

SHORT TERMS & CONDITIONS

ROI & NI, 18+. 10 weekly Prize draws 18:00 16/10/24 – 23:59 29/12/24. Purchase promotional product, scan QR code, log into Pepsi promo account or enter details to register & enter on-pack code (inside label on bottle) to enter relevant Prize draw. **Prizes:** 50 x EA SPORTS FC™ 25 games (5 per week). Max 1 Prize p/p. Max 10 entries p/p p/day. 1 entry p/purchase. To claim Gift: Before entering unique code, submit EA Account details & link EA Account to Pepsi promo account. **Gift:** 1 x In-game pack for EA SPORTS FC™ 25. Redeem by 28/02/25. Max 5 Gifts p/EA Account. Internet access, Pepsi promo account, EA Account, EA SPORTS FC™ 25 (PEGI 3) and compatible PlayStation, Xbox, PC (each sold separately) required. Retain packaging & receipt. Full T&Cs: www.europe.pepsifc25.com Promoter: PepsiCo International Limited.

FULL TERMS AND CONDITIONS

1. This Promotion is open to residents of the Republic of Ireland and Northern Ireland aged 18 or over, excluding employees of the Promoter, its agents and anyone professionally associated with this Promotion.
2. For Prize draw and Gift: Purchase is necessary. Please retain Promotional packaging with the unique codes. Please retain an itemised receipt that states the time and date of purchase prior to entry, but within the relevant Promotion Period, as this may be required for validation and in order for the winner to receive their Prize. Internet access and a valid email address are required. Conditions and restrictions apply to your use of the EA SPORTS FC™ 25 game; see ea.com/legal.
3. **For Gift only:** EA Account, EA SPORTS FC™ 25 (“Game”) (sold separately) on PlayStation®5, PlayStation®4, Xbox Series X|S, Xbox One or PC via EA app, Steam or Epic (“Supported Platforms”), and a compatible video game device (PlayStation®5, PlayStation®4, Xbox Series X|S, Xbox One or PC, each sold separately) are required. Not available on Nintendo Switch. Participants can visit www.ea.com and create an EA Account (if they do not have one already) by following the instructions at https://help.ea.com/en/eadp_check/signup/. EA Account registration requires agreement to EA’s User Agreement and acknowledgement that EA’s Privacy & Cookie Policy applies to your use of EA’s services.
4. Please note that while we want to encourage you to participate and enjoy the benefits of the Promotion we believe in responsible consumption of our products. Please do not purchase more product than you can reasonably consume just to participate in this Promotion.

5. **Promotion Period:** The promotion will run between 18:00 BST on 16 October 2024 and 23:59 GMT on 29 December 2024 with 10 Prize draw entry periods detailed below:

Prize Draw	Prize Draw Entry Period	Prizes
1	Enter between 18:00 BST on 16th October 2024 and 23:59 BST on the 23rd October 2024 inclusive.	5 x EA SPORTS FC™ 25 games
2	Enter between 00:00 BST on 24th October 2024 and 23:59 GMT on the 30th October 2024 inclusive.	5 x EA SPORTS FC™ 25 games
3	Enter between 00:00 GMT on 31st October 2024 and 23:59 GMT on the 6th November 2024 inclusive.	5 x EA SPORTS FC™ 25 games
4	Enter between 00:00 GMT on 7th November 2024 and 23:59 GMT on the 13th November 2024 inclusive.	5 x EA SPORTS FC™ 25 games
5	Enter between 00:00 GMT on 14th November 2024 and 23:59 GMT on the 20th November 2024 inclusive.	5 x EA SPORTS FC™ 25 games
6	Enter between 00:00 GMT on 21st November 2024 and 23:59 GMT on the 27th November 2024 inclusive.	5 x EA SPORTS FC™ 25 games
7	Enter between 00:00 GMT on 28th November 2024 and 23:59 GMT on the 4th December 2024 inclusive.	5 x EA SPORTS FC™ 25 games
8	Enter between 00:00 GMT on 5th December 2024 and 23:59 GMT on the 11th December 2024 inclusive.	5 x EA SPORTS FC™ 25 games
9	Enter between 00:00 GMT on 12th December 2024 and 23:59 GMT on the 18th December 2024 inclusive.	5 x EA SPORTS FC™ 25 games
10	Enter between 00:00 GMT on 19th December 2024 and 23:59 GMT on the 29th December 2024 inclusive.	5 x EA SPORTS FC™ 25 games

