

RULES OF THE PROMOTION "LIGA FANTASY"
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FIRST. - COMPANY ORGANISING THE PROMOTION

This promotion is organised by the entity MAHOU, S.A., with Tax ID No. A-28078202, domiciled in Madrid, Calle Titan, No. 15 (hereinafter, the "COMPANY").

SECOND. - PURPOSE OF THE PROMOTION

Through this promotion (hereinafter, the "Promotion"), the COMPANY seeks to promote sales of the products it manufactures and/or markets.

THIRD. - GEOGRAPHICAL SCOPE

The scope of application of this Promotion is national.

FOURTH. - TERM

The Promotion will begin with the first LALIGA EA SPORTS match of the 2026/2027 season and will end when the last LALIGA EA SPORTS match of the 2026/2027 season has finished.

FIFTH. - COMMUNICATION

The Promotion will be communicated to the public by the COMPANY, without distinction, through, among others, any of the following channels: through all La Liga social networks (Facebook, Twitter, Instagram and/or TikTok) and the La Liga app.

SIXTH. - PRIZES**Liga Fantasy Prizes**

The prizes to be awarded to the winners of this Promotion are:

1. 6 months of free Mahou Cinco Estrellas beer (12 cases of 24 bottles of Mahou Cinco Estrellas, 33 cl each). To be awarded to the participant who obtains the highest number of points from the start of LALIGA EA SPORTS 26/27 until the end of the first half of the LALIGA EA SPORTS 26/27 season.
2. 1 year of free Mahou Cinco Estrellas beer (24 cases of 24 bottles of Mahou Cinco Estrellas, 33 cl each). To be awarded to the participant who obtains the highest number of points from the start of LALIGA EA SPORTS 26/27 until the end of the LALIGA EA SPORTS 26/27 season.

Having been the Winner of the first prize shall not prevent a person from being the Winner of the second prize, provided that all the conditions of these legal terms and conditions continue to be met.

For clarification purposes, the participation of users with different names but the same landline or mobile telephone number shall not be considered valid.

The provisions of sections 9.4 and 9.7 of these legal terms and conditions shall apply to the prizes of this Promotion.

The winners must be of legal age.

SEVENTH. - MECHANICS

All persons who wish to participate in the Promotion must comply with the requirements established in the terms and conditions of these rules.

The mechanics of the Promotion shall be as detailed below.

Users interested in participating in this Promotion must:

- Access the promotion in the LALIGA application and register for the Mahou Liga Fantasy and, if they are not registered, they must complete a registration form, completing all mandatory data and accepting the privacy policy.
- Once the previous steps have been completed, participants will receive an email at the address they provided (double opt-in validation) with a link to activate the account.
- If already registered, the user must identify himself/herself with his/her email address and password.
- The participant must have his/her team in La Liga Fantasy and it must be public. Users whose team is in a sponsored League other than those of Mahou may not participate in the Promotion.
- The participant must join a Fantasy league sponsored by Mahou and accept the mandatory legal consents.
- Once you are participating in the Fantasy Public League, you must take the following matters into account in order to score points and win prizes:
 - You must have 11 players in your starting 11 in order not to receive point penalties at the end of the matchday.
 - You must have a positive balance before the start of the first match of the matchday.
 - Each player will score at the end of the match based on the performance he has had in his match, taking into account the advanced Fantasy statistics.
 - At the end of the matchday, all the points scored by your starting 11 players will be added up and the winner of the matchday will be determined.

By accepting these rules, you expressly consent to the exchange of communications through social networks and other tools for exchanging voice, data, images and other types of content, such as WhatsApp, Twitter, LinkedIn, Facebook, Instagram, etc., and to the processing of your personal data, image and information provided for the purposes of carrying out this Promotion as described above.

Likewise, you understand that the messages, videos, images and other information that you include in the aforementioned communications, as well as the communication itself, are sent openly and therefore cannot

under any circumstances be considered to be made through a closed medium or channel over which any confidentiality may be claimed. Consequently, you expressly consent to all content (messages, videos, images and other information) and/or communications that you make for the purposes of your participation in this Promotion through WhatsApp and other social networks being published in a gallery or otherwise reproduced by any means (including, by way of example, by means of "screenshots") on the website <https://www.mahou-sanmiguel.com/>, owned by the COMPANY. Participation in the aforementioned Promotion entails acceptance of such terms and conditions and express consent thereto. <https://www.mahou-sanmiguel.com/>

From among the Participants in the Promotion, 2 winners will be selected, who shall be determined in accordance with Clause Eight (hereinafter, the "Winners").

