

The Big Run with Nike and Secret Run Club

UK - April/June 2025

Specific Terms and Conditions

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| Parties | <p>Sponsor. Nike, with registered place of business at Colosseum 1213 NL Hilversum, The Netherlands ("Sponsor"), is the sponsor of the Local Giveaway and the International Contest called The Big Run with Nike and Secret Run Club (together, the "Promotion").</p> <p>Kzemos UK Ltd. with registered offices at 4th Floor, The Wingate, 93-107 Shaftesbury Avenue, London W1D 5DY ("Manager" or "Fever") administering elements of the Promotion in accordance with these Terms and Conditions.</p> |
| Promotion Period | <p>The Promotion will begin at 09:00 AM GMT +1 on April 20th, 2025 and end at 09:00 AM GMT +1 on June 14th 2025.</p> <p>All entries received after 09:00AM GMT +1 on June 14th 2025 are automatically disqualified.</p> |
| Participation | <p>The Promotion includes one giveaway to win the Local Prize (as defined below) ("Local Giveaway") and one skill contest to win the International Prize (as defined below) ("International Contest").</p> <p>To take part in the Local Giveaway, the following actions are required:</p> <p>(i) Sign up for The Big Run with Nike and Secret Run Club in the Strava Challenge Gallery and complete the challenge: record at least 46KM of running activity within the challenge period of 20th April - 14th June</p> <p>(ii) Following completion of the Big Run with Nike and Secret Run Club Challenge, you will receive a link to the landing page ("Promotion webpage") where you will need to add the requested information in the entry form, including name, email and country.</p> <p>To take part in the International Contest, you must complete all the steps required to enter the Local Giveaway, and in addition:</p> <p>(iii) submit an answer to the following question on the entry form: "What is your next big running dream?" ("Contest Question"), not exceeding 1000 characters.</p> <p>By completing steps (i) and (ii) only, you will be entered into the Local Giveaway.</p> <p>By completing steps (i), (ii), and (iii), you will be entered into both the Local Giveaway and the International Contest.</p> |
| Territory | <p>The territorial scope of the Local Giveaway is limited to the UK (England, Northern Ireland, Scotland and Wales) ("Local Giveaway Territory").</p> <p>The territorial scope of the International Contest is limited to the five following countries: UK, Spain, France, Germany, Italy ("International Contest Territory").</p> |

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| <p>Winner Selection</p> | <p>Within ten (10) business days following the end of the Promotion Period ("Winner Selection Period"), Manager will select:</p> <ul style="list-style-type: none"> • four (4) Winners in the Local Giveaway from among the participants in the Local Giveaway in in the Local Giveaway Territory, in accordance with the Winner Selection criteria set out in the General Terms and Conditions; and • one (1) Winner in the International Contest from among the participants in the International Contest in the International Contest Territory, in accordance with the Winner Selection criteria set out in the General Terms and Conditions. |
| <p>Prize.</p> | <p>For the purposes of these Terms and Conditions, the term "Prize" shall include both the Local Prize and the International Prize, unless otherwise specified.</p> <p>Local Prize:</p> <p>The prize(s) for the Local Giveaway consists of four (4) pairs of Nike Vomero 18 (approximate retail value ("ARV") of £125.12 each) and two (2) entries (bibs) for the Copenhagen Half Marathon (ARV of £94.22 each) ("Local Prize(s)").</p> <p>Two (2) Winners of the Local Giveaway will receive one (1) pair of Nike Vomero 18 each ("Sneakers Prize"), and two (2) Winners of the Local Giveaway will each receive one (1) pair of Nike Vomero 18 and one (1) entry (bib) for the Copenhagen Half Marathon ("Sneakers+Bibs Prize").</p> <p>International Prize:</p> <p>The prize for the Winner of the International Contest will consist of a one (1) all-expenses-paid trip to Copenhagen (Denmark) during its Marathon weekend, which will take place on September 14th, 2025 (the "Event") ("International Prize").</p> <p>The International Prize includes:</p> <ul style="list-style-type: none"> • Roundtrip flights (economy class) for the Winner with a full-service airline (departing from the Winner's city to Copenhagen and return flight, from Friday September 12th, 2025 to Monday September 15th, 2025; • Three (3) nights' accommodation in a NIKE designated 4* hotel in Copenhagen (breakfast included); • 100 euros (one hundred euros) per day to cover the remaining meals; and • one (1) pair of Nike Vomero 18 and one (1) entry (bib) for the Copenhagen Half Marathon <p>The International Prize has an approximate retail value (ARV) of 3.000 EUR.</p> |
| <p>Notification</p> | <p>The Winners will be announced between the date of the Winner Selection Period and no later than June 27, 2025 by email.</p> |

