

Arlon Graphics WW&R2 SEMA Contest – Terms & Conditions (EMEAI)

CAMPAIGN DESCRIPTION: The Arlon Graphics Wrap, Win & Rock SEMA 2 Contest ("Campaign") begins on 23 June 2025 and ends at 11:59 P.M. GMT on 29 August 2025 (the "Promotion Period").

The sponsor of this Campaign is Arlon Graphics, LLC ("Sponsor"). Participating in the Campaign requires unconditional acceptance and compliance with these Terms & Conditions and the decisions of the Sponsor, which shall be final and binding in all respects.

ELIGIBILITY: The Campaign is valid only for Purchasers ("Purchaser" as defined in the paragraph below of this section) who submit a valid digital photograph or digital video of a Completed Wrap ("Completed Wrap" as defined in the paragraph below of this section) and who are residents of United Kingdom, Ireland, France, Portugal, Spain, Luxemburg, Belgium, Netherlands, Germany, Austria, Switzerland, Italy, Iceland, Norway, Sweden, Finland, Denmark, South Africa, Turkey, Greece, Morocco, Algeria, Tunisia, Israel, Sri Lanka, Kenya, Egypt, Jordan, Poland, Latvia, Estonia, Lithuania, Ukraine, Czech Republic, Slovakia, Hungary, Romania, Slovenia, Cyprus, Croatia, Malta, Bulgaria, Bosnia, Hercegovina, Albania, Kosovo, Serbia, Montenegro, Belarus, Moldova, North Macedonia, United Arab Emirates, Qatar, Saudi Arabia, Oman, Kuwait, Bahrain and who purchase Eligible Products from authorized Arlon Distributors during the Promotion Period.

A "Purchaser" includes a corporation, company, partnership, firm, association, organization, business trust, society, and a natural person; provided that a Purchaser may not be a Restricted Person. A "Restricted Person" means any party that is: (i) identified on, or required to be treated as if identified on, a list, or is included as part of a category, of parties subject to sanctions or restrictive measures under any international trade sanctions, including, without limitation, the trade sanctions of the United Nations, the United States, the EU and United Kingdom, such as the Specially Designated Nationals and Blocked Persons List, the Foreign Sanctions Evaders List, or the Sectoral Sanctions Identifications List administered by the U.S. Department of the Treasury's Office of Foreign Assets Control ("OFAC"), the Entity List administered by the U.S. Department of Commerce's Bureau of Industry and Security (BIS), and the restricted party lists administered by the United Kingdom, European Union (such as the European Union Consolidated Financial Sanctions List), and United Nations; or (ii) organized, incorporated, established, located, or resident, or a citizen, national, or the government, including any political subdivision, agency, or instrumentality thereof, of Cuba, Iran, North Korea, Syria, the Crimea region of Ukraine (including Sevastopol), the Donetsk People's Republic of Ukraine, or the Luhansk People's Republic of Ukraine, or is owned or controlled by such a party. Each individual, unaffiliated corporation, company, partnership, firm, association, organization, business trust, or society, as well as a natural person that submits a valid Campaign submission within the Promotional Period is hereinafter referred to as "Entrant."

"Eligible Products" are standard full-size rolls of digital print media: DPF V9700, SLX+, SLX Cast Wrap, Fusion Wrap, IllumiNITE, and rolls of Premium Colour Change (PCC) that are 1.52 meters in width and at least 10 meters in length. An Entrant must purchase a minimum of one (1) roll of Eligible Products on a single order invoice to submit a Campaign submission. This offer is subject to the condition of while supplies last of Eligible Products at the sole discretion of Sponsor without prior notice. Eligible Products of digital print media are standard full-size rolls as manufactured by the Sponsor for commercial distribution. Partial size rolls of digital print media converted by a Distributor do not qualify for this Campaign. No other products qualify for this Campaign. Offer not valid where prohibited by law.

A "Completed Wrap" requires a HD quality digital photograph or digital video of a vehicle wrapped in Arlon digital print media: DPF V9700, SLX+, SLX Cast Wrap, Fusion Wrap, IllumiNITE with one of the following matching Arlon overlaminates: Series 3200, 3210, 3220, 3270, V3370, 3310, and/or 3170, or Premium Colour Change (PCC). Participants who submit a qualifying digital photograph or video that features the Arlon Wrap Toolkit in their digital photograph or video will be granted two (2) campaign entries for the grand prize award. The vehicle wrap design

must not violate any local laws including copyright or trademark infringement, and the design may not contain any text or images that are sexually exploitive, vulgar or violent, at the sole discretion of Sponsor. The photograph or video must be submitted and approved by Sponsor to qualify as a valid Campaign submission.

