

OFFICIAL RULES
“RAISE A PAULANER THIS OKTOBERFEST” SWEEPSTAKES

NO PURCHASE NECESSARY TO ENTER OR WIN. MUST BE 21 YEARS OF AGE OR OLDER TO ENTER

ELIGIBILITY: The “Raise a Paulaner This Oktoberfest” Sweepstakes (the “Sweepstakes”) begins at approximately 12:01 AM Eastern Time (“ET”) on 08/15/25 and ends at 11:59:59 PM ET on 10/23/25 (the “Sweepstakes Period”). Must be 21 years of age or older at time of entry and a legal US resident. Employees of Paulaner USA (“Sponsor”), Sponsor’s advertising/promotional agencies, and alcohol beverage licensees (plus immediate family members of all such employees) are not eligible to participate. The term “immediate family members” includes spouses, children, and siblings.

HOW TO ENTER: There are two ways to enter: (1) Scan the QR code found on “Raise a Paulaner This Oktoberfest” in-store signage at your favorite Paulaner beer retailer which will bring you to the Sweepstakes landing page or (2) directly type the URL www.OktoberfestWithTheBest.com into your browser. Once on the website, you will need to follow these steps: (i) provide your first name, last name, and email address and agree to the Official Rules; (ii) submit the completed form and you will be taken to the guessing page. There you will see a still image from a video of a competition consisting of several individuals hoisting Paulaner beer steins. Each contestant will be labeled with an individual number; (iii) click the circle button next to the contestant number you think will win that week’s competition and click the ‘Next’ button. You will be taken to the video page where you will watch to see which contestant wins that week’s competition. Once the video ends you will receive a message telling you whether you guessed correctly or not. You will receive one (1) entry into that Entry Period for the Sweepstakes, regardless of whether you guessed correctly or not. The Sweepstakes Period is comprised of ten (10) entry periods (each an “Entry Period”). Each Entry Period will feature a new video. There is a limit of one (1) Entry per person or per email address per Entry Period for a total of ten (10) possible Entries per person or per email address during the Sweepstakes Period. Entries received during an Entry Period are eligible for the drawing only for that Entry Period. If multiple Entries are received from any one person or email address during any one Entry Period, only the first Entry will be accepted. Entries made using script, macro, or any devices intended to automate any aspect of participation will be automatically disqualified without notice. All Entries must be received by the close of an Entry Period to be eligible for the drawing for that Entry Period. No purchase is necessary to enter or win but an internet connection and email account are required. A purchase of beer will not improve chances of winning. Times of all Entry Periods are in the Eastern Time Zone. All Entries become the property of the Sponsor.

Entry Periods:

Entry Period	Start Date	Stop Date	Drawing Date (On or around)
1	08/15/25	08/21/25	08/25/25
2	08/22/25	08/28/25	09/02/25
3	08/29/25	09/04/25	09/08/25
4	09/05/25	09/11/25	09/15/25
5	09/12/25	09/18/25	09/22/25
6	09/19/25	09/25/25	09/29/25
7	09/26/25	10/02/25	10/06/25
8	10/03/25	10/09/25	10/14/25
9	10/10/25	10/16/25	10/20/25
10	10/17/25	10/23/25	10/27/25
Grand Prize Drawing			11/10/25

PRIZES AND DRAWINGS: First Prize. On or around each Drawing Date, four (4) First Prize winners (each a “First Prize Winner”) will be randomly selected from among all eligible entries received by the close of each Entry Period.

There will be a total of forty (40) First Prize Winners. Each First Prize Winner will win the following prize package (the "First Prize"): (i) one (1) Raise a Paulaner This Oktoberfest t-shirt (ARV: \$14.00), (ii) one (1) plastic 1-liter Paulaner branded Oktoberfest stein (\$5.00), and (iii) one (1) Paulaner branded Oktoberfest fedora hat (\$8.00). The Approximate Retail Value ("ARV") of each First Prize Pack is \$27.00. The ARV of all First Prizes is \$1,080.00.

Grand Prize. On or around 11/10/25 (or sooner/later depending on when all First Prize Winners have been confirmed), one (1) Grand Prize winner ("Grand Prize Winner") will be randomly selected from among all eligible First Prize Winners. The Grand Prize Winner will receive the following prize package (the "Grand Prize"): (i) two (2) VIP passes (one for the Grand Prize Winner and one for the Grand Prize Winner's guest ("Guest")) to the 2026 Oktoberfest in Munich Germany (the "Festival") which is scheduled to take place from September 19, 2026 to October 4, 2026; (ii) roundtrip coach airfare for the Grand Prize Winner and Guest from the international airport in the contiguous United States closest to the Grand Prize Winner's residence (as determined by Sponsor) to Munich Germany, and (iii) three (3) consecutive nights hotel stay in Munich, Germany at a hotel selected by Sponsor. Accommodations will include one (1) standard room with double occupancy and a morning breakfast. The ARV of the Grand Prize is \$4,500.00. **VIP Passes will be for one afternoon or one evening at the 2026 Oktoberfest. Sponsor will attempt to accommodate the Grand Prize Winner's schedule, but Sponsor cannot guarantee any specific date or time of attendance.** The odds of winning a First Prize for each Entry Period will depend on the total number of eligible entries received during that Entry Period. The odds of winning the Grand Prize is 1:40 assuming expected participation. Any and all other costs and expenses not specifically mentioned herein including, but not limited to, all taxes, local transportation, passports, additional hotel stay, changes to reservations, fuel, insurance, meals, beverages, gratuities, room service, other services, upgrades, souvenirs, and personal expenses, are the sole responsibility of the Grand Prize Winner and Guest to pay. No alcohol is being awarded as part of the Grand Prize. The ARV of all Prizes to be awarded is \$5,580.00.