General Terms and Conditions

PURCHASE IS NOT NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCE OF WINNING. BY ENTERING THE PROMOTION, YOU AGREE TO THESE TERMS AND CONDITIONS, SPECIFIC AND

GENERAL (ALL TOGETHER, “THE TERMS AND CONDITIONS”), WHICH ARE A CONTRACT, SO READ THEM CAREFULLY BEFORE ENTERING. WITHOUT LIMITATION, THIS CONTRACT INCLUDES INDEMNITIES FROM YOU AND A LIMITATION OF YOUR RIGHTS AND REMEDIES

Acceptance of the Terms. By participating in this Promotion, (i) each participant (each one, “you”, “your” or a “Participant”) agrees to be bound by these Terms and Conditions and all applicable laws, ordinances and regulations, as well as by the decisions the Manager, the Sponsor, or the Manager on the Sponsor’s behalf, makes regarding this Promotion in accordance with the foregoing, (ii) you agree to release both the Sponsor and the Manager and their respective administrators, partners and employees from any liability, loss or damage resulting from your participation in this Promotion or with respect to the adjudication, receipt, possession, use and/or misuse of any of the Prizes awarded in accordance with these Terms, , except for liability which cannot be excluded by law (including liability for fraud or death or personal injury arising from negligence) in which case that liability is limited to the minimum allowable by law and (iii) you represent that you are at least eighteen (18) years of age. The Manager may exclude you from participation if you are suspected to be engaging in or have engaged in abusive or fraudulent practices relating to the Promotion. The Manager reserves the right to cancel, suspend and/or modify any aspect of the Promotion, if any fraud, technical failures or any other factor beyond Manager’s reasonable control impairs the integrity or proper functioning of the Promotion, as determined by the Sponsor, in its sole discretion. Manager shall communicate any such change to Participants at least through the original publication of the Promotion, itself. Manager’s failure to enforce any provision of these Terms and Conditions shall not constitute a waiver of that provision. Manager is not responsible for the content of any external websites that are linked or referenced within these Terms, including that of the Sponsor. Participants understand that participation may involve physical activity and accept all related risks. By entering, participants waive any claim against the Manager and the Sponsor related to injuries or damages arising during the Promotion or in the use of the Prize.

Promotion Period. The duration of the Promotion will be as described in the Specific Terms and Conditions.

The Manager reserves the right to extend the Promotion Period for unavoidable circumstances beyond its reasonable control, and shall communicate any such extension to Participants through an update to the original Promotion Webpage itself. Likewise, the Manager reserves the right to interrupt and/or terminate the Promotion in advance of its scheduled end time in the event that there are unavoidable circumstances beyond the control of the Manager that sufficiently justify said decision, and the Manager shall communicate any such interruption or termination to users through an update to the Promotion Webpage itself. No compensation shall be due in case of cancellation or modification.

Participation. To be a Participant, it will be necessary to have an account in the Strava platform, and to have an associated, true, profile in this same platform. You can enter the Promotion by following the steps mentioned in the Specific Terms and Conditions.

Participation in this Promotion is completely free and does not entail or require any payment or consideration for entry by Participants. Odds of receiving a Prize shall depend on the number of entries received and, in respect of the International Contest, performance of a skilled element as set out in the Specific Terms and Conditions.

Sponsor and Manager are not responsible for lost, late, illegible, stolen, incomplete, invalid, unintelligible, misdirected, technically corrupted or garbled entries, which will be disqualified, or for problems of any kind whether mechanical, human or electronic. Proof of submission will not be deemed to be proof of receipt by Manager. Manager will not be responsible for the veracity of any data provided by Participants.

Participants. Each eligible Participant must be a natural person, aged eighteen (18) years or older, legally residing in the territorial scope specified in the Specific Terms and Conditions. The following persons may not be Participants or enjoy any Prize (either directly, or indirectly as a companion): the Manager, Sponsor and/or their employees, agents, freelancers, contractors (and those of any Promotion partners, associated companies or Prize providers) and their immediate family members or households (whether related or not), and anyone else professionally involved with the Promotion. If any Participant is found to fall within these categories, regardless of whether they win a Prize, it will be understood that their participation shall be automatically voided.

The participants must take part in this Promotion pursuant to their own exercise capability and participate in the activity during this Promotion in a safe and suitable manner which is commensurate with their own exercise capabilities and limits. Participants are expected to complete the physical challenge in accordance with their personal fitness levels and in a safe manner. Manager and Sponsor shall not be held liable for any health-related issues arising from participation in the activity.

Manager reserves the right to request a copy of a valid identity document (i.e. national identity card and/or passport) for the purpose of verifying that the participation requirements are met, and any other legally-required document, if any. The Sponsor and/or Manager reserves the right to request any other documentation that it deems appropriate in order to verify the identity of a Winner, and shall have the right to refuse delivery of the Prize in the event that a Winner is found not to comply with the participation requirements or any other part of these Terms and Conditions.