CAMPAIGN REGISTRATION: visit <https://info.arlon.com/wraptovegas2>

WEEKLY WINNER SELECTION: Participants who purchases an Arlon Qualifying Product during the Campaign Period; submits a digital photograph or video; and completes a valid registration are eligible to be randomly selected to be a weekly winner of the Campaign (a "Weekly Winner"). Each week of the Promotion Period for a total of ten (10) weeks, two (2) eligible winners will be randomly selected to receive: VIP Training Session with Sponsor's expert technical team – immersive, hands-on training, including exclusive product previews, tips, lunch and snacks, certificate and gift bags. Certified installer bonus – if participant is an "Arlon Certified Installer" (subject to verification by Sponsor), participant may choose as their prize either the VIP Training Session or one (1) roll of Arlon Premium Colour Change (must be from among 10 new colours recently launched). See Campaign registration for available new PCC colours. If the winner is an "Arlon Certified Installer" (subject to verification by Sponsor) the winner will also receive a free Arlon Toolkit. Sponsor reserves the right to change any Weekly Prize awarded without prior notice.

WEEKLY WINNER NOTIFICATION: Weekly Winners will be notified within ten (10) business days of submission, or by no later than 10 September 2025. Winner of the free roll of PCC will receive their roll within fifteen (15) business days of submission or by no later than 15 September 2025.

GRAND PRIZE WINNER SELECTION: One (1) Participant who purchases an Arlon Qualifying Product during the Campaign Period, submits a digital photograph or digital video and completes a valid registration is eligible to be randomly selected to be the Grand Prize Winner of the Campaign (the "Grand Prize Winner"). The Grand Prize Winner will receive a trip to Las Vegas, Nevada U.S.A. to attend the SEMA Show 4-7 November 2025 to include round-trip airline tickets for two (2) people to Las Vegas, four (4) nights consecutive hotel stay with breakfast, transportation allowance up to \$50 per day and reimbursement for the purchase of two (2) SEMA Show tickets at face value (the attendee admission ticket price per ticket as set by the SEMA Show). The Grand Prize Winner is solely responsible for submitting their SEMA Show ticket application and securing their SEMA Show tickets. This Grand Prize has a maximum total value of USD \$3,500.00 (the "Grand Prize"). The Sponsor reserves the right to change the grand prize award destination to Orange County, California, U.S.A 4-7 November 2025 to include roundtrip airline tickets for two (2) people to Los Angeles, California, four (4) nights consecutive hotel stay in Orange County, California with breakfast, and transportation allowance up to \$50 per day. All travel partner selections including airline and hotel are at the sole discretion of the Sponsor.

GRAND PRIZE WINNER NOTIFICATION: The grand prize winner will be notified by 12 September 2025.

Failure to respond within the specified time may result in disqualification. If the weekly or grand prize winner does not accept the awarded prize, the prize has no cash value and cannot be exchanged for an alternative prize.

PRIVACY: Any personal information supplied by the participant will be subject to Sponsor's privacy policy posted at https://www.arlon.com/na_en/legal/global-privacy-policy-na-en. The information collected may include the Entrant's name, Entrant's email address, Entrant's employer, and name of Purchaser. Sponsor may disclose this information to third parties. If Entrant does not provide required information at time of Submission, Sponsor may deem Entrant as ineligible to participate in the Campaign and refuse Entrant's Campaign request.

If Entrant "opts-in" to receive information about the Sponsor's events, products, and services at the time of Submission, Sponsor may use Entrant's information to provide Entrant with information about the Sponsor's events, products, and services, including via post, telephone, email, and SMS, and may disclose the information to third parties. Entrant may advise Sponsor at any time if such information is no longer welcome, by contacting the

Sponsor using the contact details available at https://www.arlon.com/na_en/legal/global-privacy-policy-na-en. Sponsor may continue to provide Entrant with this information until advised otherwise by Entrant.