A First Prize and the Grand Prize are also referred to herein as a "Prize." A First Prize Winner and the Grand Prize Winner are also referred to herein as a "Winner." All Prizes will be awarded unless there is insufficient participation or if Sponsor cannot obtain from each Winner satisfactory proof of age and residency in a timely manner, in which case all Prizes may not be awarded. All Winners are subject to confirmation of eligibility. Winners will be notified by email and First Prizes will be shipped to Winners directly at no cost to them.

PRIZE CONDITIONS: Winners must be 21 years of age or older and meet residency requirements. Guest of Grand Prize Winner must be 21 years of age or older. There is a limit of one (1) First Prize per person or per email account. All federal, state, and local taxes are the sole responsibility of the Winner to pay. Prizes are not transferable or redeemable for cash. Sponsor will report the value of the Prize awarded as required by law. Sponsor reserves the right, in its discretion, to substitute the Prize with a similar prize of equal or greater value or with a company check for the stated ARV of that Prize. First Prize Winners may be required to provide proof of identity, age, and legal residency. If a selected First Prize Winner does not respond to Sponsor's notification of being selected as a First Prize Winner within three (3) days from the time of Sponsor's notification, or if a First Prize Winner (i) fails to complete and return to Sponsor any required documents within the time specified by Sponsor, (ii) is found to be ineligible, or (iii) fails to comply with the Official Rules, the First Prize Winner will be disqualified and the Sponsor will select another First Prize Winner. Acceptance of a First Prize constitutes permission to use First Prize Winner's name and address (city and state only) and likeness for publicity purposes without additional compensation. By entering the Sweepstakes, participants agree to be bound by these Official Rules and the decisions of the Sponsor and waive any right to claim ambiguity with regard to the mechanics of the Sweepstakes or interpretation of the Official Rules. No refund or compensation will be paid if the First Prize or any component thereof is not used or otherwise declined. Sponsor is not responsible or liable for lost or stolen First Prizes once shipped to the Winner.

The Grand Prize is non-transferable, cannot be sold or auctioned, and has no cash surrender value. The hotel room will be reserved under the Grand Prize Winner's name. The Grand Prize Winner will use one of the two airline tickets and one of the two Festival passes. The Grand Prize Winner may select one Guest to use the remaining airline ticket and Festival pass. Grand Prize Winner and Guest must use the Prize on the same days/nights. All components of the Grand Prize must be used in one trip and no refund or compensation will be paid if the Grand Prize Winner does not

use the entire Grand Prize as awarded. Grand Prize Winner and Guest will each be required to execute an Affidavit of Eligibility and Liability/Publicity Release as a condition to being awarded the Grand Prize. Guest has no independent rights to the Grand Prize. If Sponsor does not receive personal confirmation from the Grand Prize Winner of being selected as the Grand Prize Winner within 5 days from Sponsor's notification, or if the Grand Prize Winner (i) fails to complete or return any requested documents by the date specified by the Sponsor (including a copy of the Grand Prize Winner's and Guest's passport), (ii) is found to be ineligible, (iii) cannot use the Grand Prize on the dates indicated, or (iv) fails to comply with these Official Rules, the Grand Prize Winner will be disqualified and an alternate winner will be selected if time permits. Grand Prize Winner and Guest are solely responsible for obtaining valid passports allowing travel to Germany. Once travel arrangements have been made, they cannot be changed. If the Grand Prize Winner declines the Grand Prize for any reason (even after acceptance), the Grand Prize Winner will be disqualified and Sponsor will use reasonable efforts to continue to select a replacement Grand Prize Winner as long as time permits and the resulting delays do not affect the cost of the Grand Prize. The acceptance or use of the Grand Prize constitutes permission for Sponsor to use the Grand Prize Winner's name and address (city and state) and likeness for promotional purposes on a worldwide basis, and in all forms of media, in perpetuity, without notice or further compensation. Sponsor reserves the right, at its sole discretion, to substitute the Grand Prize with one of equal or greater value or with a company check in the amount of the ARV of the Grand Prize. The Grand Prize Winner may not request a cash substitute. **PARTICIPANTS WHO ARE UNWILLING TO FLY TO GERMANY TO ATTEND THE FESTIVAL BECAUSE OF HEALTH, SAFETY, OR OTHER CONCERNS SHOULD NOT ENTER THE SWEEPSTAKES AS NO CASH ALTERNATIVE TO THE PRIZE WILL BE AVAILABLE. WINNER AND GUEST MUST HAVE ALL IDENTIFICATION AND OTHER DOCUMENTS NECESSARY FOR TRAVEL TO GERMANY. IN THE EVENT THE FESTIVAL IS CANCELLED OR RESCHEDULED, SPONSOR WILL SUBSTITUTE THE GRAND PRIZE, IN ITS SOLE DISCRETION, WITH ONE OF EQUAL OR GREATER VALUE WHICH MAY OR MAY NOT BE A TRIP TO A FUTURE OKTOBERFEST OR WITH A COMPANY CHECK IN THE AMOUNT OF THE ARV OF THE GRAND PRIZE.** In the event there is a difference between the actual value of the Grand Prize and the stated ARV of the Grand Prize, there will be no refund or reimbursement provided. The Grand Prize Winner must provide his/her social security number and will be issued an IRS Form 1099 for the stated ARV of the Grand Prize. The Grand Prize Winner is liable for the payment of all applicable federal and state taxes on the Grand Prize. The Grand Prize must be accepted as awarded. A purchase of beer will not increase chances of winning.

