

25 Days of Biscoff Promotion Official Rules

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Eligibility: 25 Days of Biscoff Promotion (the "Promotion") is open only to legal residents of the fifty (50) United States and the District of Columbia who are at least eighteen (18) years old at the time of entry and who did not purchase any equipment for the purpose of entering this Promotion. Employees of Lotus Bakeries North America, Inc., Votigo, and any of their respective parent and affiliate companies as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Promotion is subject to all applicable federal, state, and local laws and regulations and is void where prohibited. The Promotion contains an instant win game ("Instant Win Game").

2. Sponsor: Lotus Bakeries North America, Inc. 50 Francisco Street, Suite 115 San Francisco, CA 94133. Administrator: Votigo. 1731 15th St # 101, Boulder, CO 80302, United States

3. Agreement to Official Rules: By participating in the Promotion, entrant fully and unconditionally agrees to and accepts these Official Rules and the decisions of the Sponsor and/or Administrator, which are final and binding in all matters related to the Promotion. Whether an entrant receives a prize is contingent upon fulfilling all requirements set forth herein.

4. Timing: The Promotion begins on December 1, 2016 at 12:00 a.m. Pacific Standard Time ("PST") and ends on December 25, 2016 at 11:59 p.m. PST (the "Promotion Period"). Administrator's computer is the official time-keeping device for the Promotion.

5. How to Enter: During the Promotion Period, visit www.biscoff.com/25days or visit the Lotus Bakeries Facebook Page (<https://www.facebook.com/Biscoff>) and click on the "25 Days of Biscoff" application. If you do not already "like" the Biscoff Facebook page, you must first click on the "like" button in order to access the application. Once you enter the application, follow the links and instructions to complete and submit the registration form, including a valid email address. You will automatically receive one (1) Instant Win Game play for that day. To play the Instant Win Game, follow the links and instructions and Instant Win Game results will be instantly displayed. Winners will be contacted via email for instructions on how to receive their gifts. All potential winners are subject to verification before any gifts will be awarded. Administrator is responsible for the functionality of the Instant Win Game.

Limit: Each entrant may receive one (1) Instant Win Game play per day during the Promotion Period; each Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of entries/plays/Submissions by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's entries/plays/Submission and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. Entrants must have permission from all individuals that appear in a Submission (if any) to use their name and likeness in the Submission and to grant the rights set forth herein. If requested, entrant must be able to provide such permissions in a form acceptable to Sponsor. Uploading a Submission constitutes entrant's consent to give Sponsor a royalty-free, irrevocable, perpetual, non-exclusive license to use, reproduce, modify, publish, create derivative works

from, and display such Submission in whole or in part, on a worldwide basis, and to incorporate it into other works, in any form, media or technology now known or later developed, including for promotional or marketing purposes. Released Parties (as defined in Section 10, below) are not responsible for lost, late, stolen, damaged, incomplete, invalid, un-intelligible, garbled, delayed or misdirected entries/plays/Submissions, which will be disqualified. In the event of a dispute as to any entry/play/Submission, the authorized account holder of the email address used to register will be deemed to be the entrant. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Potential winners may be required to show proof of being an authorized account holder.

6. ALL POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE PROMOTION. AN ENTRANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE PROMOTION SHOULD SO INDICATE, UNLESS AND UNTIL ENTRANT'S ELIGIBILITY, AND THE POTENTIAL WINNING PLAY HAVE BEEN VERIFIED AND ENTRANT 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/ENTRY AND IS VOID AND WILL NOT BE HONORED.

7. Winner Determination:

Daily Prize Winners

Instant Win Game: There will be three hundred eighty nine (388) random, computer-generated winning times during the Promotion Period. If you are the first player to play the Instant Win Game at or after one of the randomly-generated times, you will be a potential instant winner of the prize indicated for that day.

Grand Prize Winner: 1 Grand Prize winner will be selected by Lotus Bakeries Team among all eligible registered participants that have emailed the correct riddle at the end of the promotion.

8. Winner Requirements: Except where prohibited, the each potential Contest winner (parent/legal guardian if a winner is a minor in his/her place of residence) will be required to sign and return a Declaration of Compliance, Liability and Publicity Release, which must be received by Administrator within seven (7) days of the date notice or attempted notice is sent, in order to claim his/her prize. If a potential winner cannot be contacted, fails to execute and return the Declaration of Compliance, Liability and Publicity Release or provide any other requested information within the required time period (if applicable), or prize is returned as undeliverable, potential winner forfeits the prize. If a potential Contest winner is disqualified for any reason, an alternate winner will be selected by the qualified judges based on the Judging Criteria. If a potential Sweepstakes winner is disqualified for any reason, an alternate winner will be selected through a random drawing from among all eligible entries. Only three (3) alternate winners will be determined for any prize, after which the applicable prize may remain un-awarded. Unclaimed Instant Win Game prizes will not be awarded. Instant Win Game Prizes will be fulfilled approximately 2-3 weeks after the conclusion of the Promotion. Acceptance of any prize shall constitute and signify winner's agreement and consent that Sponsor and its designees may use the winner's name, city, state, likeness, photo, Submission and/or prize information in connection with the Promotion for promotional, advertising or other purposes, worldwide, in any and all media now known