Sponsor and Sponsor's associates may be located in areas other than the United States or Canada. As a result, personal information collected and held by Sponsor may be transferred to locations in areas other than the United States or Canada.

If Entrant has any concerns or queries about the way personal information is handled by Sponsor, Entrant should contact Sponsor using the contact details available at https://www.arlon.com/na_en/legal/global-privacy-policy-na-en. A copy of Sponsor's privacy policy, regarding the handling of Entrants' personal information, is available at https://www.arlon.com/na_en/legal/global-privacy-policy-na-en. Sponsor's privacy policy provides information to Entrant about gaining access to or seeking correction of personal information Sponsor has received from Entrant.

LIMITATION OF LIABILITY: Sponsor assumes no responsibility or liability for (a) any incorrect or inaccurate entry information, or for any faulty or failed electronic data transmissions; (b) any unauthorized access to, or theft, destruction or alteration of entries at any point in the operation of this Campaign; (c) any technical malfunction, failure, error, omission, interruption, deletion, defect, delay in operation or communications line failure, regardless of cause, with regard to any equipment, systems, networks, lines, satellites, servers, camera, computers or providers utilized in any aspect of the operation of the Campaign; (d) inaccessibility or unavailability of any network or wireless service, the Internet or website or any combination thereof; (e) suspended or discontinued Internet, wireless or landline phone service; (f) any injury or damage to participant's or to any other person's computer or mobile device which may be related to or resulting from any attempt to participate in the Campaign or download of any materials that relate to the Campaign; (g) any personal injury or loss arising out of the Campaign, including without limitation defects or warranty related issues; (h) inability of the Purchaser to take possession of the Campaign.

If, for any reason, it becomes impractical to run the Campaign (in Sponsor's sole opinion) as planned for any reason, including but not limited to, computer virus, tampering, unauthorized intervention, fraud, technical failures, or any other causes which may corrupt or affect the administration, security, fairness, integrity or proper conduct of this Campaign, the Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Campaign in whole or in part. In such an event, Sponsor shall immediately suspend all drawings and prize awards, and Sponsor reserves the right to award any remaining Campaign (up to the total approximate retail value or ARV as set forth in these Official Rules) in a manner deemed fair and equitable by Sponsor. The Sponsor, its affiliates, nor any related party shall have any further liability to any participant in connection with the Campaign.

Each Weakly Winner or Grand Prize Winner (collectively "Winner") acknowledges and agrees that they are solely responsible for the payment of any and all taxes, duties, or other charges that may be assessed on the prize or its value by any governmental authority, whether federal, state, local, or international. The Sponsor shall not be liable for any such taxes, duties, or charges. Each Winner agrees to indemnify, defend, and hold harmless the Sponsor, its affiliates, subsidiaries, officers, directors, employees, and agents from and against any and all claims, liabilities, damages, losses, or expenses (including reasonable attorneys' fees and costs) arising out of or related to any tax obligations or liabilities assessed on the prize or its value by any governmental authority worldwide. This indemnification obligation shall survive the acceptance of the prize and the conclusion of the contest or promotion.

INDEMNIFICATION: Participant agrees to indemnify, defend and hold harmless Sponsor, its affiliates, any related parties and their respective successors and assigns, from and against any and all claims, demands, liabilities, costs or expenses whatsoever, including, without limitation, legal fees and disbursements resulting directly or indirectly from: (i) entry in the Campaign or acceptance of a Campaign sum, (ii) a breach of any of the Official Rules; (iii) access, use or inability to access or use the Campaign website content or other content to which the Campaign website is or may be linked to from time to time; (iv) the use of, reliance on, publication, communication or distribution, uploading or downloading of anything on or from the Campaign website; (v) infringement of another's

copyright or trademark rights; (vi) a violation of any law or regulation; (vii) a Participant's Campaign submission; and/or (viii) possession or use of the Campaign.

OWNERSHIP OF MATERIALS: Except as otherwise set forth herein, no part of the materials available through the Campaign website or any other Sponsor website or which may be provided by the Sponsor as part of the Campaign may be copied, photocopied, reproduced, translated or reduced to any electronic medium, in whole or in part without the prior written consent from Sponsor. Any reproduction in any form, without permission of Sponsor, is prohibited. All materials contained on the Campaign websites are protected by United States copyright and trademark law and may not be reproduced, distributed, transmitted, displayed, published or broadcast for any purpose whatsoever, including commercial, non-commercial, educational or personal use without the prior written consent from Sponsor.

