify that the potential winner is twenty-one (21) years of age or older by the time specified by Sponsor, then the potential winner will be disqualified.

In the event of a potential winner's failure to respond to any notification from Sponsor within the time indicated by the Sponsor in a notification, or failure to comply with any of the time deadlines herein for the signature and/or return of any required

document(s), or failure to accept a prize within the time indicated by the Sponsor in a notification, then the potential prize winner will be disqualified. Any prize notification or prize returned to Sponsor or its agencies as undeliverable will result in disqualification.

Released Parties (as defined below) are not responsible for suspended or discontinued Internet, wireless, or land-line phone service, or a change in a participant's email address, phone number or mailing address which may result in a potential winner not receiving initial prize notification or prize information.

5. WINNER SELECTION FOR GRAND PRIZES:

Grand prize winners will be selected in a random drawing to be held on or about September 5, 2023, from among all eligible Grand Prize Entries received by Administrator, whose decisions are final in all matters relating to this Sweepstakes. Odds of winning depend on the number of eligible Grand Prize Entries received during the Sweepstakes Period.

All grand prizes will be awarded (time permitting). In the event a grand prize is not awarded due to lack of Entries, disqualification of a participant, the forfeiture of a prize or failure of a potential winner to accept a grand prize, or for any other reason provided in these Official Rules, then an alternate winner will be randomly selected (time permitting) from amongst all eligible Grand Prize Entries received during the Sweepstakes Period.

ALL POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE SWEEPSTAKES. A PARTICIPANT IS NOT A WINNER OF ANY PRIZE, UNLESS AND UNTIL THE PARTICIPANT'S ELIGIBILITY HAS BEEN VERIFIED AND THE PARTICIPANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE.

Potential grand prize winners will be notified via email or phone call and may be required to respond to the notification indicating whether they will accept the prize within the time indicated by the Sponsor in the notification. Potential grand prize winners will be required to complete, sign, and return an affidavit of eligibility and liability and, unless prohibited by law, publicity release to Sponsor within the time indicated by Sponsor in the notification to the potential winner that such document(s) is/are required. Potential grand prize winners will be required to complete, sign, and return a Release of Liability, Voluntary Assumption of Risk, and Indemnity Agreement to Sponsor or Sponsor's representatives within the time indicated by Sponsor in the notification to the potential winner that such document(s) is/are required. Subject to verification of eligibility and compliance with the terms of these Official Rules, including verification that the potential grand prize winner is twenty-one (21) years of age or older, the potential grand prize winner will be declared an official winner of the Sweepstakes. If Sponsor cannot verify that the potential grand prize winner is twenty-one (21) years of age or older by the time specified by Sponsor, then the potential grand prize winner will be disqualified.

Potential grand prize winner's guest must be twenty-one (21) years of age or older as of the end date of the Sweepstakes and will be required to complete, sign, and return a liability and publicity release to Sponsor within the time indicated by Sponsor in the notification to the potential grand prize winner that such document(s) is/are required. Grand prize winner's guest will be required to complete, sign, and return a Release of Liability, Voluntary Assumption of Risk, and Indemnity Agreement to Sponsor or Sponsor's representatives within the time indicated by Sponsor in the notification to the potential winner that such document(s) is/are required.

In the event of a potential grand prize winner's failure to respond to any notification from Sponsor within the time indicated by the Sponsor in a notification, or failure to comply with any of the time deadlines herein for the signature and/or return of any required document(s), or failure to accept a prize within the time indicated by the Sponsor in a notification, then the potential grand prize winner will be disqualified. Any prize notification or prize returned to Sponsor or its agencies as undeliverable will result in disqualification.

Released Parties (as defined below) are not responsible for suspended or discontinued Internet, wireless, or land-line phone service, or a change in a participant's email address, phone number or mailing address which may result in a potential grand prize winner not receiving initial prize notification or prize information.

6. PRIZE DETAILS:

Grand Prize (15 total): Trip for winner and one (1) guest to New York City, New York. Travel Dates: September 21, 2023 – September 22, 2023. Trip consists of round-trip coach air transportation (from gateway city nearest winner's home); double-occupancy hotel accommodations for one (1) night, and two (2) tickets to a dinner with the "Most Fascinating People" scheduled to occur on September 21, 2023. Travel dates are subject to change. Event date is subject to change. Seating assignments to be determined by Sponsor, in Sponsor's sole discretion, and subject to availability and change. Travel and accommodations are at Sponsor's sole discretion and subject to availability and change. Winner and one (1) guest must travel on the same itinerary and on the dates specified by Sponsor or prize will be forfeited and will be awarded to an alternate winner (time permitting). Winner and one (1) guest must comply with all travel requirements, which may include, without limitation, presenting necessary identification (including a valid driver's license) at the time of travel. Flight schedules are subject to change without notice. Sponsor is not liable for any missed events, opportunities, or expenses incurred as a consequence of flight cancellation/delay or ground transportation delay. Winner may be required to provide a credit card at time of hotel check-in. Any costs incurred due to changes to the original itinerary are solely the winner's responsibility. Ground transportation, meals (other than stated above), gratuities, personal purchases and all other expenses not specified herein are winner's responsibility. Approximate Retail Value is \$1,550.00. If winner cannot accept prize as specified, prize will be forfeited and awarded to an alternate winner (time permitting). Any difference between stated value and actual value will not be awarded.

