

OFFICIAL RULES

“WIN ALL SUMMER LONG!” – Csíki Beer Prize Campaign

1. ORGANIZER OF THE CAMPAIGN

The prize campaign “WIN ALL SUMMER LONG!” (the “Campaign”) is organized by Lixid Project S.R.L. (registered office: Sânsimion village, Sânsimion commune, Csíki Sör street, no. 575, 1st floor, office 9, Harghita County, postal code 537285, registered with the Trade Registry under no. J2013000295196, tax ID RO32319920), hereinafter the “Organizer”.

The Campaign is governed by these official rules (the “Rules”), which are binding on all participants. The Organizer reserves the right to amend or supplement the Rules at any time during the Campaign, subject to prior notice to participants on the Campaign platform.

2. LOCATION AND DURATION OF THE CAMPAIGN

The Campaign runs from the territory of Romania, through audiovisual means, namely through the Organizer’s online social media platforms.

Duration: 21 July 2026 – 31 August 2026.

On the first Monday of each week, the Organizer draws ten (10) weekly winners from among the valid entries received during the preceding Campaign Week, on the following five dates: 27 July, 3 August, 10 August, 17 August and 24 August 2026.

On the closing day of the Campaign, 31 August 2026, the Organizer will announce the winner of the Grand Prize described in Chapter 6, drawn from among all valid entries received during the entire Campaign period.

3. ELIGIBILITY AND CONDITIONS OF PARTICIPATION

Any natural person with full legal capacity who has reached the age of 18, domiciled or resident in the territory of the European Union, may participate in the Campaign, provided they enter validly in accordance with these Rules.

The age requirement applies because the Campaign is conditional on the purchase of an alcoholic beverage (beer); minors may not participate.

The condition of entry is the purchase of at least two (2) cans or bottles of Csíki Original or Csíki Raspberry beer from any retail outlet selling the products.

Important! Eligibility to participate in the Contest arises only from the purchase of the products mentioned above; other products in the Csíki range are not part of this promotion.

Employees of the Organizer, employees of partners involved in running the Campaign, and the close relatives of such persons may not participate in the Campaign.

A participant may enter an unlimited number of times. Each valid receipt evidencing a purchase counts as a separate entry and therefore a separate chance to win, both for the weekly draws and for the Grand Prize draw. A maximum of 5 (five) different purchase receipts may be uploaded per day.

4. HOW THE CAMPAIGN WORKS

To take part, a participant must:

- Purchase at least two (2) Csíki Original or Csíki Raspberry beers.
- Take a photograph of the receipt evidencing the purchase.
- Upload the photo of the receipt and provide the details required for entry (name, email address, phone number, the locality where the receipt was issued, and the name of the store where the purchase was made, selected from a drop-down list) on csiki.com/win-all-summer-long.
- Accept these Rules.

An entry is valid if the uploaded receipt clearly and legibly shows the entire purchase; the date of purchase is legible; the purchase of a Csíki Original or Csíki Raspberry product is identifiable on the receipt; and each entry corresponds to a single receipt. The original purchase receipt uploaded with the entry must be kept until the prize is handed over, as the Organizer may request that it be presented in original form in order to validate the win.

The Organizer draws the ten weekly winners at random using www.random.org, from among the valid entries received during the relevant Campaign Week, on the first Monday of each week.

5. THE WEEKLY PRIZE

In each Campaign Week, the Organizer draws ten (10) weekly winners: five (5) winners receive Package 1 and five (5) winners receive Package 2, awarded from the following two pre-defined packages:

- Package 1: 1 case (24 × 330 ml) of Csíki Raspberry beer + a Csíki merch pack (t-shirt, cap and sunscreen); the gross commercial value of this package is RON 229.5, and the total value of the 25 units of Package 1 awarded throughout the Campaign is RON 5,737.5. Package composition: 24 × 330 ml Csíki Raspberry beer (RON 5/unit) = RON 120; cap (RON 30/unit) = RON 30; t-shirt (RON 50/unit) = RON 50; sunscreen (RON 29.5/unit) = RON 29.5.
- Package 2: 1 case (24 × 330 ml) of Csíki Original beer + a Csíki merch pack (t-shirt, cap and keychain); the gross commercial value of this package is RON 196, and the total value of the 25 units of Package 2 awarded throughout the Campaign is RON 4,900. Package composition: 24 × 330 ml Csíki Original beer (RON 4.5/unit) = RON 108; cap (RON 30/unit) = RON 30; t-shirt (RON 50/unit) = RON 50; keychain (RON 8/unit) = RON 8.

Of the ten weekly winners, five receive Package 1 and five receive Package 2; the Organizer decides which winner receives which package.

The Organizer will contact the drawn winners within 10 business days of the draw, using the contact details provided (email and/or phone), to arrange the handover of the prize.

If a winner does not respond within the specified deadline or declines the prize offered, the Organizer will draw a reserve winner from among the valid entries of the same Campaign Week, following the procedure described above.

The weekly prize cannot be exchanged for cash and cannot be transferred to a third party.

6. THE GRAND PRIZE

Valid entries received throughout the entire duration of the Campaign, in addition to the weekly draws, also qualify for entry into the Grand Prize draw.