Winner Selection in the Local Giveaway.

Manager will select the winners from among the participants in the Giveaway in the Giveaway Territory in a random drawing performed by a computer process during the Winner Selection Period from among the Participants who have validly entered the Local Giveaway in accordance with these Terms and Conditions.

Winner Selection in the International Contest.

The Winner of the International Contest will be selected from among the participants in the International Contest in the International Contest Territory by a jury composed of three (3) members, including representatives from the Manager's team and at least one (1) independent member .

Each jury member will assign a score from 1 to 3 for each participant, based on the following criteria: (i) skill, (ii) originality and creativity, and (iii) relevance to the contest theme, as reflected in the participant's answer to the Contest Question. The final score will be the sum of the individual scores assigned by the three (3) jury members.

In the event of a tie in the scores, the ranking will be determined chronologically, based on the time of submission of the entry: from the earliest to the latest. As a result, the participant who submitted their entry first will be declared the winner in the case of a tie.

The jury's selection will be final and cannot be challenged.

The jury will establish a ranking of ten (10) participants: the first-place participant will be declared the winner of the International Contest, while the remaining nine (9) participants, ranked from second to ninth place, will be considered as alternates in the event of withdrawals or failure to accept the prize.

Winner Selection

Manager will notify the/each Winner in accordance with the Specific Terms and Conditions, and (after validating Winner's compliance with the requirements in these Terms and Conditions) will contact the Winner to finalize the Prize. Each Participant cannot win more than one Prize in this Promotion.

If a Winner does not accept the Prize in accordance with these Terms, the Prize will be deemed to be unclaimed, and the Prize will be assigned to an alternate from the remaining valid entries, using the same method of selection applicable to the Prize in question, as described in these Terms and Conditions (the "**Alternate**"). In this case, the Alternate will have the same time period of five (5) calendar days following notification in which to claim the Prize. In the event that neither a Winner or the Alternate accept a Prize in accordance with the Terms, the Prize will not be awarded, and Manager will announce this through an update to the original Promotion Website. If Manager cannot contact the winning Participants in order to deliver the Prize because the information provided is not true and accurate it will not be responsible for any failure to deliver the Prize.

Prize. The prize will be as detailed in the Specific Terms and Conditions. The Prize is not transferable and must be accepted as awarded. No cash or other substitution may be made, except by the Manager or Sponsor, who reserves the right to substitute the Prize with another prize of equal or greater value if the Prize is not available for any reason. Upon notification by the Manager, the Winner shall have five (5) business days to claim the Prize, by confirming their relevant contact details with the Manager, in order to facilitate Prize delivery, otherwise the Prize shall be forfeited. Once the Prize has been delivered, the Winners shall be solely responsible for the use and redemption of the Prize. The Winners of Sneakers + Bibs Prize must be available to participate in the Copenhagen Half Marathon on September 14, 2025 and it will be their sole responsibility to arrange and cover their own travel to Copenhagen. If a Winner rejects the Prize or in the event of any noncompliance with these Promotion terms and conditions by a Winner, the Prize will be

considered to be forfeited and an alternate Winner will be selected from all remaining eligible entries. Upon prize forfeiture, no compensation will be given.

Prizes will be delivered within thirty (30) days from the closing date of the Promotion.

Prizes will be reported as income to a Winner and the Winner is responsible for taxes, if any, associated with the receipt of the Prize.

Limit of one prize per person or household. The Prize does not include assistance with travel or travel costs or other expenses associated with attending the experience, unless for the International Prize, in which case the specific terms set out in these Terms and Conditions shall apply. There shall be no cash awarded in lieu of the Prize. The Prize is non-transferrable, non-exchangeable and cannot be redeemed for cash. Manager and Sponsor reserve the right to unilaterally substitute any element of the Prize for another of equal or greater value. All taxes applicable to the Prize are solely the responsibility of the Winner, and the Winner shall ensure that they comply with any associated legal and filing requirements.

Notification. The Winner will be announced as described in the Specific Terms and Conditions.

Strava platform. The use of the Strava App is subject to Strava's Terms of Service and its Community Standards found on <https://www.strava.com/legal/terms> and <https://www.strava.com/community-standards>.

Social. Acceptance of a Prize constitutes permission for the Manager and the Sponsor and/or their respective designees to use your name, city or geographical area of residence, social media handle, photograph, testimonial or other likeness and/or prize information or personal exposition, and the Manager and/or the Sponsor may refer to your association with the Promotion (and/or any edited portion thereof) for promotional, advertising, PR, and/or publicity purposes in any media, now or hereafter known throughout the world in perpetuity, without further compensation, notice to, or consent of, the Winner, to the extent permitted by law.

