

# GAME RULES - "GET READY FOR RAMADAN WITH KIABI"

This game is not managed or sponsored by Facebook or Instagram. The information you provide is given to the Organizing Company and the Kiabi Group, not to Facebook or Instagram.

Participation in the game "GET READY FOR RAMADAN WITH KIABI" requires unconditional acceptance and compliance with the provisions of these rules (hereinafter the "Rules").

The Rules define the rules applicable to participation in the Game and its procedures.

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## Article 1: Organizing Company

The KIABI brand is operated in Egypt by INTERTEX FOR READYMADE GARMENTS AND ACCESSORIES which is linked to the Kiabi Group by a franchise agreement. The game "GET READY FOR RAMADAN WITH KIABI" is offered and organized by INTERTEX FOR READYMADE GARMENTS AND ACCESSORIES, a joint stock company from Egypt and having its registered office at 4 Elsaada street 10<sup>th</sup>.district Zahraa Elmaadi Cairo Egypt, registered at Egypt under registration number 315367. (hereinafter the "Organizing Company").

The Organizing Company may delegate certain parts of the organization of the Game to the Kiabi Group on its own behalf.

The Game "GET READY FOR RAMADAN WITH KIABI" (hereinafter the "Game") is a free contest with no purchase necessary, organized from November 3 at 9:01 AM to December 2, 2025 at 11:59 AM local time (hereinafter the "Game Period").

This Game is accessible at the following Internet address: [kiabi.eg/pages/ramadan-contest](https://kiabi.eg/pages/ramadan-contest)

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## Article 2: Principle of the Game

Participation is open to families composed of a maximum of two parents and three children, whose legal representative is aged between eighteen and ninety-nine years, regardless of nationality, residing in Egypt and having an active email address at the time of participation.

Participation is prohibited for anyone with a direct or indirect employment contract (permanent or temporary) with the Organizing Company or the Kiabi Group, as well as their close family (ascendants, descendants, collateral relatives, spouse, partner, or anyone living in the same household).

Prior authorization from all participants (adults and minors) is mandatory for participation and acceptance of the Rules and image rights transfer. The Organizing Company may require parents or guardians to provide official proof of the relationship with the minor to verify the accuracy of information. Parents or guardians must provide a copy of the birth certificate. In case of missing proof or conflict, the Organizing Company may disqualify the participant(s).

Participation is exclusively electronic via the registration form on the Game website: [kiabi.eg/pages/ramadan-contest](https://kiabi.eg/pages/ramadan-contest) The legal participant must fill in all fields to be contacted in case of winning, providing accurate information (email address, phone number, name,

surname, date of birth). Participation implies acceptance and compliance with the Rules, accessible on the site during participation and at any time during the Game Period.

To participate, the participant(s), represented by the adult or legal representative, must:

- Go to the Game address: [kiabi.eg/pages/ramadan-contest](https://kiabi.eg/pages/ramadan-contest) and fill out a form to access the Game.
- Validate their registration.
- To validate participation, all travelers must certify possession of a valid passport for more than 6 months as of February 6, 2026.

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### **Article 3: Participation Procedures**

Any proven fraud or attempted cheating by a participant, notably by creating false identities or using computer robots, may be sanctioned by permanent exclusion from the Game.

Participants attempting to participate by means such as automated participation, programs for automated entries, use of information or emails other than those corresponding to their identity, and generally by any means not respecting equal opportunity will be automatically eliminated.

By registering, participants accept the general conditions and declare they have read the complete rules and principles of the Game.

Participants acknowledge that they are not bound by any exclusive contract regarding their image or name.

- If a participant wishes to withdraw and cancel their participation, they may do so at any time directly on the game platform or by contacting [kiabiegypt@intertex-eg.com](mailto:kiabiegypt@intertex-eg.com)

to submit their request to the Organizing Company.

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### **Article 4: Winner Selection**

The winning entry will be randomly selected by the Organizing Company.

The winning entry will be designated on December 8, 2025 at 5:01 PM local time.

The Organizing Company and the Kiabi Group may request a copy of the passport from each participant and/or winner to confirm the validity of condition (more than 6 months).

If the participant and/or winner does not have a valid passport for more than 6 months, they will be disqualified from the game.

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### **Article 5: Prizes**

The prizes awarded to the winning entry are as follows:

- 30,000EGP Kiabi gift voucher for 1<sup>st</sup> place winner.
- 20,000EGP Kiabi gift voucher for 2<sup>nd</sup> place winner.
- 10,000EGP Kiabi gift voucher for 3<sup>rd</sup> place winner.

- 15% OFF On original price for 2026 for 10 top families.
- Participation of a family (maximum two adults and three children) in a trip organized by Kiabi on the theme of preparing for Ramadan. A professional photographer and team will be present. Photos taken during this trip may be published on all Kiabi communication media in Algeria, Morocco, Tunisia, Saudi Arabia, United Arab Emirates, Egypt, Kuwait, Bahrain, Qatar, and worldwide (websites, flyers, displays, etc.).

The trip will last two days and will take place between February 6 and 8, 2026 in a location to be determined, possibly abroad. The winner and their legal representative, or the winning pair, must be available during these dates and justify a valid passport for more than 6 months as of February 5, 2026 if the event takes place abroad.

Each minor winner must be accompanied by their legal representative or another person designated by the legal representative during the trip.

Accommodation, transport, and meals will be covered by the Organizing Company, from the nearest train station or airport to the event location.

If winners incur expenses not provided for in the prize, they must present proof of expenses to the Organizing Company or Kiabi Group within fifteen days following the trip.

For information, the unit value of the total prize described above is approximately €2,000 including tax.