EIGHTH. - DIRECT GIFT

The Winners of the Promotion shall be determined as follows:

Determination of the Winners in Liga Fantasy:

The first Participant to obtain the highest score within Mahou La Liga Fantasy shall be the winner. There will be two winners: a first winner to be determined after the end of the last match of the first half of LALIGA EA SPORTS 26/27, at the halfway point of the competition, and a second winner to be determined after the end of the last match of LALIGA EA SPORTS 26/26, at the end of the season.

For the determination of the second winner, all points obtained during the league competition, from its start to its end, shall be counted.

The announcement of the winner corresponding to the first period of the competition will take place at the halfway point of the competition, counting all points obtained up to that time (until the end of the last match of the first half of LALIGA EA SPORTS 26/27), and the other direct prize will be announced once the league competition has ended, counting all points obtained throughout the season (after the end of the last match of LALIGA EA SPORTS 26/26, at the end of the season).

In the event of a tie in points between several players, the winner shall be the player who has obtained the highest number of points with the team whose players have the lowest total price.

Within [3] calendar days following the day on which the Winners are determined, the COMPANY or the agents it has engaged to manage the Promotion shall notify the Winners, via the email address provided upon registration, that they have won the prize detailed in these rules. Likewise, the COMPANY shall publish the names of the winners. The winners will be published in the official La Liga application.

Under no circumstances may the prize be delivered to persons other than those who have been Winners of the Promotion or, where applicable and in accordance with the provisions below, the alternates.

Employees, interns, distributors, subcontractors and other agents or representatives of the COMPANY, of the agencies responsible for developing the Promotion or of any other entities that have participated in the development of the Promotion may not be Winners of the Promotion. Nor may relatives of the foregoing persons up to the second degree of consanguinity be Winners.

If it is not possible to locate the Winners of this Promotion with the information they have provided, if the Winners fall within any of the cases detailed in the preceding section, or if the Winners are unable or unwilling to accept the prize, the prize shall pass to the first alternate and so on until all alternates have been exhausted. If all alternates are exhausted, the Promotion shall be declared void.

In any event, the Winner undertakes to preserve the good image and reputation of the COMPANY or any of its brands.

NINTH. - GENERAL CONDITIONS

9.1. - Eligibility

- Natural persons who are final consumers of the promoted products may participate in this Promotion, provided that they are over 18 years of age and legally resident in Spain.
- Identity, legal age and residence shall be verified by presentation of a National Identity Document (D.N.I.) or other document proving the identity of the natural persons at the time the prize is delivered.

9.2. - Limitations on participation

- The COMPANY is entitled to exclude Participants who do not meet the requirements of this Promotion or who, in the COMPANY's opinion, have breached any other provision of these legal terms and conditions and/or who defraud, alter or render ineffective the proper functioning and normal, regulated course of the Promotion.
- In particular, the COMPANY is entitled to exclude from the Promotion employees, interns, distributors, subcontractors and other agents or representatives of the COMPANY, of the agencies responsible for developing the Promotion or of any other entities that have participated in the development of the Promotion. Relatives of the foregoing persons up to the second degree of consanguinity may also not participate in the Promotion.
- If, in order to participate in the Promotion, Participants must create or design a work (consisting of an image, sound, video or a work of any other kind), the COMPANY reserves the right to reject and remove from the Promotion any work that does not comply with each and every requirement indicated by the COMPANY or that the COMPANY considers affects or may affect the image and good reputation of the COMPANY or any of the brands comprising the brand portfolio of the group to which the COMPANY belongs.
- The data provided by Participants must be truthful. Since the data are essential for participation in this Promotion, if they are false, the COMPANY may remove the Participant from the Promotion. If the falsity of the data has not been detected and the Participant wins a prize in this Promotion, the Participant shall likewise be excluded from the Promotion.
- In the cases indicated above, excluded Participants shall lose their right to the prize. If such Participants have been Winners of the Promotion, upon their exclusion the prize shall pass to the first alternate and so on until all alternates have been exhausted. If all alternates are exhausted, the Promotion shall be declared void.

