

Campaign rules of the Mastercard® Campaign “Travel with Premium Pay and Get” (for Financial Institutions only)

1. PROMOTIONAL CAMPAIGN

1.1. Mastercard promotional campaign **“Travel with Premium Pay and Get” (referred to hereinafter as “the campaign”/ “Promotional campaign”)** is managed by Mastercard Europe SA, a Belgian joint stock company (referred to hereinafter as “Mastercard”).

1.2. The Campaign is organized and conducted by **“MCCANN ERIKSON SOFIA” LTD** with PIN 121003246 located at: Novi Iskar, street “Turgovska” No 15 (referred to hereinafter as “McCann”/ the “Agency”/“the Organizer”).

1.3. The promotional campaign is conducted in accordance with the following Campaign Rules (referred to hereinafter “Rules”) and on behalf of Financial Institution..

2. DEFINITIONS

For the purposes of these Rules:

Card - valid debit or credit Mastercard® issued by a bank or financial institution, based on the territory of Republic of Bulgaria

FINANCIAL INSTITUTION is the Bulgarian issuing bank or financial institution that issues Mastercard cards to cardholders.

ISSUER CARDHOLDER is every individual or legal entity, which owns a valid Mastercard debit or credit card issued by a bank or financial institution, based on the territory of Republic of Bulgaria.

PARTICIPANT is an Issuer cardholder who has performed at least 5 payments with Mastercard Card at the merchant categories defined in p. 5.4. of these Rules.

THE AGENCY - “MCCANN ERIKSON SOFIA” LTD with PIN 121003246 with headquarters and management address Novi Iskar, street “Turgovska” No 15.

WINNER is a Participant, who has been drawn as a winner.

3. RULES OF THE PROMOTIONAL CAMPAIGN

3.1. The rules are drawn up according to the requirements of the Bulgarian legislation and published on the Mastercard website www.mastercard.bg/travel, where they will be available during the whole duration of the Promotional Campaign in a way that allows them to be stored and reproduced.

3.2. Mastercard reserves the right to unilaterally amend or change these Rules, and the changes will take effect after their publication on the Mastercard website www.mastercard.bg/travel.

3.3. By participating in the Promotional Campaign, the Participants are bound by these Rules and agree to comply with the rules of the Promotional Campaign.

3.4. The promotional campaign and Rules are concluded in accordance with the legislation of the Republic Bulgaria. The Bulgarian legislation shall apply to the rules not settled in these Rules.

4. TERM OF THE CAMPAIGN

4.1. The Promotional Campaign is conducted in three periods as follows:

First period: from 00:00 of 01.07.2021 to 23:59 of 31.07.2021;

Second period: from 00:00 of 01.08.2021 to 23:59 of 31.08.2021;

Third period: from 00:00 of 01.09.2021 to 23:59 from 30.09.2021

Mastercard reserves the right to extend the period of the Promotional Campaign or to terminate the Promotional Campaign ahead of schedule amending these Rules as the changes will take effect after their publication on the Mastercard website www.mastercard.bg/travel .

5. RIGHT OF PARTICIPATION

5.1. Right to participate in the Promotional Campaign has every individual and legal entity, which has accepted the Rules and which meets the additional conditions described below.

5.2. Every individual or legal entity, which is a owner of a valid Premium Card, namely: Mastercard Gold, Mastercard Platinum, World Elite Mastercard or Mastercard Business has the right to participate in the Promotional Campaign.

5.3. Participants in the Promotional campaign must be at least 18 years old.

5.4. Participation in the Promotional campaign is subject to Issuer Cardholder performance of at least 5 payments during the period defined in p. 4.1. of these Rules at one or more than one of the following merchant categories: .

- 4722 (Travel agencies and tour operators);
- 4784 (Bridge and Road Fees, Tolls);
- 5541 (Service stations with or without ancillary service)
- 5542 (Fuel dispenser, automated)
- 5811 (Caterers);
- 5812 (Eating places, Restaurants);
- 5813 (Bars, Cocktail Lounges, Discotheques, Nightclubs, and Taverns — Drinking Places (Alcoholic Beverages));
- 5814 (Fast Food Restaurants);
- 7011 (Lodging—Hotels, Motels, Resorts—not elsewhere classified);
- 7013 (Hotels and Motels);
- 7032 (Recreational and Sporting Camps);
- 7033 (Campgrounds and Trailer Parks);
- 7991 (Tourist Attractions and Exhibits);
- 7996 (Amusement Parks, Carnivals, Circuses, Fortune Tellers);
- 7999 (Recreation Services—not elsewhere classified).

5.5. Employees of the Organizer and Mastercard with its subsidiaries, affiliates, participants who take action in the organisation and conduction of the Promotion Campaign, as well as members of their families (children and spouses) can't participate in the Promotional Campaign.

5.6. The Organizer has the right at its discretion and without notice to exclude a participant from the Promotional Campaign, including, not only if the Participant does not match the conditions for participation specified in these Rules and/or if it violates any of the rules of the Promotional Campaign.

6. PROMOTIONAL CAMPAIGN MECHANISM

6.1. Every Issuer Cardholder who has performed at least 5 purchases during one of the periods defined under p. 4.1 using Premium Mastercard Card (Mastercard Gold, Mastercard Platinum, World Elite Mastercard or Mastercard Business), at one or more of the merchant categories defined in p. 5.4. in Bulgaria or abroad during the Campaign's term shall be eligible to participate in the Campaign.

6.2. The Participant automatically takes part in a draw for winning a prize under the Campaign after performance of the terms under Art. 6.1.

