

Official Rules for the Promotion

Promotion “Ukraine WOW Merch and Wishes Giveaway by Visa”

1. Terms and General Provisions

These official rules (hereinafter – the Rules) of the Promotion “Ukraine WOW Merch and Wishes Giveaway by Visa” (hereinafter – the Promotion) establish the procedure and conditions for its conduct. Participation in the Promotion is free. The Promotion is not a gambling game and cannot be used in any form of gambling. Participation in the Promotion means full and unconditional agreement of the participant with all terms of these Rules.

1.1. Territory of the Promotion: The Promotion is held within the territory of Ukraine (excluding territories recognized as temporarily occupied and territories where hostilities are taking place).

1.2. Promotion Period: The Promotion is held starting from the moment the contest post is published on the official page @visaua_official on the social network Instagram (https://www.instagram.com/visaua_official) until 23:59 on October 20, 2025 (inclusive) Kyiv time.

1.3. Organizer and Executor: LIMITED LIABILITY COMPANY “OMG AGENCY”, location: Ukraine, 47201, Ternopil region, Zboriv district, Zboriv city, 56I B. Khmelnytsky Street, legal entity identification code 43024653, phone: +380503126401, email: visa@omgagency.me.

1.4. Partners of the Promotion: American Corporation “Visa International Service Association”, location: 900 Metro Center Boulevard, Foster City, CA 94404, United States of America.

1.5. Incentives of the Promotion – prizes that can be received by the Winners of the Promotion, as described in section 4 of the Rules.

1.5.1. The Organizer reserves the right to increase or decrease the number of Incentives. Incentives can only be received once.

1.5.2. Replacement of the Incentive with a monetary equivalent or any other benefit is not allowed. Incentives cannot be exchanged or returned.

1.5.3. The Organizer and Executor bear no responsibility for further use of Incentives by the Participants after they are received.

1.5.4. The Organizer’s and Executor’s liability is limited to the cost and quantity of the

Promotion Incentives.

1.5.5. Calculation, withholding, and transfer to the budget of taxes and fees from the Incentive, including personal income tax and military levy, are carried out by the Executor in accordance with the legislation of Ukraine.

To fulfill these obligations, the Executor must obtain the Taxpayer Identification Number from the Winners entitled to receive the Incentive.

1.5.6. The Organizer and Executor have the right to:

- refuse participation to a person who did not fulfill or improperly fulfilled all the conditions of participation specified in these Rules;
- refuse to provide the respective Incentive to a Winner who has not fulfilled the conditions necessary to receive such Incentive according to these Rules.

1.6. The Winner of the Promotion, upon receiving the Incentive, understands that:

- such Incentive constitutes income and is considered an additional benefit, which will be reflected in the tax calculation of income accrued (paid) to the Winner and the amount of tax withheld, in accordance with the requirements of current legislation of Ukraine;
- receiving the Incentive may affect the conditions of obtaining by the Winner state and social material assistance, housing and other subsidies or grants, benefits, compensations, etc.

The Winner independently decides whether to participate and receive the Incentive. The Organizer and Executor are not responsible for the consequences of the Winner receiving additional benefits (income) such as the Incentive.

1.7. "Participant": natural persons – citizens of Ukraine who are 18 years old or older at the time of the Promotion, have a Taxpayer Identification Number, and fully agree with the terms of the Promotion and consent to the processing of their personal data as specified in these Rules.

Foreign citizens and stateless persons cannot participate and are not recognized as Participants. Employees of the Organizer and Executor may participate under the general procedure established by these Rules.

1.8. Winner: a Participant who has fulfilled all the conditions of the Promotion and gained the right to receive the Incentive.

1.9. Official Promotion Page: these Rules will be published for public access at the following Internet address: https://www.instagram.com/visaua_official.

1.10. The Organizer may change the conditions, place (territory), and terms (period) of the

Promotion by publishing a notice of the respective changes and the new version of the Rules on the Official Page. Information on the Rules and conditions of the Promotion is provided by announcing the Promotion and posting the official Rules on the Official Page. In the event of ambiguous interpretation, disputed issues, and/or matters not regulated by these Rules, the final decision is made by the Organizer. The Organizer's decision is final and not subject to appeal.

2. Participants of the Promotion

2.1. Participants, while taking part in the Promotion, undertake to:

- 2.1.1. comply with the requirements of these Rules and the norms of current legislation of Ukraine;
- 2.1.2. deliberately not cause inconvenience and not obstruct other Participants;
- 2.1.3. refrain from actions that question the legality and fairness of their participation in the Promotion;
- 2.1.4. provide complete, accurate, and truthful information specified in these Rules.

2.2. Providing incorrect/invalid/false/third-party data, including fictitious ones, releases the Organizer and Executor from the obligation to deliver/send the Incentive.

2.3. The Organizer and Executor are not obliged to verify the age, legal capacity, and/or capacity of Participants.

2.4. By participating in this Promotion, the Participant confirms their awareness of these Rules and their full and unconditional acceptance. Violation of these Rules (including the mechanism, procedure, and other conditions of the Promotion) or refusal to properly comply with them is considered a refusal to participate and to receive Incentives. If any condition and/or requirement of these Rules is violated, the person loses the right to receive the Incentive or any compensation, even if all other Rules were fulfilled.