Grant of Rights. Participant hereby grants to Sponsor the absolute, perpetual, sublicensable, transferable, worldwide and irrevocable right, license and unrestricted permission to use (i) Participant's Campaign submission; and (ii), in connection with the Campaign submission, as applicable, Participant's name, likeness, voice, brand, logo, trademark or appearance, and any other personal or identifying characteristics (collectively, "Image Rights"), as embodied in any Campaign submission, in whatever form, whether digital or non-digital, taken or made on behalf of Participant as part of Participant's testimonial regarding Sponsor and/or its products that is included in any Campaign submission. Participant understands that the foregoing license rights shall include the right to (a) reproduce, copy, modify, create derivatives of, use or otherwise exploit the Campaign submission in any manner and for any purpose; and (b) use the Image Rights in connection with the Campaign submission for any purpose that Sponsor may choose including without limitation promotion of Sponsor and its products, and to display, perform, exhibit, distribute, transmit or broadcast the Image Rights, in connection with the Campaign submission, by any means now known or later to become known, including, but not limited to use, on Sponsor's website or on any other site or in other forms of media, including but not limited to presentations, print publications, social media, and news.

No Approvals. Participant understands that use of all the Campaign submission by Sponsor is controlled by the Sponsor in its discretion and Sponsor shall have the right to use such Campaign submission, Image Rights or other rights granted herein or not, for whatever reason, in its sole discretion. Participant waives the right to inspect or approve the uses of the Campaign submission or any related or derived product wherein its Image Rights appear. Participant acknowledges and agrees that Sponsor has no liability to Participant for any editing or alteration of the Campaign submission or for any distortion or other effects resulting from Sponsor's editing, alteration, or use of the Campaign submission, or Sponsor's presentation of Participant. Additionally, Participant waives any right to royalties or other compensation arising or related to the grant of this license or the use of the Campaign submission or Image Rights. Participant acknowledges and agrees that the mutual promises made herein are the only consideration for Participant's performance hereunder and that Sponsor shall not be required to make any payments to Participant in connection with Sponsor's use of the Campaign submission. Participant also understands and agrees that the Image Rights and the Campaign submission may be used in diverse and public settings within an unrestricted geographic area.

Campaign submission Originality and Copyright. Participant warrants and represents that the Campaign submission is factually accurate and contains no matter libelous or otherwise unlawful. Participant further warrants that such Campaign submission and related materials are either 1) Participant's own original work or, 2) available for use without permission because they are in a public domain, or 3) used by the Participant with the permission of the originator/owner of the material and Participant has all consents, approvals and other rights needed in order to grant the rights to Sponsor hereunder related thereto. Participant further represents and warrants that the Campaign submission does not, and Sponsor's use thereof will not, infringe, misappropriate or otherwise violate any right of any third party, including any intellectual property right or other proprietary rights, or any right of publicity or privacy. To the extent Participant's Campaign submission references another customer or project, Participant represents and warrants to Sponsor that it has obtained all necessary consents and approvals from customer for such use.

Responsibility of advertising actions/FTC Guidelines. In connection with any public use of the Campaign submission, Participant must clearly disclose his/her “material connection” with the Sponsor, including whether Participant was given any consideration, was provided with certain experiences or is being paid for a particular testimonial. The above disclosure should be simple, clear, and prominent and made in close proximity to any statements that Participant makes about the Sponsor or the Sponsor’s products or services. Please note that this disclosure is required regardless of any space limitations of the medium (e.g. X, formally known as Twitter), where the disclosure can be made via Hashtags, e.g. #arlonpartner. Participant will also ensure proper disclosures are made based upon the type of media Participant uses and the platform through which the media is shared. For example, if Participant posts a video, Participant will make a disclosure of the material connection within the video, and any other requirements based on the rules and policies of the video sharing platform. If Participant posts a picture or video in an Instagram story, Participant will disclose the material connection within the story. If Participant is providing its testimonial in a live stream, Participant will repeat the disclosure periodically. Participant will comply with all other Federal Trade Commission (FTC) guidelines and regulations applicable to its performance under this Release. Participant’s statements and testimonial should always reflect the Participant’s honest and truthful opinions and actual experiences. Participant should only make factual statements about the Sponsor or the Sponsor’s products which the Participant knows for certain are true and can be verified.

