

Terms and Conditions - International

The present terms and conditions apply for the FitLine STEP-UP Challenge (the “Challenge”) starting from January 11th, 2025 on. It will be deployed locally at different events. The Challenge is organized by PM-International AG, having its registered office at 15 Wäistroos, L-5445 Luxembourg (PM-International).

By signing up for the FitLine STEP-UP Challenge as indicated below (Round 1), the participant agrees to abide by the following terms and conditions. The FitLine STEP-UP Challenge consists of several rounds, whereas each round has its specific rules.

Participants must be 18 years of age or older to enter the Challenge. Employees of PM-International Group are not eligible to participate in this Challenge.

There is no participation fee or any kind of payment or purchase of products to be made to participate in the Challenge.

Except as otherwise provided herein, travel costs have to be borne by the participants.

1. Description of the different rounds of the Challenge

a. Round 1

- i. To enter the Challenge, participants register on FitLine.com by completing the form provided.
- ii. In the first round, participants are asked to regularly send in a testimonial. This testimonial should share their experience, progress, and improvements in a short story with a photo or video showing how their lifestyle has changed over each month. Send these through the forms on FitLine.com or via email. The testimonies should detail their mental and physical changes using pictures and text.
- iii. **Selection process:** A pre-selection of maximum 10 local finalists will be made by the PM-International HQ – Marketing based on the consistency and quality of the testimonial submitted via testimonial forms provided in newsletters. During the local Business Academies (BA) which will take place in the month of April, a contest with live testimonials will happen on stage in each country. The public will be able to vote via an online form to choose the winner. There can only be one winner per country.
- iv. **Prizes:** A product basket of a value of €500 will be awarded. The prize is non-transferable and non-negotiable. No cash alternatives, credits, or other products will be provided. PM-International accepts no liability for the prizes and reserves the right to substitute any advertised prize with another product of equal value without prior notice.

Prizes will be handed over at the April's BA by the subsidiaries. In case of non-attendance of the event, prizes can be claimed up to 1 month after the event or until 14th of June 2025.

- v. **Progression to Round 2:** Winners of Round 1 will automatically qualify for Round 2 and will be known as National Winners.
- vi. **Deadline and Announcement:** Round 1 closes on the same day as the local April's Business Academy, and the winners of Round 1 will be announced during the event.

b. Round 2

i. Recognition and voting:

National Winners will be featured on a website with the photos and videos they provided showing the changes in their lifestyle and an introductory text.

Participants will be able to vote online for their favorite National Winner, with one vote per person. The voting system will be accessible on fitline.com for the duration of the vote. An authentication with the name, country and email address will be needed to limit the vote to 1 per person.

ii. Selection of finalists:

The top five National Winners with the highest scores will advance to Round 3 (the "Finalists").

iii. Prizes:

Each of the five Finalists will receive an Apple Ultra Watch with a FitLine customized strap and a FitLine workout outfit for either men or women. Finalists will be contacted on the 1st of June 2025 by their local subsidiary via email, phone, messenger. They will receive the instruction for the big final event and their PM international subsidiary will take care of organizing the trip.

Prizes will be given to the Finalists at the PM-International WMC event on 14th of June 2025. Prizes can be claimed up to 1 month after the WMC.

iv. Voting period and closure:

Online voting will be open from 2nd of May to 26th of May 2025. Round 2 will end on 26th of May 2025, and the winners will be contacted directly. They will receive automatic invitations to the World Management Congress on the 14th of June 2025 in Berlin , with travel expenses paid by PM-International.

c. Round 3

- i. Finalists will be invited to share their transformation stories on stage and discuss their results.

- ii. The audience attending the event will have the opportunity to vote during the live event. A voting form will be shared with the participants of the event, where they will have the possibility to vote for their favorite Finalist. An authentication with the name, country and email address will be needed to limit the vote to 1 per person.
- iii. The Finalist who receives the highest number of votes on the day of the PM-International World Management Congress on 14th of June 2025 will be the winner of the Challenge. The Finalists will come on stage sharing their journey. The winner will be announced on stage at the end of the event. The winner will be crowned on 14th of June 2025 at the PM-International World Management Congress.
- iv. **Prizes:**