The value of the prize is determined at the time of drafting these rules and cannot be contested regarding its evaluation. The prizes cannot be exchanged, refunded, or converted into cash for any reason. No reimbursement will be granted.

The prize is nominative, non-refundable, non-compensable, non-transferable, non-convertible into cash in whole or in part.

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## **Article 6: Prize Delivery**

The adult participant or legal representative of the participating child will be personally notified by the Organizing Company via the email address or phone number provided during participation on December 8, 2025 at 5:01 PM local time. They must ensure proper management of their email accounts.

The winning entry has until December 10, 2025 at 5:01 PM local time to claim the prize.

After this date and time, the winner will be considered to have forfeited the prize, and the first alternate will be considered the winner. They will also be notified via email or phone provided during participation on December 11, 2025 at 4:01 PM local time. If the first alternate does not claim the prize before December 13 at 10:59 AM local time, the second alternate will be considered the winner. They will also be notified via email or phone provided during participation. If the second alternate does not claim the prize before December 15, 2025 at 10:59 AM local time, the prize will be definitively lost.

The Kiabi Group will contact the winning family to organize the trip, transport, and accommodation. The event date will be fixed, and they must be available during this period.

The Kiabi Group reserves the right to verify the accuracy of information provided during participation before awarding the prize. The Organizing Company certifies possession of the

prize and guarantees its availability to the winner, provided delivery and email information is correct.

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### **Article 7: Liability**

The Organizing Company cannot be held responsible if, for reasons beyond its control or if circumstances require, the operation must be shortened, extended, postponed, modified, or canceled.

The Organizing Company and the Kiabi Group reserve the right, in the context of the current health crisis and the COVID-19 pandemic, to cancel the trip, especially if travel to the event location is impossible.

The Organizing Company cannot be held responsible for any event not attributable to it, including misdelivery of emails (confirmation of participation, voting, sponsorship), malfunction or interruption of communications or phone lines, website unavailability, technical failure, network interruptions, data transmission delays, any technical, material, or software failures preventing or limiting participation or damaging a participant's system, error in prize delivery, loss during shipment, non-receipt, or damage, or late delivery.

Each participant must take appropriate measures to protect their own data and/or software stored on their equipment. Connection to the site and participation in the game is the sole responsibility of participants.

Each participant must have a valid passport for more than six months at the time of travel and any other necessary documents to travel and enter the event territory. Participants agree to provide the Organizing Company via the Game site with a photo of their valid passport. The Organizing Company cannot be held responsible if they cannot travel and enter the event territory. The prize will then be definitively lost.

It is strictly forbidden, by any means, to modify or attempt to modify the Game mechanisms, especially to alter results or any element determining the outcome and winner. The Organizing Company reserves the right to exclude and prosecute anyone who cheats or disrupts the Game.

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### **Article 8: Applicable Law**

The Game, the Rules, and their interpretation are subject to Egyptian law.

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### **Article 9: Communication**

The winner authorizes the Organizing Company and the Kiabi Group to use, for advertising and internationally, their name, surname, and photos without restriction or reservation and without any remuneration, right, or advantage other than the prize.

- However, if the winner does not wish their name, surname, address (department) to be used, they may request prohibition by email at: [kiabiegypt@intertex-eg.com](mailto:kiabiegypt@intertex-eg.com)
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### **Article 10: Game Rules**

Participation in this Game implies full acceptance of the terms set out in these Rules.

- The Organizing Company will decide sovereignly on any question relating to the application of these Rules or any unresolved issue. Any dispute or claim regarding this game may be made in writing and sent to the Organizing Company's address (see Article 1) or by email to: [kiabiegypt@intertex-eg.com](mailto:kiabiegypt@intertex-eg.com), but will not be considered after one month from the end of the Game.

Any dispute regarding the validity, interpretation, or execution of these Rules not resolved amicably will be submitted to the Egyptian Court.

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### **Article 11: Availability of the Game Rules**

These Rules have been filed with INTERTEX FOR READYMADE GARMENTS AND ACCESSORIES, a joint stock company from Egypt and having its registered office at 4 Elsaada street 10<sup>th</sup>.district Zahraa Elmaadi Cairo Egypt, registered at Egypt under registration number 315367

The Game Rules are sent free of charge to anyone who requests them and are available in full on the site: <https://kiabi.eg/pages/casting>.

The Rules may be modified at any time by the Organizing Company in the form of an amendment published online on the Game page mentioned in these Rules and in accordance with the stated conditions. The amendment will also be filed with the aforementioned notary.

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### **Article 12: Data Protection**

Your data will be intended for the Organizing Company and the Kiabi Group as part of the centralization of KIABI brand databases.

Some of this information is necessary for participation in the Game. These essential data are marked with an asterisk. Failure to provide them will make participation impossible.

Various processing is carried out on your data based on your consent.

The Organizing Company will be solely responsible for processing your data.

All your information is reserved for strictly internal use within the Kiabi Group and the Organizing Company. We may transmit your data to subcontractors to provide the proposed services. In such cases, the Kiabi Group and the Organizing Company remain responsible for the use of your data by subcontractors and ensure compliance with contractual and regulatory frameworks. In particular, the Kiabi Group and the Organizing Company do everything possible to ensure compliance with security standards.

You have, at any time, the right to access your information, to have it rectified or completed if it is inaccurate or incomplete, to object to its transmission to third parties, to object free of charge to its use for advertising purposes, and more generally, to object to any form of processing, which amounts to immediate withdrawal from the game and deletion of your data.

- To exercise the rights described above, you can contact: [kiabiegypt@intertex-eg.com](mailto:kiabiegypt@intertex-eg.com)