Limitation of Liability; Disclaimer of Warranties. By participating in the Promotion, each participant acknowledges that participating in any physical activity or prize-related experience may involve risks, including personal injury or property damage. Participants voluntarily assume all such risks. By participating in the Promotion, Participants and Winners agree to release the Sponsor and/or Manager and their respective advertising and promotion agencies and its respective parent companies, subsidiaries, affiliates, partners, representatives, agents, successors, assigns, employees, officers and directors (collectively, "**Released Entities**"), from any and all liability, for loss, harm, damage, injury, cost or expense whatsoever (except for liability which cannot be excluded by law (including liability for fraud or death or personal injury arising from negligence) in which case that liability is limited to the minimum allowable by law) including without limitation, any loss which may occur in connection with, preparation for, travel to, or participation in Promotion, or possession, acceptance and/or use or misuse of the Prize or participation in any Promotion-related activity and for any claims based on publicity rights, defamation or invasion of privacy and merchandise delivery, to the extent allowable by law.

IN NO EVENT WILL THE RELEASED ENTITIES BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES ARISING OUT OF YOUR ACCESS TO AND USE OF THE PRIZE AND/OR THE PROMOTION. WITHOUT LIMITING THE FOREGOING, THIS PROMOTION AND ALL PRIZES ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INDIRECT, INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES, AND IN THIS CASE SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU.

Acceptance and publication of the rules. Participation in this Promotion implies full acceptance of these Terms. Any statement to the contrary by the Participant will result in their disqualification from the Promotion and the Sponsor and Manager will, therefore, be released from the fulfillment of the obligations contracted with said Participant under these Terms and Conditions.

Data protection. The personal data provided by each Participant in the framework of the Promotion will be processed by Kzemos UK Ltd. with registered offices at 4th Floor, The Wingate, 93-107 Shaftesbury Avenue, London W1D 5DY, as part of the Fever Group ("**Fever**") for the purpose of managing your participation in the Promotion, and if applicable, managing the delivery of the Prize, as well as subsequently sending you commercial communications, including by electronic means about new products or services, events and/or promotions that we organize.

The personal data provided by the Participants during the term of the Promotion will be processed in accordance with the provisions of (i) the UK Data Protection Act 2018; (ii) the UK General Data Protection Regulation ("UK GDPR"); (iii) the General Data Protection Regulation (EU) 2016/679 ("GDPR"); and (iv) any other applicable privacy law or data protection regulation in a jurisdiction in which these terms operate, as each may be amended from time to time, and those definitions shall be applicable.

Fever reserves the right to request a copy of the document proving the identity of the Participants (national identity card and/or passport), in order to:

- verifying that they comply with the Terms and Conditions; and
- deliver the corresponding Prize to the winner.

Likewise, and for the purpose of delivering the Prize to the winner, Fever reserves the right to require such documentation as it deems appropriate for the purpose of verifying the identity of the winner, having the right to refuse the delivery of the Prize in the event that they do not comply with the participation requirements or any other clause of these Terms and Conditions.

If you win a Prize, we may be required to disclose your name and general location (such as city or region) to comply with applicable laws or self-regulatory codes relating to promotional transparency and non-broadcast agencies. This information may be shared with individuals who request it in connection with the promotion. If you prefer that your name is not made publicly available, please inform us using the contact details provided in these Terms, and we will take reasonable steps to respect your preference, subject to our legal obligations and we must still provide the information to the Advertising Standards Authority on request.

Fever will not disclose or share your personal data or with any third party other than those who are engaged by Fever to administer the competition and/or fulfil the Prize. Your personal data may be sent to countries outside of the European Economic Area where Fever (or its third parties) processing equipment is located in another country or where fulfilment of the Prize happens in another country, but Fever will ensure that any transfer happens in accordance with applicable law.

Fever reminds Participants in the Promotion that at any time you may exercise your rights of access, rectification, deletion, limitation of treatment, opposition to treatment, including the sending of commercial communications by electronic means, and when proceed to the portability of your data by sending an email to DPO@feverup.com. Likewise, you have the right to file a complaint with the competent control authority regarding data protection. For more information about the processing of personal data of its registered users by Fever, please consult the Privacy Policy available [here](#).

Choice of law. These Terms and Conditions and the Promotion are governed and must be interpreted in accordance with the laws of England. Any legal claim or dispute that arises in relation to these Terms can be brought in the English courts. If you live in Wales, Scotland or Northern Ireland, you can also bring claims in the courts of the country you live in. We can claim against you in the courts of the country you live in.

Winners List. To obtain a copy of any legally-required winners list, send a self-addressed stamped envelope to: "Giveaway Winners List" at Fever C/O 4th Floor, The Wingate, 93-107 Shaftesbury Avenue, London W1D 5DY.