6.3. The more purchases performed in compliance with these Rules, the greater a chance for the respective participant of being withdrawn as a Winner.

6.4. In the end of every period of the Campaign, the Agency draws the winners for the current period.

6.4.1. The Agency doesn't have access to transaction data.

6.4.2. The Winners are drawn on the basis of encrypted information by means of specialized software.

6.5. After the Winners are drawn, the Agency sends a request to the financial institutions and/or banks, issuers of Mastercard cards, regarding the names, contact phone number and email of the Issuer Cardholders who won a prize. The financial institutions and/or banks, in their capacity of personal data administrator provides the necessary data to the Agency.

6.6. The Agency in its capacity of administrator of the prizes and Organizer, contacts the winners regarding the conditions for receiving the prizes.

7. DESCRIPTION OF THE PRIZES. DRAWING PRIZES

7.1. The prizes in the Promotional campaign are a total of 60

The prizes represent:

7.1.1 3 vouchers for rental of a whole house in Bansko with 7 bedrooms and outer jacuzzi for period of 1 month, as follows:

For first period: 04.01. – 04.02.2022

For second period: 05.02. – 05.03.2022

For third period: 06.03. – 06.04.2022

7.1.2 3 vouchers for two people for Adventure for two; / 9 vouchers for spa studio in Pirin Golf Club

7.1.3 45 vouchers for tourist agency in the amount of EUR 100 each.

7.2. The Winners will be drawn in the end of every period of the Campaign for the current period via specified software before a notary. For the avoidance of doubt, the winners will be drawn not later than 14 days after the end of the relevant period.

Three reserve participants for each prize shall be drawn additionally to the winners.

7.3. In period of 7 working days after the withdrawal the names of the winners will be published on Mastercard's website www.mastercard.bg/travel. The Organizer is not obligated to publish the names of the reserved Participants.

7.4. In period of 10 working days from the publication of the winners by the order of art. 7.3. the Agency contacts every Participant via email.

7.5. Every winner must confirm the receiving of his prize in period of 10 calendar days after the notification, by sending an email to the Agency.

7.6. Prizes, described in art. 7.1.3. are going to be send via courier in period of 30 calendar days after the withdraw of the winners and after receiving an address for delivery from the winner.

7.7. The receiving of the prizes, described in art. 7.1.1 and 7.1.2 will be discussed with the Agency in period of 30 calendar days after the withdrawal of the Winners.

7.8. Every Winner must fulfil and sign a declaration for receiving the prize, and must submit three names, PIN, id card address and phone number for contact.

7.9. The Agency is not responsible for undelivered packages or for wrong delivery data and is not obligated to resend the package.

7.10. The prize is sent by courier at the option of the Agency.

7.11. If a Winner cannot be found by the Agency, refuses to receive the prize, does not confirm that he/she wishes to receive it within 7 calendar days after the notification for winning the prize, or does not provide the necessary assistance within the meaning of these Rules, in connection with obtaining the prize, the participant loses the right to receive the prize. In those cases the prize will be given to a reserved participant, who will be notified under conditions described above.

7.12. The prizes may be utilized in compliance with the terms indicated on the vouchers and in accordance to the requirements of the respective supplier of a service.

8. DECLARATION OF THE PRIZES UNDER THE INCOME TAXES OF INDIVIDUALS LAW

8.1. In accordance with the Law of Income taxes of individuals, provision of prizes of value more than BGN 100 is subject to taxation. The tax is declared and paid by the Agency.

9. END OF THE PROMOTIONAL CAMPAIGN

9.1. The Organizer has irrevocably right to end the Promotional campaign at any time, no matter of the reason. In these cases, no compensation is due to the Participants.

10. RESPONSIBILITY

10.1. The Agency, the Finance institution and Mastercard are not responsible and cannot be involved as a party to legal proceedings, related to the inability to use the prize, which occurred due to reasons beyond their control.

10.2. The Agency and Mastercard are not responsible for technical problems, related to participation in the Campaign which occurred due to reasons beyond their control. The AGENCY and Mastercard shall not be held liable for actions of third parties – such as courier companies, service suppliers, etc.

10.3. The Agency and Mastercard are not responsible and will not owe any compensation for improper use or provision of personal data on part of the Participants when participating in the Campaign.

10.4. The Agency is the organizer of the Promotional campaign and is responsible for the prize draw and delivery process. Although Mastercard facilitates the delivery of these services provided the Agency, Mastercard assumes no responsibility for the fulfilment or provision of prizes. The Agency is solely responsible for providing the services and customer complaints should be raised directly with the Agency.

11. LITIGATION

11.1. All disputes arising between the Organizer and the Participants in the Promotional Campaign will be settled by mutual consent. If this is not possible, the parties have the

right to take the dispute to the competent Bulgarian court in Sofia under the laws of the Republic of Bulgaria.

11.2. Disputes from Participants in connection with the conduct of the Promotional Campaign, which arise during the Campaign, may be sent in writing or by e-mail to the addresses specified in these Rules. A Participant must send the contest within 3 days from the end date of the Promotional Campaign. After this date, disputes will not be considered.

11.3. These Rules are binding on all Participants and winners in the Promotional Campaign and the decisions of the Organizer are final on all issues related to the Promotional Campaign.

11.4. In the event of any conflict between the Bulgarian language and the English language versions of these Rules, the Bulgarian language version shall prevail.

In case of questions and complaints the Agency determines the following contacts:

Contact Person: Radoslav Radev

Address: office@mccann.bg