

Wines of Hungary - [NAME OF THE PRIZE GAME]
General Terms & Conditions of the Prize Games

These General Terms & Conditions (the “**GTC**”) govern the rules, requirements, procedures, rights and obligations applicable to the prize game titled “[Win! Cellar Class with Konstantin Baum]” (the “**Game**”) organised and conducted on among participants of the Wine Paris 2026 masterclasses by the Organiser defined below. Wine Paris 2026 is one of the world’s leading international wine and spirits trade fairs, held in Paris (“**Wine Paris**”).

By participating in the Game, each participant (“**Participant**”) expressly acknowledges and confirms that they have fully read, understood and unconditionally accepted these GTC, together with all additional instructions, notices and updates published by the Organiser in connection with the Game.

The GTC are published by the Organiser specified below on the Organiser’s website [<https://bor.hu/>] (the “**Website**”) and remain continuously accessible for the entire duration of the Game. The Organiser reserves the right to amend these GTC at any time in accordance with the provisions set out herein.

1. ORGANISER AND PROMOTER

The organiser and the promoter of the announced promotional Game is the **Magyar Bormarketing Ügynökség Zrt.** (registered seat: H-1013 Budapest, Páuler street 11. VI. floor.; company registration number: 01-10-142187; tax number: 32177556-2-41; hereinafter referred to as the “**Organiser**”).

2. DURATION OF THE GAME

- 2.1. The Game commences on 9 February 2026 at 00:00 (CET) and ends on 12 February 2026 at 23:59 (CET) (the “**Period**”).
- 2.2. Any participation submitted outside the Period shall be deemed invalid and shall not be taken into consideration.

3. ANNOUNCEMENT AND PUBLICATION OF THE GAME

- 3.1. The Game is organised and conducted by the Organiser during Wine Paris.
- 3.2. These GTC shall be published by the Organiser on its Website and shall remain continuously accessible to Participants throughout the entire duration of the Game.

4. ELIGIBILITY AND EXCLUDED PERSONS

- 4.1. Participation in the Game is open exclusively to natural persons who:
 - a) have reached the legal drinking age applicable in their country of residence at the time of participation;
 - b) validly register for any masterclass held at Wine Paris and listed in Section 4.2. of these GTC (“**Masterclasses**”);
 - c) have a business card or an email address;
 - d) comply with all provisions of the present GTC.
- 4.2. The Masterclasses are the following:
 1. **Sparkling Hungary - Pop-up**

By Patrick Schmitt MW"

2. **Balaton - The Cradle of Olaszrizling - Pop-up**
By Péter Blazsovszky, Wine & Gastronomy Expert"

3. **Furmint February with Konstantin Baum MW - Pop-up**
By Konstantin Baum MW"

4. **Szekszárd Bottle Community - Pop-up**
By Csilla Sebestyén, DipWSET"

5. **Land of Volcanoes - Pop-up**
By Patrick Schmitt MW"

6. **Sweet Tokaj - Aszú and Friends - (in french)- Pop-up**
By Samuel Tinon, Owner of Samuel Tinon Winery / Winemaker"

7. **Balaton Terroirs - Beyond the Summer Wines - Pop-up**
By Péter Blazsovszky, Wine & Gastronomy Expert"

8. **My top 3 Hungarian Wines of 2025 - Pop-up**
By Konstantin Baum MW"

9. **Depths of Volcanoes - Pop-up**
By Péter Blazsovszky, Wine & Gastronomy Expert"

10. **Szekszárd Bottle Community - Pop-up**
By Csilla Sebestyén, DipWSET"

11. **Eger or Szekszárd Bikavér? - Iconic blends of Bull's Blood - Pop-up**
By Csilla Sebestyén, DipWSET"

12. **Sweet Tokaj - Aszú and Friends - Pop-up**
By Péter Molnár, President of the Tokaj Wine Region Council"

13. **With Traditions into Modernity - Indigenous Hungarian Varieties - Pop-up**
By Péter Blazsovszky, Wine & Gastronomy Expert"

14. **Organic Hungary - Pop-up**
By Anikó Kada, Co-Owner of TR Wines"

15. **Szekszárd Bottle Community - Pop-up**
By Csilla Sebestyén, DipWSET"

16. **Sweet Tokaj - Aszú and Friends - (in french) - Pop-up**
By Stéphanie Berecz, Winemaker at Kikelet Winery"

- 4.3. Participation in the Game is voluntary and free of charge. No purchase or payment is required to participate or to win.

