

COCA-COLA® REAL MAGIC INSTANT WIN GAME & SWEEPSTAKES

Official Rules

NO PURCHASE REQUIRED TO ENTER OR WIN.

1. Eligibility: The Coca-Cola Real Magic Instant Win Game & Sweepstakes (the "Promotion") is open only to legal residents of the 50 United States (or the District of Columbia) who are 13 years of age or older at the time of entry. Employees and non-employee workers of The Coca-Cola Company, Coca-Cola bottlers, Merkle Inc., Twitch Interactive, Inc., Geometry Global PLC, WWP PLC, and their respective parent companies, subsidiaries, affiliates, agents and those prize providers and agencies that are involved in the development or execution of this Promotion or any of its materials, and the immediate family (spouse, parents, siblings, and children) and household members of each such person are not eligible. The Promotion is subject to all applicable federal, state, and local laws and regulations and is void where prohibited by law. The Promotion consists of an Instant Win game (the "Instant Win Game") and a Sweepstakes (the "Sweepstakes").

2. Sponsor: The Coca-Cola Company, One Coca-Cola Plaza, Atlanta, GA 30313.

Administrator: Merkle Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

3. Agreement to Official Rules: By participating in the Promotion, entrant fully and unconditionally agrees to and accepts these Official Rules and the decisions of the Sponsor and Administrator, which are final and binding in all matters related to the Promotion.

4. Promotion Period: The Promotion begins at 7:00 a.m. Eastern Time ("ET"), October 10, 2021 and ends at 6:59a.m. ET, November 22, 2021 (the "Promotion Period"). Administrator's computer is the official time-keeping device for this Promotion.

5. How to Enter:

a. **Find the Code.** During the Promotion Period, a Promotion video ("Video") will be available at www.coca-cola.com/realmagic and may be found via television commercials as well as other internet locations. View the Video and search for the 25 game codes (each a "Code") hidden throughout the Video, then follow the onscreen instructions and/or links to www.coca-cola.com/realmagic, where you must register by logging in with a Coca-Cola account ("Account"). Accounts are free, but subject to The Coca-Cola Company [Terms of Use](#). After registration you will be prompted to enter the digital Codes you found. When you enter a Code, you will receive 1 Sweepstakes entry and 1 Instant Win Game play. You will be instantly notified if you are a potential winner of 1 of the Instant Win Game prizes.

Bonus Codes: In addition to the 25 Codes available during the Promotion Period, 10 additional Bonus Codes will be announced via 2 hour live streaming broadcasts by individual Twitch influencers located in the United States, United Kingdom, France, Germany, Spain, Australia, Mexico, and Brazil during the Promotion Period. The live streaming broadcasts will occur on the following dates: October 18th, 20th, 22nd, 25th, 27th, 29th, November 1st and 3rd 2021. Additional details regarding the broadcasts will be posted by Sponsor via Coca-Cola social media channels as well as by individual Twitch influencers on their Twitter and/or Instagram accounts on the day of the of the scheduled broadcast.

During each of the 2 hour live streaming broadcasts, the Twitch influencers and watchers must work together to unlock one or more hidden Bonus Codes. During the broadcast, challenges will be presented on screen. After each challenge is completed, a part of the Bonus Code will be revealed. When all the challenges have been accomplished, the Bonus Code will be fully revealed and unlocked. No more than 10 Bonus Codes will be provided via this method. Each of the 10 Bonus Codes will be shared by Sponsor via Coca-Cola social media channels as well as

by individual Twitch influencers on their Twitter and/or Instagram accounts within 24 hours of the live streaming broadcasts.

b. Alternate Method of Entry. To enter without locating any of the 25 Codes available on the Video, visit <https://us.coca-cola.com/support/contact-us> and scroll down to the CHAT box in the "Contact Us" section. Within the "Ask" section of the CHAT box, you must make the following request: "Please give me the Coca-Cola Real Magic Instant Win Game & Sweepstakes Video Codes" and the Virtual Agent will provide you with 25 Video Codes. You will need to write down or otherwise capture your Codes. Then follow the registration and entry instructions set forth in paragraph 5.a. above to receive your Instant Win Game plays and Sweepstakes entry. To obtain the 10 Bonus Codes which will be revealed via live streaming broadcasts on Twitch, visit <https://us.coca-cola.com/support/contact-us> and scroll down to the CHAT box in the "Contact Us" section. Within the "Ask" section of the CHAT box, you must make the following request: "Please give me the Coca-Cola Real Magic Instant Win Game & Sweepstakes Bonus Codes" and the Virtual Agent will provide you with 10 Bonus Codes. You will need to write down or otherwise capture your Codes. Then follow the registration and entry instructions set forth in paragraph 5.a. above to receive your Instant Win Game plays and Sweepstakes entry.

When you enter a Code, you will receive 1 Sweepstakes entry and 1 Instant Win Game play. You will be instantly notified if you are a potential winner of 1 of the Instant Win Game prizes.

c. Using your Codes. Codes and Bonus Codes are valid for one use only. You may enter and play one or more of the Codes at any time during the Promotion Period; however each Code can be used only once during the Promotion Period. Once you have found (or obtained) and used all 35 Codes, your participation in the Promotion will end.