9.3. - Acceptance of the legal terms and conditions

- The mere fact of participating in this Promotion implies full and unconditional acceptance of these rules and of the COMPANY's judgement in resolving any matter arising from the Promotion.
- The COMPANY reserves the right to make, at any time, such changes to these rules as it deems appropriate, including, by way of example but not limitation, the cancellation, repetition, extension, postponement or modification thereof. Such circumstance shall be duly brought to the attention of Participants through the same channels through which the holding of the Promotion was communicated, and the COMPANY shall be released from any obligation or financial compensation towards Participants.

9.4. - The Promotion prize, its acceptance and assignment

- The prize that is the subject of this Promotion is non-transferable and may under no circumstances be exchanged, altered or compensated at the request of the Winners, the Winners being the persons who enjoy it, unless expressly authorised by the COMPANY.
- Once delivered to the Winners, the prizes may not be the subject of legal transactions entered into for commercial or advertising purposes.
- The images or videos in which the Promotion prizes are advertised may show goods or services with characteristics substantially different from those constituting the prizes to be delivered, and no contractual or legal obligation shall arise for the Company to deliver as a prize exactly the good or service shown in such images or videos.
- The COMPANY may request written acceptance of the prize from the Winners of this Promotion. The Winners may waive the prize won, although such waiver must be made in writing and also signed by the Winners. If the Winners waive the prize, the prize shall pass to the first alternate and so on until all alternates have been exhausted. If all alternates are exhausted, the Promotion shall be declared void.
- When the prize is subject to the manufacturer's or supplier's warranty, in the event of failure or malfunction of the item, the Winners must contact the technical service of the supplier or manufacturer thereof, and the COMPANY shall be released from any liability arising from the failure or malfunction of the item.
- When the prize consists of taking a specific trip, it is understood that the prize excludes the travel of the Winners and, where applicable, their companions to the place established as the

departure point (including, by way of example and without limitation, airports, train stations, bus stations, etc.), airport taxes or any other type of station charges, extra expenses in hotels, possible fuel surcharge supplements, expenses arising from visas and any other expenses arising from goods or services that exceed the definition of the prize detailed in Clause Six.

- If these Rules regulate a specific period during which the prizes may be enjoyed, such period must be observed by the Winners, and it may not be modified.
- If the COMPANY considers it necessary, any prize may be left unawarded.
- The prizes shall be delivered exclusively within the national territory to the address indicated by the COMPANY to the Winners or, where applicable, alternates at the time of notification of the prize.
- The prize claim period ends fifteen (15) days after consumers receive notification that they have won the prize at the address they provided for that purpose. The Winners may claim the prizes through the Contact section of the Website. If the Winners do not claim the prize within this period, the prize shall pass to the next alternate and so on until all alternates have been exhausted. Once the alternates have been exhausted, the Promotion shall be declared void.

95.-Intellectual property rights

- If Participants provide content protected by intellectual or industrial property rights through the means made available to them for such purpose (including, by way of example, WhatsApp, Twitter, LinkedIn and other social networks), Participants assign to the COMPANY, exclusively and free of charge, for the entire world and for the entire term of validity of such rights, ownership of all intellectual property rights in the works, which may be exploited by the COMPANY without limitation of any kind.
- Likewise, the rights assigned over all works of the Promotion (whether or not they are winners) include, without limitation, the rights of reproduction, distribution, public communication and transformation, as defined in the Intellectual Property Law approved by Royal Legislative Decree 1/1996, of 12 April. The assigned rights may be exploited by the COMPANY through any format or medium and by any system, procedure or modality, including, without limitation, exploitation on television and/or by any other audiovisual procedure, online exploitation, exploitation in any printed media

(such as advertising posters, the press, press dossiers, newspapers, magazines, books, advertising), exploitation on any type of medium (including exploitation on DVDs, CDs and video exploitation), exhibition in any premises (open to the public or not) and/or on public roads, and use of the works in any advertising or promotional activity and/or medium (including, without limitation, outdoor advertising). The COMPANY shall be entitled to assign and/or license the assigned rights to third parties, on an exclusive or non-exclusive basis.