- 4.4. The following persons are excluded from participation in the Game:

- a) the Organiser, its owners, executive officers, supervisory board members, employees, contractors, or persons engaged under any other work-related legal relationship;
- b) persons or organisations performing activities related to the organisation, administration, promotion, or execution of the Game on behalf of the Organiser (the “**Agents**”), as well as the subcontractors of such Agents, and the owners, executive officers, employees, contractors, or persons engaged under any other work-related legal relationship of such Agents or their subcontractors;
- c) members of the same household as the persons listed under points (a) and (b), as well as their close relatives within the meaning of Section 8:1(1)(1) of Act V of 2013 on the Civil Code of Hungary (the “**Civil Code**”);
- d) persons who have not reached the legal drinking age applicable in their country of residence at the time of participation.

4.5. For the purposes of these GTC, the legal drinking age shall mean the minimum age prescribed by the mandatory laws of the Participant’s country of residence for the lawful consumption of alcoholic beverages.

4.6. The Organiser reserves the right, at its sole discretion, to disqualify any Participant who violates these GTC, attempts to manipulate the Game, uses automated means, creates fake or multiple accounts, engages in vote-boosting schemes, or otherwise interferes with the integrity or proper conduct of the Game, including conduct contrary to the principles of fair play or good faith.

5. CONDUCT OF THE GAME

5.1. In order to participate validly in the Game, Participants must, during the Period cumulatively fulfil all of the following conditions:

- a) register for any of the Masterclasses; and
- b) provide their business card containing at least their name and email address, or, if they do not possess a business card, provide their name and email address to the Organiser during the registration for the Masterclasses.

5.2. Compliance with all of the above requirements is mandatory for valid participation in the Game.

5.3. Each valid Masterclass registration constitutes one (1) separate entry into the Game. Accordingly, a Participant may obtain multiple entries if they register for more than one Masterclass during the Period, thereby increasing their chances of winning.

5.4. Entries shall be deemed invalid if they are incomplete, inaccurate, misleading, unlawful, offensive, defamatory, infringing upon third-party rights, or otherwise in breach of these GTC or any applicable terms, policies, or rules governing the Game.

6. DRAWING OF WINNERS

6.1. At the end of the Period, the Organiser shall select one (1) Winner from among all valid Participants, whereby each valid Masterclass registration constitutes one (1) separate entry into the Game.

- 6.2. By participating in multiple Masterclasses, a Participant may obtain multiple valid entries, thereby increasing their statistical chances of being selected as the Winner. However, a Participant may win only one (1) Prize.
- 6.3. The drawing shall be conducted entirely by analog means. When a Participant registers for a Masterclass, the Organiser shall either collect the Participant's business card, or, if the Participant does not have one, record the Participant's name and email address. All collected business cards and recorded names and email addresses shall be placed into a container, from which the Winner shall be drawn at random.
- 6.4. The draw shall take place in **Budapest on 16 February 2026** following the close of the Period.