If the grand prize cannot be awarded for any reason including Acts of God, acts of terrorism, civil disturbances, work stoppage, COVID-19, or any other natural disaster outside of Sponsor's control, then no grand prize will be awarded.

Instant-win Prize 1 (5,000 total): \$25.00 Uber Eats code redeemable at www.ubereats.com and is subject to the terms and conditions as set by issuer. Approximate Retail Value ("ARV") is \$25.00.

Instant-Win Prize 2 (76 total): Stella Artois chalice. ARV is \$12.00.

Instant-Win Prize 3 (4 total): Stella Artois summer picnic blanket. ARV is \$75.00.

Instant-Win Prize 4 (13 total): Stella Artois cutting board. ARV is \$35.00.

Instant-Win Prize 5 (182 total): Stella Artois dish towel. ARV is \$10.00.

Instant-Win Prize 6 (26 total): Stella Artois lunch bag. ARV is \$40.00.

Instant-Win Prize 7 (5 total): Stella Artois mesh bag. ARV is \$30.00.

Instant-Win Prize 8 (46 total): Stella Artois oven mitt set. ARV is \$25.00.

Instant-Win Prize 9 (58 total): Stella Artois round beach towel. ARV is \$100.00.

Instant-Win Prize 10 (6 total): Stella Artois fleece pullover. ARV is \$90.00.

Instant-Win Prize 11 (4 total): Stella Artois t-shirt. ARV is \$45.00.

Instant-Win Prize 12 (90 total): Stella Artois windbreaker. ARV is \$175.00.

Instant-Win Prize 13 (31 total): Stella Artois/Water.org chalice. ARV is \$15.00.

Instant-Win Prize 14 (9 total): Stella Artois Holiday 54-quart cooler. ARV is \$300.00.

FOR ALL PRIZES:

If winner cannot accept the prize as specified, prize will be forfeited and will be awarded to an alternate winner (time permitting for Grand Prize). Total ARV of all prizes is \$55,411.00. Any difference between stated value and actual value will not be awarded.

Limit one (1) instant-win prize per person and one (1) grand prize per person. Prizes are 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. Prize winner will be 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.

If Sponsor so elects, potential winner and his/her guest (if applicable) 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 potential winner and his/her guest (if applicable) will not bring the Sponsor into public disrepute, contempt, scandal or ridicule or reflect unfavorably on the Sponsor. If requested, potential winner and his/her guest (if applicable) agree 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 winner (time permitting for grand prize).

If entering 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.

7. PUBLICITY:

Acceptance of prize offered constitutes permission for Sponsor to use winner's name, voice, biographical information and/or likeness for purposes of advertising and promotion without further compensation in all media now known or hereafter discovered worldwide and on the Internet without notice or review or approval as permitted by law.

8. RELEASE:

By accepting a prize, winner agrees to release and hold Anheuser-Busch, LLC and Administrator harmless from all losses, damages, rights, claims and actions of any kind resulting from acceptance, possession or use of any prize, including without limitation, personal injuries, death, and property damage.

9. GENERAL CONDITIONS:

Anheuser-Busch, LLC, Administrator and their respective affiliates, subsidiaries, and agencies (collectively the "Released Parties") are not responsible for lost, late, misdirected, unintelligible, returned or undelivered Entries, 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 Sweepstakes or Website, or act in violation of the Official Rules, 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 or Administrator, 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 Sweepstakes, 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 entry methods will void all such Entries, and may subject that participant to disqualification. Released Parties are not responsible for injury or damage to participant's or any other person's computer, or property related to or resulting from participating in this Sweepstakes. Should any portion of Sweepstakes be, in the Sponsor's or Administrator'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 Sweepstakes, or submission of Entries, Sponsor and Administrator reserve the right at their sole discretion to suspend, modify or terminate the Sweepstakes, and randomly select the winner from valid Entries 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 an online participant, the authorized subscriber of the email account 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 email addresses. 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 ANY NEGLIGENT, FRAUDULENT OR RECKLESS ACT(S) OR INTENTIONAL MISCONDUCT ON THE PART OF SPONSOR.

10. DISPUTE RESOLUTION:

All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the Participant, Administrator, and Sponsor in connection with the Sweepstakes, 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.

11. PRIVACY POLICY:

The information you submit in connection with this Sweepstakes may be used by Sponsor and Administrator for purposes of administration and fulfillment of the

Sweepstakes, and in accordance with Sponsor's privacy policy located at <https://www.anheuser-busch.com/privacy-policy> (also a "Website"). If you are verified as a prize winner, your first name, last initial, city and state will be included in a publicly available winner's list.

12. OFFICIAL RULES:

The Official Rules of the Sweepstakes are available for viewing at StellaArtois.com/letsdodinner during the Sweepstakes Period.

13. SPONSOR:

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

14. ADMINISTRATOR:

Rio Creative, 16630 Old Chesterfield Road, Chesterfield MO 63017

15. WINNER'S LIST:

For the names of the winners, hand-print your name and complete address on a 3" x 5" card and mail to: Stella Artois Let's Do Dinner Sweepstakes Winners List Request, 16630 Old Chesterfield Road, Chesterfield, MO 63017, for receipt by November 4, 2023.