- The Participants expressly guarantee, holding the COMPANY fully harmless, the authorship and originality of any works submitted as a consequence of this Promotion, and that such works are not copies or total or partial modifications of any protectable work or trademark, nor are they subject to any other promotion or contest, whether resolved or pending resolution. In this regard, Participants undertake to hold the COMPANY harmless against any third-party claim for damages arising from any of the submitted works or from the use made of them by the COMPANY in the event of infringement of intellectual or industrial property rights, unfair competition or breach of any other applicable legislation.

9.6. - Image rights

- Participants irrevocably and free of charge authorise the COMPANY to reproduce, use and disseminate their name, surname(s), address and image in any advertising and/or promotional activity for processing through any system and medium that permits the fixation, insertion, dissemination, reproduction, disclosure, communication and public exploitation of the design obtained jointly with the image of the COMPANY, all without any time or territorial limitation and without giving rise to any remuneration or consideration by the COMPANY. Specifically, Participants irrevocably and free of charge authorise the COMPANY to use, disseminate and reproduce their image on the COMPANY's website, where it may have been supplied by Participants through WhatsApp and other social networks on the occasion of their participation in this Promotion, all without any time or territorial limitation and without giving rise to any remuneration or consideration by the COMPANY.
- For these purposes, references to "any system and medium" must be interpreted broadly as any medium that permits the fixation, reproduction, distribution and public communication of the image and voice of the assignor (including, by way of example and without limitation, the press, television, cinema, the Internet, mobile devices, etc.) and the use of the design of the images and voice in all types of advertising actions such as presentations and events organised by the COMPANY.

- The authorisation includes all rights of reproduction, transformation, distribution and public communication of the recording or captured images, without limitation as to time or territory.

9.7. - Tax

- All relevant tax provisions shall apply to the prizes of this Promotion, according to the legislation applicable at any given time.
- In accordance with Article 75.2.c) of Royal Decree 439/2007, of 30 March, approving the Personal Income Tax Regulations (IRPF), prizes awarded as a consequence of participation in games, competitions, raffles or random combinations, whether or not linked to the offer, promotion or sale of certain products or services, are subject to withholding or payment on account, as applicable.
- In accordance with Article 101.7 of Law 35/2006, of 28 November, on Personal Income Tax, the withholding or payment on account applicable to prizes whose value exceeds 300 euros is 19% of the withholding base, the withholding base being (i) in the case of prizes consisting of the delivery of monetary amounts, the amount to be delivered and (ii) in the case of prizes consisting of the delivery of goods or services, their value or the cost incurred by the Company increased by 20%.
- In this regard, it is expressly stated that, by legal requirement, the Company must make the corresponding withholdings and payments on account on the value of the prizes.

In addition to the formal obligation to make the corresponding withholding or payment on account, the Company undertakes to assume the cost of the withholding or payment on account corresponding to the prize, without prejudice to the Winner being liable for any other tax responsibilities that may apply to him/her, in accordance with the provisions of the following section.

- Except for the Company's obligations to make withholdings and payments on account on the value of the prizes, all other tax responsibilities that may arise from the prize shall be borne by the Winners, unless the legislation applicable at any given time provides otherwise.

9.8. - Disclaimer of liability

- The COMPANY, its suppliers, subcontractors, collaborators, agents or distributors shall be released from any liability for damage, whether physical or of any other kind, that

the winner of the Promotion may suffer due to any act or omission not attributable to the COMPANY, its suppliers, contractors, collaborators, agents or distributors, during enjoyment of the prize and within the limits established in the applicable regulations.