7. NOTIFICATION OF WINNERS

- 7.1. The Organiser shall notify the Winner via an email message sent to the email address provided during participation in the Game on **16 February 2026** (the "**Notification**").
- 7.2. The Winner must respond to the Notification within **72 hours** of its delivery and must provide all information required by the Organiser for the verification of eligibility and for the redemption and delivery of the Prize. Failure to comply with this requirement within the deadline shall result in forfeiture of the Prize.
- 7.3. If the Winner cannot be contacted due to incorrect, incomplete, inaccessible, or otherwise invalid email settings or technical issues preventing delivery of the Notification, the Organiser shall not be held liable. In such cases, the Organiser may, at its sole discretion, select an alternative Winner or declare the Prize forfeited.
- 7.4. The Organiser may request additional information from the Winner for the purpose of verifying compliance with these GTC (including proof of age). Should the Winner fail to provide such information upon request, the Organiser may disqualify the Winner without further notice.
- 7.5. The Organiser is not responsible for Notification emails being filtered into the Winner's spam, junk, or other non-primary mailbox folders, or for any failure of electronic communication systems.

8. PRIZE AND DELIVERY

- 8.1. The Winner shall be awarded participation in the "**Cellar Class with Konstantin Baum**" (the "**Prize**"). The exact format, date, duration access method and other conditions applicable to the course shall be determined exclusively by the course provider. The Organiser has no influence over, and the Organiser does not assume responsibility for any such conditions.
- 8.2. The Prize is:
 - a) non-transferable,
 - b) non-exchangeable, and
 - c) may not be redeemed for cash or substitute for any other consideration.
- 8.3. The Organiser shall not be liable for any inability of a Winner to participate in or benefit from the Prize due to circumstances outside the Organiser's control, including but not limited to scheduling conflicts, technical or connectivity issues, illness, travel limitations, or other unforeseen circumstances. The Organiser shall not offer alternative prizes or compensation.

- 8.4. Following confirmation of eligibility and receipt of all information required for the fulfilment of the Prize, the Organiser shall provide the Prize to the Winner via the electronic contact (email address) details submitted during their registration to the Game. The Organiser shall not be responsible for any failure of delivery resulting from incorrect, incomplete, or inaccessible contact details provided by the Winner.
- 8.5. Should the delivery or fulfilment of the Prize become impossible due to reasons attributable to the Winner (including failure to respond, failure to provide required information, or inability to access the course), the Winner shall forfeit the Prize, and the Organiser shall have no further obligations in relation thereto.

9. EXCLUSION FROM THE GAME

- 9.1. The Winner shall not be entitled to receive the Prize and may be excluded from the Game if:
 - a) the Participant had not reached the legal drinking age applicable in their country of residence at the time of participation;
 - b) the Participant breaches any provision of these GTC;
 - c) Participant intentionally attempts to influence or manipulate the conduct, outcome, or integrity of the Game in any manner incompatible with the principles of fair competition or good faith;
 - d) the Organiser is unable to contact the Winner for any reason attributable to the Participant;
 - e) the Participant fails to provide, within the specified deadline, the information required for the organisation of the Game or the delivery of the Prize, or withdraws their consent to the processing of personal data necessary for the drawing and/or the delivery of the Prize.
- 9.2. In such cases, the Organiser may, at its sole discretion, select an alternative Winner or declare the Prize forfeited.

10. LIABILITY OF THE ORGANISER

- 10.1. The Organiser shall not be liable for any failure or delay in notifying Participants or Winner resulting from incorrect or incomplete contact details, email settings, privacy or security settings, message delivery restrictions, or any other circumstances attributable to the Participant. The Organiser shall likewise not be liable for any consequences arising from the incorrect, inaccurate, or incomplete provision of data by Participants, nor for the unlawful participation of persons who have not reached the legal drinking age applicable in their country of residence.
- 10.2. The Organiser excludes all liability for any damages, losses, or claims suffered by Participants, Winner, or any third parties arising from the unavailability, inaccessibility, or non-responsiveness of Participants or Winner, as well as from any incorrect, inaccurate, incomplete, or misleading data or information provided by them in connection with the Game.
- 10.3. The Organiser shall not be liable for any failed, delayed, or incomplete participation caused by technical issues, including but not limited to network congestion, software or hardware malfunction, device incompatibility, data transmission errors, or outages or disruptions affecting communication systems. Participants acknowledge that access to electronic communication (e-mail communication) may be affected by factors outside the Organiser's control.