Waiver and Release. Participant unconditionally agrees to waive, release, forever discharge and covenants not to sue Sponsor and/or any of Sponsor’s affiliates and its and their officers, employees, agents, assigns, attorneys, contractors, licensors, successors in interest, and subsidiaries, affiliates or parent companies (collectively the “Arlon Related Parties”) from any and all claims and causes of action, whether in law or equity, from whatever nature Participant may have for any LIABILITY, LOSS, DAMAGE, or INJURY, arising out of, related to, or in connection with Sponsor’s or any other third party’s exercise of its rights under this Release, and the use and exploitation of the Campaign submission or Image Rights, and Participant covenants not to make or bring any such claims against Sponsor or any other third party, and forever release and discharge Sponsor and any such third parties from liability under such claims.

Indemnification. Participant agrees to defend, indemnify and hold harmless Sponsor and the Arlon Related Parties from and against any and all liability, including but not limited to claims asserted, demands, causes of action, costs, expenses, losses, attorney fees, injuries, or payments for injury to any person or property, caused or claimed to be caused by the acts or omissions of Sponsor or Arlon Related Parties, arising out of, related to, or in any way connected with the Campaign submission, Image Rights and other rights granted herein to Sponsor from Participant.

Broad Interpretation. Participant agrees and acknowledges that this Release is intended to be as broad and inclusive as is permitted by the laws of the State of California, United States and that if any provision of this Release is held invalid, in any applicable jurisdiction, that provision shall be modified the least amount necessary to render it valid, and such modified provision and the balance of this Release shall continue in full force and effect.

Reliance. Participant understands and expressly acknowledges that Sponsor is relying on the representations and warranties contained herein made by Participant.

Acknowledgement. Participant certifies that it has read this Release fully understand its terms, and understands that it is giving up substantial rights, including its right to sue. Participant confirms that it is accepting this Release freely and voluntarily and intends the acceptance to be a complete and unconditional release of any and all liability to the greatest extent allowed by law.

OFFICIAL RULES: To obtain a copy of these Official Rules, send your request along with a stamped, self-addressed envelope to ARLON GRAPHICS LLC cc: WW&R2 SEMA Contest to 200 Boysenberry Lane, Placentia, CA 92870. Requests for the name of the winners must be received no later than 15 September 2025.

MODIFICATION OF OFFICIAL RULES: Sponsor may change the terms and conditions of these Official Rules at any time, by posting notice of such a change on the Campaign website.

ARLON GRAPHICS LLC's CONTACT INFORMATION: Marketing Department | 200 Boysenberry Lane, Placentia, CA 92870 | marketing@arlon.com

GENERAL: If any provision of these Official Rules is rendered by a court or governmental agency of competent jurisdiction to be invalid, illegal, or unenforceable, such invalidity, illegality or unenforceability shall not affect the remainder of the Official Rules, which shall remain in full force and effect and be enforced in accordance with their remaining terms.

The waiver by Sponsor of a breach or default of any of the provisions of these Official Rules shall not be construed as a waiver of any succeeding breach of the same or other provisions; nor shall any delay or omission on the part of Sponsor to exercise or avail itself of any right, power or privilege that it has or may have hereunder operate as a waiver of any breach or default.

These Official Rules, by their nature, survive termination of the Campaign.

DISPUTES: This Campaign and these Terms & Conditions are governed by the laws of California without regard to its conflict of law provisions. The United Nations Convention on Contracts for the International Sale of Goods (1980) is expressly and entirely excluded. As a condition of participating in this Campaign, the participant agrees that any and all disputes that cannot be resolved and causes of action arising out of or connected with the Campaign, shall be resolved individually, without resorting to any form of class action, exclusively before a court of competent jurisdiction located in Orange County, California. Further, in any such dispute, under no circumstances shall the participant be permitted to obtain awards for, and hereby waives all rights to, punitive, incidental, or consequential damages, including reasonable attorney's fees, other than participant's actual out-of-pocket expenses (i.e. costs associated with entering this Campaign). Sponsor and Entrant hereby waive any right to a trial by jury.