LIMITATIONS OF LIABILITY: Sponsor is not responsible for lost, late, delayed, inaccurate, incomplete, or misdirected entries, or for electronic, network or computer failures or malfunctions, lost or unavailable network connections, or for other hardware, software or technical errors of any kind including any injury or damage to any person's computer related to or resulting from participating in the Sweepstakes, or for other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise, relating to or in connection with the Sweepstakes, including, without limitation, errors or difficulties which may occur in connection with the administration of the Sweepstakes, the processing of entries, or with respect to any Sweepstakes-related materials. Winners agree to release, discharge, indemnify, and hold harmless the Sponsor and its members, parent companies, affiliates, directors, officers, employees, and agents, from any claims due to any injuries, damages, or losses to any person (including death) or property, resulting in whole or in part from acceptance or use of the Prize or participation in the Sweepstakes. Grand Prize Winner is responsible for proper behavior of the Grand Prize Winner and Guest at all times and no refund or compensation will be provided if the Grand Prize Winner and/or Guest is asked to leave the hotel, the Festival, or any other location as a result of unruly behavior. Sweepstakes is subject to all applicable federal, state, and local laws. Entrants agree to be bound by these Official Rules and the decisions of the Sponsor whose decisions are final. Entrants waive any right to claim ambiguity with regard to the mechanics of the Sweepstakes or the interpretation of the Official Rules. Headings are provided for convenience only. Anyone attempting to defraud or tamper with this Sweepstakes will be declared ineligible and may be prosecuted. Sponsor is not responsible or liable for any loss, damage, inconvenience, or loss of time arising out of any acts, omissions, or negligence, of any person, including, without limitation, transportation carriers, and any person providing any service or accommodation in conjunction with the Prize, or for delays or cancellations including, but not limited to, those resulting from mechanical

breakdown, closings, strikes, government action, inclement weather, or Acts of God. Use of the Grand Prize is subject to the rules of the hotel and Festival, and the Grand Prize Winner and Guest may be required to execute additional releases as a condition of use of the Grand Prize. Sponsor is not responsible for incorrect information caused by printing, technical or human errors, which may occur during the Sweepstakes. Sponsor assumes no responsibility for errors, omissions, interruptions, deletions, defects, delays, or the theft, loss, or destruction of entries. If, for any reason, the Sweepstakes is not capable of being conducted as planned because of tampering, intervention, fraud, technical failures, or any other reason (each an "Intervening Cause"), which affects the security, fairness, or proper execution of the Sweepstakes, Sponsor reserves the right to modify or cancel the Sweepstakes or otherwise award the Prizes through a drawing from all eligible entries received which, in Sponsor's opinion, were not affected by the Intervening Cause. Any disputes regarding this Sweepstakes shall be governed by New York law and resolved in courts located in Westchester County, New York. Any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred but in no event attorney fees. Entrant waives any claim for punitive, incidental, or consequential damages. With regard to the Prizes being awarded, Sponsor makes no express or implied warranty of merchantability or fitness for a particular purpose. Void where prohibited. Pictures used are for illustrative purposes only.

WINNERS LIST: For a Winners list, mail a self-addressed stamped envelope postmarked by 11/30/25 to: Paulaner Raise a Paulaner This Oktoberfest Winners List, 2 Westchester Park Dr., Suite 201, White Plains, NY 10604.

SPONSOR: Paulaner USA LLC, White Plains, New York is the sole Sponsor of the Sweepstakes. Void where prohibited.