6. **To Enter:**

- a. **Prize draw:** Purchase a Promotional Product, see clause 7 for details, scan the QR code on-pack to be directed to www.europe.pepsifc25.com. Then, log into your Pepsi Promo account or create one for free by completing the online form with your details (full name, email address and country) and creating a username and password. Enter the unique code found inside label on bottle on www.europe.pepsifc25.com to be entered into the relevant Prize draw.

- b. **To Redeem Gift:** Purchase a Promotional Product, see clause 7 for details, then scan QR code to be directed to www.europe.pepsifc25.com. Log in to your Pepsi Promo account or create one for free by completing the online form providing your details (full name, email address and country) and creating a login and password. Then, enter your EA Account credentials to link your EA account to your Pepsi Promo account on the website and enter the unique code inside label on bottle to receive your Gift.
- c. Participants who enter their EA Account credentials and link their EA account to their Pepsi Promo account on the website to redeem a Gift will be automatically entered into the relevant Prize draw. Max 5 automatic entries per EA account, 1 per Gift redemption.

7. Promotional Product:

- i. Pepsi Max 500ml bottle
8. A Promotional Product may only be used to enter once. There is a limit of 10 promotional entries per day per person. A person can have thirty (30) invalid code entry attempts within each 24 hrs during the Promotion Period before their account is locked. Maximum of 1 Prize per person. Maximum of 5 Gifts per EA Account.
9. Winners must retain the itemised receipt that states the time and date of purchase(s) made within the Promotional Period that pre-dates the time and date of entry(ies), as they may be required at any time for validation and in order for the Winner to receive the Prize. There is a limit of one purchase per entry, however if an individual has one receipt that includes multiple purchases made during the Promotion Period, then they can use one receipt to enter the Promotion multiple times during the Promotion Period.
10. **Gift:** Each valid participant will receive 1 x in-game pack containing Pepsi Ultimate Team™ customisation items and 400 Season Points for EA SPORTS FC™ 25.

11. Further Gift Details and Conditions:

- a. **There are 5 different** in-game packs available. The packs will be allocated in the following order:
 - i. Pack 1 includes: 6 'Thirsty For More' Pepsi kits +400 Season Points;
 - ii. Pack 2 includes: 3 'Thirsty For More' Pepsi TIFOs + 400 Season Points;
 - iii. Pack 3 includes: 3 'Thirsty For More' Pepsi XL TIFOs + 400 Season Points;
 - iv. Pack 4 includes: 3 'Thirsty For More' Pepsi Stadium Themes + 400 Season Points;

- v. Pack 5 includes: 3 'Thirsty For More' Pepsi Crests + 400 Season Points.
- b. In-Game content is available as long as online services for the Game are available. Important information on the EA online features, including availability, can be found at ea.com/service-updates.
- c. You will be required to redeem your Gift by 23:59 on 28/02/25. Any claims received that do not meet the requirements stipulated in these Terms & Conditions or are received after the redemption period has lapsed will be void and invalid.
- d. To redeem your gift:
 - i. Launch EA SPORTS FC™25 on a Supported Platform, sign into the same EA Account used to enter under Clause 6b, and proceed to the Ultimate Team™ mode. In-Game content is limited per game platform and will be granted to a participant's EA Account on the first Supported Platform that a participant signs into the Game on after completing the aforementioned steps.
 - ii. Valid participants will see a pop-up message in-Game stating that you have been granted Pepsi reward content.
 - iii. Participants must then go to the 'Store' and redeem their Gift.
- e. Gifts will be granted within 24 hours after completing all the registration steps above and after connecting their EA Account. If a participant is logged into the Game during completion of these steps, they will need to exit the Game and re-login for the content to appear. In the unlikely event that a Gift does not appear in the participant's in-Game Store within 24 hours the participant must inform the Promoter via <https://www.pepsi.co.uk/contact>. If a participant does not do so, the Promoter reserves the right to not reissue the Gift or limit its value at its sole discretion.