- The COMPANY shall not be liable for damages arising from participation in this Promotion. Consequently, the Participants in this Promotion release the COMPANY, to the fullest extent permitted by law, from any type of liability, penalty, claim, lawsuit or civil, commercial, criminal, administrative or any other kind of action, including compensation of any nature and/or kind, costs or any other type of expenses (with express inclusion of lawyers' and court representatives' fees) in which the COMPANY could become involved by reason of and in connection with this Promotion.
- The COMPANY shall not be responsible for the acts and conduct of Participants, nor for their hypothetical criminal, civil or any other liability, nor for any possible losses, deterioration, theft, delays or any other circumstance attributable to the winner or, where applicable, his/her companion, or to third parties (such as, by way of example, travel agencies, airlines, etc.) that may affect either participation in or enjoyment of the gifts of this Promotion.
- The COMPANY shall be released from all liability arising from the malfunction of mail or electronic communication networks that prevent the normal development of the Promotion for reasons beyond the COMPANY's control, and especially due to external bad-faith acts. Nor shall the COMPANY be liable for transmission problems or loss of data not attributable to it.
- The General Terms of Use of the Website <https://www.mahou-sanmiguel.com/> or <https://www.laliga.com/> shall apply to this Promotion to the extent applicable. <https://www.mahou-sanmiguel.com/https://www.laliga.com/>
- The COMPANY shall not be liable for the services provided by third-party companies by reason of and in connection with the implementation of this Promotion.
- When, by reason of and in connection with participation in this Promotion, participants use other platforms or social networks, they must also accept and comply with their terms and conditions.
- The COMPANY shall cancel incomplete, erroneous, manipulated SMS, MMS, emails or other electronic communications, or those belonging to other promotions.

- In the event of any technical or operational failure that hinders the normal development of the promotion and, in particular, makes it impossible to determine the Winner, the COMPANY shall terminate the Promotion, and the participants waive the right to file any claim, lawsuit or civil, commercial, criminal, administrative or any other kind of action against the COMPANY, seeking any liability, penalty, including compensation of any nature and/or kind, costs or any other type of redress.

9.9. - Responsible statement

- The COMPANY undertakes to carry out this Promotion in accordance with the principles of legality, truthfulness and authenticity set out in our legal system, paying special attention to regulations on the protection of minors.
- The COMPANY recommends the responsible consumption of alcoholic beverages.

9.10. - Filing of rules and publication thereof

- These rules shall be filed and published on [Registrodebases.tech](https://registrodebases.tech), a platform that generates a record through the public Binance Smart Chain (BSC) blockchain, ensuring that the document is original and cannot be modified.

TENTH. - DATA PROTECTION

- The data of the participants in the Promotion shall be processed jointly by the companies MAHOU, S.A.; CERVECERA INDEPENDIENTE, S.A. and AGUAS DE SOLAN DE CABRAS, S.A. as joint controllers of the processing (GRUPO MAHOU-SAN MIGUEL).
- The main purpose of processing participants' personal data shall be to offer them personalised experiences and content according to their interests, including the sending of communications by electronic means, and to manage their participation in the Promotion and, in particular, to manage delivery of the prize if they win, as well as compliance with any tax or other obligations applicable in relation to the Promotion. To learn in detail the purposes for which GRUPO MAHOU SAN MIGUEL may process your personal data, you may access our Privacy Policy at the following URL: <https://www.mahou-sanmiguel.com/>
<https://www.laliga.com/><https://www.mahou-sanmiguel.com/><https://www.laliga.com/>
- The legal basis for processing participants' personal data for the foregoing purpose shall be the performance of the contractual participation agreement in the promotion regulated in these

Rules and any consent that may have been requested from the participant.

- Your data may be shared with third-party service providers that will act as processors for the companies of GRUPO MAHOU-SAN MIGUEL, with Public Authorities for compliance with legal obligations, and with those entities that may collaborate in the organisation of the prize and whose identifying details shall in all cases be made known to the participant in the context of the promotion.
- Your data shall only be retained after delivery of the prize if you have won. Such retention shall be carried out solely for the purposes of providing the corresponding publicity for the prize and complying with applicable tax obligations or any other applicable regulations.
- Participants may access, rectify and erase their data, as well as exercise other rights in relation to their personal information, as explained in our Privacy Policy, accessible at the following URL: <https://www.mahou-sanmiguel.com/> <https://www.laliga.com/> <https://www.mahou-sanmiguel.com/https://www.laliga.com/>
- You may consult additional and detailed information on how we process your data in our Privacy Policy, accessible at the following URL: <https://www.mahou-sanmiguel.com/> <https://www.laliga.com/> <https://www.mahou-sanmiguel.com/https://www.laliga.com/> which shall apply to this Promotion in all matters that do not contradict these Rules.

ELEVENTH. - APPLICABLE LAW AND JURISDICTION

- The Rules of the Promotion are governed by Spanish law.
- The COMPANY and the Participants in the Promotion submit to the jurisdiction of the Courts and Tribunals applicable to them under the regulations established in Law 1/2000 on Civil Procedure.