3. Procedure for Participation

3.1. To participate in the Promotion, the Participant must, during the Promotion period, simultaneously complete the following actions:

- follow or be a follower of the official page @visaua_official on Instagram (https://www.instagram.com/visaua_official);
- visit the interactive educational installation of the head of Taras Hryhorovych Shevchenko. Until August 15, 2025, it will be located in Shevchenko Park in Kyiv, and from September 26, 2025 — at the Ukraine WOW exhibition (Central Railway Station in Kyiv). When the installation is unavailable in public places, Participants must perform the Alternative Actions described below instead of the activities involving the installation;
- make a clear wish that will help them become who they aspire to be: from studying to recording their own song;

- publish a photo/video with the installation on Instagram as a post or story tagging @visaua_official;
- write the same wish under the contest post on the @visaua_official Instagram page;
- keep their Instagram account public for the entire contest period until the Winners are determined.

Alternative Actions (Aug 30 – Sept 26, 2025): publish a story with a photo of their wish using the template provided on the @visaua_official page on Instagram and tag the page @visaua_official.

Only one comment per Participant will be accepted when determining the Winners. One Participant may receive only one Main Incentive and/or one Additional Incentive throughout the entire Promotion period. If a Participant has already won a Main or Additional Incentive, they automatically lose the right to receive another.

3.2. There will be a total of 9 (nine) Incentives: 3 (three) Main Incentives and 6 (six) Additional Incentives. Winners will be determined by the Executor and announced on the @visaua_official Instagram page:

- Main Incentives winners — October 21, 2025;
- Additional Incentives winners — September 1, 2025 (3 winners) and September 30, 2025 (3 winners).

Main Winners are selected in two stages: Stage 1 — Organizer and Partner choose TOP 12 comments with wishes; Stage 2 — Main Winners are randomly selected from the 12 chosen Participants using random.org or similar.

Additionally, 3 reserve Winners will be selected in case the main Winner cannot receive or declines the Incentive.

3.3. Reserve Winners may receive the Incentive if it cannot be delivered to or is declined by the main Winner.

3.4. Results of determining Winners/Reserves are final and not subject to appeal.

3.5. Incentives will be sent to Winners by the Executor to the email or postal address provided by the Winner. The Winner must sign an Acceptance Certificate confirming receipt. Refusal to sign this Certificate means loss of the right to the Incentive.

3.6. Information about Winners is posted on the @visaua_official Instagram page. The Executor will also contact Winners directly via Instagram messages to collect data needed for delivery.

3.7. To receive the Incentive, the Winner must, within 1 day of announcement and message

receipt, confirm readiness to accept the Incentive and provide: full name, scanned passport copy, Taxpayer Card (or passport mark of refusal), contact phone, postal address, email. Failure to provide or late submission, unclear/falsified documents, or refusal to sign the Acceptance Certificate voids the Winner's right to the Incentive.

3.8. Strict compliance with these Rules is a necessary condition for receiving the Incentive.

3.9. Failure to meet any conditions deprives the Participant of the right to receive the Incentive.

4. Incentive Fund

4.1. The Incentive Fund consists of:

- 3 (three) Main Incentives — fulfillment of the Winner's wish (financing such fulfillment), recorded as a comment under the contest post;
- 6 (six) Additional Incentives — any merchandise from the Organizer and Partner (at Organizer's discretion).

4.2. Incentives can only be received if all conditions of these Rules are met.

4.3. The number of Incentives is limited and strictly defined by these Rules.

5. Limitations

5.1. The Organizer and Executor are not responsible for inability to receive or use the Incentive due to reasons beyond their control.

5.2. Only the rightful Winner can receive the Incentive. Any transactions, operations, or agreements transferring the right to the Incentive are not allowed.

5.3. If a Participant cannot receive the Incentive for any reason, they cannot transfer their right to another person.

5.4. Participants are responsible for the accuracy of the provided information.

5.5. The Organizer, Executor, and their engaged third parties are released from liability for failure or improper fulfillment due to force majeure (natural disasters, war, legal changes, etc.).

5.6. The Organizer and Executor may engage third parties to partially or fully fulfill obligations under the Rules.

6. Personal Data

6.1. Each Participant acts personally and voluntarily and assumes all risks and responsibility for participation and receiving the Incentive.

6.2. By participating, each Participant provides explicit consent to the Organizer and Executor to collect and process personal data (name, phone, email, etc.) solely to identify Winners and for taxation. Sensitive data (ethnicity, politics, religion, health, etc.) are not processed. Winners also give free consent to use their name, image, interviews, or other materials for marketing and advertising without territorial or time limitations and without compensation.

6.3. At the Organizer's or Executor's request, the Winner shall additionally provide written consent for data processing.

6.4. The Winner acknowledges being informed about the purpose and scope of data processing and recipients of their data.

6.5. The Organizer and Executor are not responsible for protection of other data voluntarily published by Participants on social networks or for violation of third-party rights.

7. Additional Conditions

7.1. Information on the Rules and receipt procedure is available on the official Instagram page @visaua_official.

7.2. In case of ambiguous interpretation or unresolved issues, the Organizer's decision is final and not subject to appeal.

7.3. Terms used in these Rules apply exclusively to this Promotion.

7.4. All matters not regulated by these Rules are governed by the laws of Ukraine.

7.5. Visa International Service Association and any of its affiliates do not participate in the drawing, determination of Winners, or prize delivery and bear no responsibility for the Organizer's compliance with Ukrainian law or these Rules and are not liable for Participants' claims.