or hereafter devised, including the Internet, without limitation and without further payment, notification, permission or other consideration, except where prohibited by law. Without limiting the generality of these Official Rules, each Contest winner shall irrevocably grant, transfer, convey and assign to Sponsor the entirety of the rights in and to the Submission and all renewals and extensions of copyright, and the right to secure copyright registrations thereto in perpetuity including, without limitation, the rights to use the Submission for any and all purposes in any and all media whether now known or hereafter developed, on a worldwide basis, in perpetuity. Each Contest winner accepts and acknowledges that Sponsor shall not be obligated to use the Submission and that Sponsor in its sole discretion shall have the right to refrain from using the Submission. Sponsor shall not incur any liability whatsoever to the extent Sponsor chooses to refrain from any exploitation of its rights hereunder. Winner will indemnify Sponsor, Released Parties and any licensee of Sponsor against all claims, damages, liabilities, and expenses (including reasonable counsel fees and legal expenses) arising out of any breach of these terms.

9. Prizes:

	What each winner will receive	Quantity
Day 1	1 Coffee Cup filled with Biscoff Cookies	10
Day 2	1 Case of Biscoff Single Packs	10
Day 3	4 Snowman Canvas Bags with Biscoff	5
Day 4	1 package of Santa Biscoff Cookies	15
Day 5	1 Coupon for a free jar of Biscoff Cookie Butter	25
Day 6	1 Coupon for a free jar of Biscoff Cookie Butter	25
Day 7	Biscoff Cook Book	10
Day 8	1 package of Santa Biscoff Cookies	15
Day 9	1 Biscoff Cook Book	10
Day 10	1 Coupon for a free Biscoff Family Pack	25
Day 11	1 Coupon for a free Biscoff Family Pack	25
Day 12	1 package of Santa Biscoff Cookies	20
Day 13	2 jars of Biscoff Cookie Butter	10
Day 14	Biscoff Cookie & Cookie Butter gift set	5
Day 15	1 Coupon for a free Biscoff Family Pack	25
Day 16	1 Biscoff Bamboo Box Gift Set	3
Day 17	1 Coupon for a free jar of Biscoff Cookie Butter	25
Day 18	1 package of Santa Biscoff Cookies	10
Day 19	1 package of Biscoff Family Pack	15
Day 20	1 Biscoff Cook Book	10
Day 21	1 Coupon for a free Biscoff Family Pack	25
Day 22	1 package of Santa Biscoff Cookies	15
Day 23	1 Coupon for a free jar of Biscoff Cookie Butter	25
Day 24	1 Coupon for a free Biscoff Family Pack	25
Day 25 Grand Prize	1 case of Biscoff F.P. Cookies, 1 case of Biscoff Cookie Butter Creamy, 1 Keurig K45 Elite Brewing System	1

For All Prizes: Prizes are non-transferable and no substitution will be made unless Sponsor, in its sole discretion, determines otherwise. Sponsor reserves the right to substitute a prize or a portion thereof for one of equal or greater value should it become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. All prize details are at Sponsor's sole discretion.

10. Release: By receipt of any prize, the applicable winner agrees to release and hold harmless Sponsor, Facebook, Inc., Administrator, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent and affiliate companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Promotion or receipt or use or misuse of any prize.

11. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Promotion, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Promotion, as determined by Sponsor in its sole discretion. In such event, Sponsor may, in its sole discretion, determine the Contest winners from among all non-suspect, eligible Submissions received up to time of such action using the judging procedure outlined above, and Sponsor reserves the right to award the Sweepstakes and Instant Win Game Prizes at random from among the eligible entries received up to the time of the impairment. Sponsor, in its sole discretion, reserves the right to disqualify any individual it finds to be tampering with the entry process or the operation of the Promotion or to be acting in violation of these Official Rules or those of any other promotion or in an unsportsmanlike or disruptive manner and void all associated Submissions. Any attempt by any person to deliberately undermine the legitimate operation of the Promotion may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

12. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrant, printing errors or by any of the equipment or programming associated with or utilized in the Promotion; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Promotion; (4) printing, typographical, technical, computer, network or human error which may occur in the administration of the Contest, the uploading, the processing or judging of Submissions or votes or the tabulating of votes, the announcement of the prizes or in any Promotion-related materials; or (5) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Promotion or receipt or use or misuse of any prize. Released Parties are not responsible for any unauthorized third party use of any Submission. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes entry or Instant Win Game play, if it is possible. If the Sweepstakes or Instant Win Game, or any part of it, is discontinued for any reason, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. No more than the

stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than the stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, unawarded, eligible prize claims.

13. Disputes: Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Promotion or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Promotion, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of the State of Michigan without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.

14. Entrant's Personal Information: Information collected from entrant is subjected to Sponsor's Privacy Policy <http://www.biscoff.com/privacy-policy>.

This Promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook. Information is being provided to Sponsor, not Facebook.