- 10.4. For the purposes of conducting the Game, the Organiser may use analog or automated systems, software solutions, or game engines. Participants acknowledge that the Organiser shall not be liable for any technical malfunction, temporary failure, or operational anomaly of such systems, including but not limited to errors caused by stored cookies, browser display issues, or temporary system interruptions.
- 10.5. The Organiser shall not be liable for any adverse impact on participation or the conduct of the Game arising from the specific characteristics, limitations, or incompatibilities of internet browsers or their different versions, in particular outdated or unsupported versions. The Organiser shall also not be liable for any failure of participation arising from the use of unsupported platforms, devices, operating systems, browser versions, or configurations.
- 10.6. The Organiser shall not be liable for any failure or delay in the performance of its obligations under these GTC if such failure or delay is caused by an event of force majeure.
- 10.7. For the purposes of these GTC, force majeure shall mean any event or circumstance beyond the reasonable control of the Organiser which could not have been foreseen, avoided, or overcome with reasonable measures, including but not limited to natural disasters (such as flood, earthquake, storm, fire), war, armed conflict, terrorism, riots, strikes not attributable to the Organiser, governmental or regulatory actions, epidemics or pandemics, public health restrictions, quarantine measures, failures of public utilities, telecommunications or internet services, or outages affecting Instagram or other third-party platforms used in connection with the Game.
- 10.8. In the event of force majeure, the Organiser shall be entitled, at its sole discretion, to suspend, postpone, modify, or terminate the Game, in whole or in part, without incurring any liability towards Participants or Winners.
- 10.9. Participants acknowledge and accept that the Organiser shall not be liable for any damages, losses, or claims arising from or in connection with measures taken by the Organiser pursuant to this Section, provided that such measures are proportionate and taken in good faith.
- 10.10. The Organiser shall not be liable for any defects, deficiencies, or malfunctions of the Prize. As the Prize is provided as a promotional benefit, the Organiser does not provide any warranty or guarantee in respect thereof.
- 10.11. Nothing in these GTC shall exclude or limit the Organiser's liability for damages which may not be lawfully excluded or limited under mandatory applicable law.

11. RESERVATION OF RIGHTS

- 11.1. The Organiser reserves the right, at any time during the Period, to amend, supplement, suspend, postpone, or terminate the Game or these GTC, in whole or in part. Any amendment to these GTC shall be published in the same manner as the original GTC and shall take effect upon publication, unless a later effective date is expressly indicated.
- 11.2. The Organiser further reserves the right to cancel or postpone the announcement of the results, particularly in the event of force majeure or any other circumstances beyond the Organiser's reasonable control that render the lawful, fair, or abuse-free conduct of the Game impossible.

- 11.3. Participants acknowledge and accept that no appeal, complaint, challenge, or objection may be raised regarding the mechanics, procedures, decisions, or outcome of the Game.
- 11.4. The Organiser shall not be liable for any damages or losses arising from any modification, suspension, postponement, or termination of the Game carried out in accordance with these GTC.