The winner will receive a weekend for two at a fitness and wellness hotel valued at 4000 €, a video shoot for the next "FitLine in My Life" episode, and an exclusive FitLine STEP-UP Challenge trophy.
- v. **Conditions:**
 - The weekend trip will be scheduled with the winner in the month after the event. PM-International is covering the cost of the trip, the 2 nights for 2 persons as well as the transfer and food.
 - If the winner is from Europe, the weekend will be in a spa & fitness resort in Italy. If the winner is from Asia, the weekend will be in a spa & fitness resort in Indonesia. If the winner is from North America, the weekend will be in a spa & fitness resort in California. Prizes can be claimed until 14th of July 2025.
 - Method of Travel: PM-International will cover round-trip economy-class airfare for the winner and their guest from their nearest international airport to the designated destination.
 - Accommodation Details: The prize covers a pre-assigned suite room for 2 persons and 2 nights, access to spa and/or fitness room.
 - Meals and Other Inclusions: The prize covers 3 meals per day, breakfast, lunch and dinner taken in the restaurant of the hotel for 2 persons. Additional drinks or alcohol are excluded and will be at the expense of the winner.
- vi. **Restrictions or Limitations:**

The winner will have 1 month from the WMC event, that is until 14th of July 2025 to contact with the local subsidiary and the PM-International Marketing team to schedule and organize the trip. The contact details will be provided together with the prize.

After this date no changes to travel dates or additional services are possible anymore and any associated costs or limitations on modifications will be have to be paid by the winner.

The trip will be scheduled with the winner between the 14th of July and 31st of December 2025 with a maximum of 4000 € covering the designated 2 night accommodation pre-arranged flights, meals and transfers.

vii. **Non-Participation:**

In case of non-participation for any reason, the prize will be cancelled and no compensation will be given.

2. General Rules for voting:

PM-International is committed to maintaining the integrity of the voting process and ensuring a fair competition for all Finalists. Any attempts at automated, fraudulent, or manipulated voting, including but not limited to the use of bots, scripts, or any unauthorized methods to cast multiple votes, are strictly prohibited. Any participant found engaging in such activities will be disqualified from the Challenge.

We strive to provide a fair and transparent platform for voting, and all votes will be monitored for irregularities or suspicious activities. Any discrepancies or anomalies detected will be thoroughly investigated, and appropriate actions will be taken to maintain the fairness of the competition.

We encourage all participants to uphold the principles of fair play and honesty. By participating in the voting process, participants acknowledge and agree to adhere to these guidelines.

3. Prize Terms:

The prizes awarded during the Challenge are non-transferable and non-negotiable. No cash alternatives, credit payments, or other product substitutions will be offered. PM-International assumes no responsibility for the prizes and reserves the right to substitute any advertised prize for another product of equal value without prior notice.

4. Disqualification and Eligibility:

PM-International reserves the right to disqualify any participant in the Challenge who does not fully comply with these terms and conditions or who engages in inappropriate behavior. Inappropriate behavior includes the use of offensive or obscene material or content that is inconsistent with PM-International's values or which may negatively impact PM-International's public image.

5. Use of Data

By participating in the FitLine Step-Up Challenge, you consent to the use and processing of your personal data as outlined in our Data Usage and Processing Consent Form provided during the registration process.

6. Liability and Indemnity:

By participating in this Challenge, participants agree that PM-International, its affiliates, officers, directors, employees, and agents shall not be held responsible or liable for any damages, losses, or injuries, including but not limited to, personal injury, property damage, or economic loss, arising from the acceptance, possession, or use of the prize or participation in the Challenge. Participants further agree to indemnify

and hold harmless PM-International, its affiliates, officers, directors, employees, and agents from and against any and all claims, suits, actions, liabilities, or demands, including but not limited to legal fees, made by any third party due to or arising out of the participant's participation in the Challenge or violation of these terms and conditions.

7. Additional Conditions:

- a. PM-International is not liable for any technical or actual failures in data transmission or evaluation.
- b. The contest is void in countries where contests are prohibited, restricted, or taxed.
- c. Terms and conditions are subject to change by PM-International at any time without notice.
- d. The decision of the judges is final.
- e. The laws of Luxembourg apply to this Challenge. The courts of Luxembourg-city shall have exclusive jurisdiction over any dispute resulting from or related to the Challenge.

Challenge Closing Date:

The Challenge closes on 14th of June 2025.