12. **Prizes:** See clause 5. above for Prize breakdown. The Prizes assigned to each Prize Draw will be randomly allocated.

13. Further Prize Details and Conditions:

- a. EA SPORTS FC™ 25 game will be delivered in the form of a single-use platform-specific digital code and sent to the email address submitted upon entry. The digital code should be redeemed by the winner via one of the following: PlayStation® Store/within the PS console, Microsoft Store/within the Xbox console, EA App (ea.com/ea-app), Steam Launcher/Store (<https://store.steampowered.com/>) or Epic Games

Launcher/Store. Code can be redeemed on only one platform and EA account. Code is valid for the Standard Edition of EA SPORTS FC 25. Winner is responsible for any applicable tax. Void where prohibited, taxed, or restricted by law.

- b. It is the responsibility of the participant to provide their correct, up-to-date contact and delivery details when entering the Promotion and/or confirming acceptance of the Prize in order for their Prize to be processed. The Promoter cannot be held responsible for winners failing to supply accurate information which affects Prize acceptance or delivery of their Prize.

14. **Winner selection:** 50 provisional winners, 5 per Prize Draw, will be randomly selected from all valid entries received during the Entry Period for the relevant Prize Draw by PromoVeritas, the independent promotional verification service. The Prize Draws will be conducted within 5 working days of the end of each relevant Entry Period and Prizes will be allocated at random.

15. **Prize Winner Notification:** Within 72 hrs of each winner selection, the provisional winners for each Prize Draw will receive a confirmation email to their email address used upon entry. They will be required to follow the instructions within 14 working days of initial contact including providing evidence of identity and eligibility. Reasonable efforts will be made to contact the provisional winners and up to 3 reminder emails will be sent out to winners. Once eligibility has been confirmed, a provisional winner will be confirmed as a winner. If a provisional winner does not follow the instructions from the confirmation email within 14 days of initial contact, the Promoter reserves the right to disqualify those provisional winners and return the Prizes to the promotion Prize pool which may be won by another entrant during the next Prize draw(s) within the Promotion Period.

16. **Prize Acceptance:** Once eligibility of a Prize is confirmed and the Prize is accepted, fulfilment of the Prizes will take place within 28 days of acceptance of the Prize. In the unlikely event that a Prize does not arrive within 28 days the Winner must inform the Promoter by emailing PepsiPromo2024Ireland@promowinners.com.
If a winner does not do so, the Promoter reserves the right to not reissue the Prize or limit its value at its sole discretion.

17. Provided no objection is received from the winners, a winners list containing the surname and county of residence of the Prize winners will be made available by the Promoter 4 weeks after the close of the Promotion Period, for a period of 8 weeks. It will be available on www.europe.pepsifc25.com/winners. Winners can object to their details being published during the winner notification process.

Without prejudice, the Promoter will provide winner information to the Advertising Standards Authority when requested by them.