Grand Prize: an unforgettable weekend in Seklerland (Székelyföld/Ținutul Secuiesc) for 2 (two) people. The prize includes one (1) night's accommodation at Sekler Resthouse (Székely Fogadó) in Băile Tușnad (Tusnádfürdő), dinner (Saturday evening) and breakfast (Sunday morning), a visit to the Csíki factory in Sânsimion (Csíkszentsimon) including a beer tasting and lunch, as well as a bear-watching program. The gross commercial value of the Grand Prize is RON 1,000. Composition of the Grand Prize: accommodation, dinner and breakfast (1 stay) = RON 350; factory visit including a beer tasting and lunch (2 people, RON 125/person) = RON 250; bear-watching program (2 people, RON 200/person) = RON 400.

The Organizer will draw and announce the winner of the Grand Prize on 31 August 2026, the closing day of the Campaign, from among all valid entries received throughout the entire period, using www.random.org.

Travel expenses are not included in the prize and are borne exclusively by the winner.

The prize may be claimed within half a year, i.e. six months, from the date of the draw, i.e. from 31 August 2026, no later than 23:59:59 (Central European Time) on 28 February 2027. If the winner does not claim the prize within the specified deadline, they will lose their right to the prize upon expiry of that deadline.

The Grand Prize cannot be exchanged for cash and cannot be transferred to a third party, except for the companion designated by the winner.

7. PROTECTION OF PERSONAL DATA AND CONFIDENTIALITY RULES

For the purposes of running the Campaign, participants' personal data will be processed by the Organizer as data controller.

Categories of personal data processed under the Campaign

- First and last name;
- Email address;
- Phone number;
- The locality and the name (selected from a drop-down list at the time of entry) of the retail outlet that issued the receipt;
- Images containing the receipt required to identify the entry and register the unique code in the Campaign;
- for winners: phone number, identification data (ID card number and series, personal numeric code/CNP), postal and email address, for the purpose of delivering the prizes.

Purpose of processing

- organizing and running the Campaign;
- designating and validating the winners;
- delivering the prizes;
- fulfilling the Organizer's financial and accounting obligations;
- investigating and resolving any complaints or claims, and protecting the Organizer's legal interests.

Legal basis for processing

- performance of a contract (these Rules) to which participants in the Campaign are a party, for the purposes set out in points (i)–(iii) above;
- compliance with a legal obligation in connection with financial and accounting matters, including tax matters, in particular the publication of the list of winners and prizes awarded;
- the Organizer's legitimate interest in protecting its interests, rights and freedoms, including in the context of judicial, arbitration or mediation proceedings or other legal mechanisms, as well as procedures (including non-contentious ones) for resolving complaints and claims.

Data retention period

Participants' personal data will be stored by the Organizer for as long as necessary to fulfil the purposes for which it was collected, in compliance with internal data-retention procedures, including applicable archiving rules, but for no longer than 10 years from the date of collection.

Upon expiry of the retention period, the Organizer will delete/destroy this data from its processing and storage media.

We may be required to provide your personal data to a competent public authority where this is required by law or other binding regulation.

Exercise of data subject rights

In order to ensure fair and transparent processing, the Organizer guarantees participants the following rights during the Campaign:

- the right to withdraw consent to processing at any time, without affecting the lawfulness of processing carried out on the basis of consent before its withdrawal;
- the right to request access to personal data;
- the right to request rectification of personal data;
- the right to request erasure of personal data;
- the right to restriction of processing;
- the right to object to processing, except where otherwise provided by law;
- the right to data portability;

- the right to lodge a complaint with the National Supervisory Authority for Personal Data Processing (ANSPDCP).

Please note that exercising some of the above rights may prevent participation in the Campaign or the awarding of prizes, as the data necessary for participation and for awarding and delivering prizes would then be missing.

Participants may exercise the above rights by means of a simple, dated and signed written request sent to the Organizer at game@csiki.com.

Upon receipt of any such request, we will respond within the legal deadline, generally no later than 30 days from receipt.

You may lodge a complaint regarding data processing with the following supervisory authority: National Supervisory Authority for Personal Data Processing (ANSPDCP) – Address: B-dul General Gheorghe Magheru no. 28-30, Sector 1, 010336 Bucharest, Romania; Phone: +40 318 059 211; Email: anspdcp@dataprotection.ro; Website: www.dataprotection.ro

You also have the right to lodge a complaint with the supervisory authority of the EU member state of your habitual residence. You are also entitled to bring proceedings before a court if your rights have been infringed.

8. SOCIAL MEDIA AND OTHER PLATFORMS

The Campaign runs on the Organizer's own page, csiki.com/win-all-summer-long. The Organizer may present the Campaign on its social media channels (e.g. Facebook, Instagram) solely for advertising and information purposes; these platforms are not involved in organizing or running the Campaign, accept no liability in connection with it, and participants provide their data to the Organizer, not to the platform.

9. AVAILABILITY OF THE RULES

The full Rules are available at csiki.com/win-all-summer-long, and on request at the Organizer's registered office. The Organizer makes the Rules available to any interested party free of charge and without restriction.

10. FINAL PROVISIONS

The Organizer reserves the right to amend or discontinue the Campaign, subject to prior notice to participants on the Campaign platform.

After each draw, the Organizer will publish the first letter of the surname and the first name of the weekly and Grand Prize winners on its social media channels (Facebook, Instagram) and on the Campaign's dedicated page, csiki.com/win-all-summer-long.

By participating in the Campaign, participants fully accept the provisions of these Rules.