12. DATA PROCESSING AND DATA PROTECTION

- 12.1. The Organizer will process the personal data provided during the Game in accordance with the provisions of this information.
- 12.2. Name of the data controller: The personal data of the players is managed by the Organizer: **Magyar Bormarketing Ügynökség Zártkörűen Működő Részvénytársaság** (registered office: 1013 Budapest, Pauler utca 11. 6. em, company registration number: 01-10-142187; tax number: 32177556-2-41., represented by: dr. Balázs Kis CEO, e-mail: adatvedelem@bor.hu)
- 12.3. Scope of the processed personal data: Title, surname, first name, e-mail address, proof of having reached the age of 21, venue of the event, time of the game, interests, Instagram profile.
- 12.4. Source of the personal data: Data provided by the Player based on this information.
- 12.5. Consequences of failure to provide personal data: In the case of personal data required for participation, failure to participate in the Game, in the case of additional personal data required to be provided by the Winner, loss of entitlement to the Prize.
- 12.6. Purpose of data processing: the Organizer processes the personal data provided by the Players upon registration and during the Game for the purpose of determining the Winner of the Game and their eligibility, notifying/publishing the Winners and delivering the Prize to them.
- 12.7. Legal basis for data processing:
 - with regard to the personal data provided during the application for the Competition, Article 6(1)(a) of the Regulation (EU) 2016/679 of the European Parliament and of the Council on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC ("GDPR"), the Player's voluntary consent based on this information,
 - with regard to other data provided by the Winner for the purpose of awarding the Prizes, the contractual obligation pursuant to Article 6(1)(b) of the GDPR, i.e. the fulfilment of the obligation assumed in these Competition Rules to deliver the Prizes to the Winners.
- 12.8. Recipient of (transfer) personal data: The Organizer will not transfer the personal data provided to any third party.
- 12.9. Data transfer outside the EU: The Organizer does not transfer personal data to a third country or international organization, if so, Japan does so based on an adequacy decision concluded with the EU.
- 12.10. Duration of storage of personal data: The Organizer will store personal data provided during the application for the Game until the Draw, personal data provided by the Winners for the purpose of delivering the Prize for 5 years from the delivery of the Prize, while personal data related to the fulfillment

of public duties will be stored for 8 years in accordance with the provisions of Section 169 (1) and (2) of Act C of 2000 on Accounting.

12.11. Information on the rights of the data subject regarding data processing: Each Player may request from the Organizer access to the relevant personal data, their correction, - in the cases specified in Article 17 of the Regulation and with exceptions - the deletion of the data or restriction of the processing, and may object to the processing of personal data.

12.12. Consent-based data processing: The Player has the right to withdraw the consent at any time. The right to withdraw the consent does not affect the lawfulness of the data processing carried out on the basis of the consent before the withdrawal. If during the Game the Player withdraws his/her consent or requests the deletion of his/her data, he/she acknowledges that, at the same time as the deletion of his/her personal data, he/she will be excluded from the Game and will not be entitled to participate in it further.

12.13. Right to file a complaint with a supervisory authority: The Player may file a complaint with the competent supervisory authority regarding the processing of his/her personal data:

Name of the Supervisory Authority: National Data Protection and Freedom of Information Authority

Registered office: Hungary, 1055 Budapest, Falk Miksa utca 9-11, postal address: 1363 Budapest, Pf.: 9., telephone: +36 (1) 391-1400, fax: +36 (1) 391-1410, e-mail: ugyfelszolgalat@naih.hu.

12.14. Profiling and decision-making based on automated data processing: The Organizer does not make any decision based solely on automated data processing – including profiling – that would have an effect on the Player or would have legal effects on the Player.

13. MISCELLANEOUS PROVISIONS

13.1. By participating in the Game, each Participant acknowledges that they have fully read, understood, and unconditionally accepted these GTC as well as the applicable Data Privacy Notice, including all provisions contained therein. A Participant who does not accept any provision of these GTC, in whole or in part, shall not be entitled to participate in the Game and shall be excluded therefrom.

13.2. Any taxes, duties, or charges arising in connection with the Prize shall be borne by the Organiser, unless mandatory applicable law provides otherwise.

13.3. In all matters concerning the Game, these GTC, or the interpretation thereof, the Organiser's decisions shall prevail and shall be final and binding on all Participants.

13.4. Any matters not expressly regulated by these GTC shall be governed by Hungarian law, in particular the relevant provisions of Act V of 2013 on the Civil Code of Hungary.

13.5. In the event of any legal dispute arising out of or in connection with the Game or these GTC, the courts of Hungary shall have exclusive jurisdiction, and depending on jurisdiction, designate the Székesfehérvár District Court for matters falling within district court jurisdiction and the Székesfehérvár Regional Court for matters falling within regional court jurisdiction.

Budapest, 12. February, 2026.