18. The Promoter reserves the right to verify all entries and the winners.
19. The Promoter reserves the right to refuse to award a Prize or a Gift, withdraw Prize or Gift entitlement and/or refuse further participation in the promotion and disqualify the participant where there are reasonable grounds to believe there has been a breach of these Terms and Conditions or any instructions forming part of this promotions entry requirements or otherwise where a participant has gained unfair advantage in participating in the promotion, participated or won using fraudulent means.
20. The Promoter seeks to run a fair and secure promotion and prevent abuse and cheating. If you participate in a way that is not consistent with these Terms & Conditions, your claims (and any of your associated aliases) will be disqualified. Any Gift or Prize awarded may be void and recoverable, and the Promoter reserves the right to bar you from entering future promotions for a period of at least six months. For this reason, the Promoter reserves the right at any point to:
 - a. Verify the eligibility of participants through multiple means by requesting such information it consider reasonably necessary for this purpose. Gifts or Prizes may be withheld until verification is completed.
 - b. Disqualify claims that are not made directly by the individual participating in the Promotion.
 - c. Disqualify claims made using anonymous email services such as, but not limited to, GuerillaMail, Dispostable or Mailinator.
 - d. Disqualify bulk claims from individuals, trade, consumer groups or third parties, incomplete claims and claims submitted by macros or other automated means.
 - e. Disqualify claims beyond the maximum allowed, or those using techniques such as 'script', 'brute force', masking identity by manipulating IP addresses, using aliases or identities other than their own or any other means.
 - f. Disqualify participants who tamper with the entry process.
 - g. Disqualify claims which, in some other way, do not meet the requirements of these Terms & Conditions.

- h. Cancel, modify or suspend the Promotion should it not be capable of running as planned for reasons including but not limited to tampering, unauthorised intervention, fraud, dishonesty, technical failures, or any other causes beyond the control of the Promoter which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Promotion.
- 21. The Prizes and the Gifts are not transferable or exchangeable and cannot be redeemed for monetary value or for any other form of compensation. If for any reason a Prize/Gift or any element of a Prize/Gift are not available, the Promoter reserves the right, at its sole discretion to substitute that Prize/Gift or element of the Prize/Gift for another of equal or greater value.
- 22. No responsibility can be taken for claims which are lost, delayed, corrupted, damaged, misdirected or incomplete or which cannot be delivered for any technical, delivery or other reason. Proof of sending will not be accepted as proof of receipt. The Promoter does not guarantee continuous or secure access to the promo website www.europe.pepsifc25.com.
- 23. The Promoter and its associated agencies and companies are not liable for any loss (including, without limitation, indirect, special or consequential loss or loss of profits), expense or damage which is suffered or sustained (whether or not arising from any person's negligence) in connection with this Promotion (JS14951) or accepting or using a Prize or a Gift, except for any liability which cannot be excluded by law. Nothing will exclude the Promoter's liability for death or personal injury as a result of its negligence.
- 24. The Promoter will not be liable for any delay or failure to comply with its obligations for reasons beyond its reasonable control arising from but not limited to Acts of God, global or regional epidemic or pandemic, adverse weather conditions, fire, industrial dispute, war, terrorist activity, hostilities, political unrest, riots, civil commotion, plague or other natural calamities, or any other circumstances.
- 25. Any and all personal data provided by you in connection with this Promotion will be used solely by the Promoter (or its appointed agents) to: (i) assist with running the Promotion; and/or (ii) conduct analytics to improve the Promoter's promotions, products, or services. The Promoter (or its appointed agents) will not contact you for reasons other than this Promotion unless you have provided your express consent. All personal data will be handled in accordance with the Promoter's privacy policy, available at: <https://pepsicoprivacypolicy.com/en>
- 26. If any part/s of these Terms & Conditions are legally ruled to be invalid, illegal or unenforceable, the remainder will not be affected and will continue in full force and effect.

27. By entering, you will be deemed to have agreed to be bound by these Terms & Conditions.
28. By entering, you will be deemed to have agreed to be bound by these Terms & Conditions and acknowledge that Electronic Arts Inc. is not a promoter in this Promotion.
29. If there is a discrepancy between these Terms & Conditions and those in any promotional material, these Terms & Conditions will prevail.
30. These Terms & Conditions are governed by Irish law and their interpretation and application will be subject to the exclusive jurisdiction of the courts of the Republic of Ireland.
31. This promotion is in no way sponsored, endorsed or administered by, or associated with PlayStation®5, PlayStation®4, Xbox Series X|S, Xbox One, Steam or Epic.

Promoter: PepsiCo International Limited, 450 South Oak Way, Green Park, Reading, Berkshire RG2 6UW.