Limit: 1 Sweepstakes entry and 1 Instant Win Game play per Code. Maximum Limit: 35 Sweepstakes entries and 35 Instant Win plays person during the Promotion Period regardless of method of entry. Multiple participants are not permitted to share the same email address. Any attempt by any participant to obtain more than the stated number of entries/plays by using multiple/different email addresses, identities, registrations or logins, or any other methods will void that participant's entries/plays and that participant may be disqualified. Any use of robotic, repetitive, automatic, programmed or similar entry/play methods or agents (including, but not limited to, sweepstakes entry services) will void all entries/plays by that entrant. In the event of a dispute as to any online entry/play, the authorized account holder of the email address used to enter/play will be deemed to be the entrant. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Potential winners may be required to show proof of being authorized account holders.

6. ALL POTENTIAL INSTANT WIN GAME WINNERS AND SWEEPSTAKES WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR OR ADMINISTRATOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE PROMOTION. AN ENTRANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE INSTANT WIN GAME OR SWEEPSTAKES SHOULD SO INDICATE OR EVEN IF ENTRANT RECEIVES AN EMAIL MESSAGE SAYING HE OR SHE WON, UNLESS AND UNTIL ENTRANT'S ELIGIBILITY, AND THE POTENTIAL INSTANT WIN GAME WINNER AND/OR POTENTIAL SWEEPSTAKES WINNER HAVE BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE. SPONSOR WILL NOT ACCEPT SCREEN SHOTS OR OTHER EVIDENCE OF WINNING IN LIEU OF ITS VALIDATION PROCESS. ANY PLAY THAT OCCURS AFTER THE INSTANT WIN GAME SYSTEM HAS FAILED FOR ANY REASON IS DEEMED A DEFECTIVE PLAY, IS VOID, AND WILL NOT BE HONORED.

7. Promotion Prize Selection and Verification of Potential Winners: Potential winners must comply with all terms and conditions of these Official Rules. Winning is contingent upon fulfilling all requirements. Administrator is an independent judging organization whose decisions as to the administration and operation of the Promotion and the selection of potential winners are final and binding in all matters related to the Promotion. For the Instant Win Game: There will be 9,815 random, computer-generated winning times during the Promotion Period. If you are the first player to play the Promotion at or after one of the randomly generated times, you will be a potential instant winner of the prize indicated. For the Sweepstakes: Administrator will randomly select the potential Sweepstakes winners on or around November 23, 2021 from all eligible entries received. The potential winners will be notified by email. For All Potential Winners: Except where prohibited, potential winner of the Sweepstakes TRIP PRIZE (or parent/legal guardian if winner is a minor in his/her state of residence) will be required to sign and return to Administrator, within five (5) days of the date notice or attempted notice is sent, a Declaration of Compliance, Liability and Publicity Release ("Declaration") in order to claim his/her prize and to fulfill any such other requirements as determined by Administrator. If any potential winner cannot be contacted or fails to sign and return the Declaration or provide any other requested information (when applicable) within the required time period, or if prize is returned as undeliverable, he/she forfeits prize. If winner of any Sweepstakes Prize (TRIP PRIZE or GAMING SESSION PRIZE) cannot accept the prize as stated, the prize and all components of the prize may be forfeited in its/their entirety and awarded to an alternate randomly selected winner. If the alternate potential winners are disqualified, the applicable prize will not be awarded. Instant Win Prizes will be fulfilled within 24 hours of notification. Unclaimed prizes worth \$25 or less will not be awarded.

8. Prizes:

a. Sweepstakes Prizes:

i. Trip Prize: Winner shall select ONE (1) trip prize:

A. FIFA Trip Option: 2022 FIFA WORLD CUP QATAR EXPERIENCE. The FIFA Trip Prize consists of a travel package for 2 (winner and one (1) guest) to Doha, Qatar, site of the 2022 World Cup Game. Package includes round trip, coach-class air transportation for FIFA TRIP prize winner and (1) guest from a major airport near winner's home (determined by Sponsor in its sole discretion); 3 nights' accommodations at Sponsor's choice of hotel (single room, double occupancy); meals (breakfast, lunch and dinner each day (not including alcohol)); 2 tickets to the 2022 FIFA World Cup Final Game (seat locations to be determined by Sponsor in its sole discretion); and ground transportation to and from destination airport to hotel and from hotel to World Cup match. Winner must be available to travel to the event, currently scheduled for December 2022 (exact dates to be determined), on the dates specified by Sponsor or forfeit the prize. Approximate Retail Value ("ARV"): \$39,000.

OR

B. Ultimate VIP Experience & Trip Option: RIOT GAMES' 2022 LEAGUE OF LEGENDS WORLD CHAMPIONSHIPS. This VIP Trip Prize consists of travel package for 4 (winner and three (3) guests) to the Riot Games' 2022 League of Legends World Championships (location and date is TBA). Package includes round trip, coach-class air transportation for prize winner and (3) guests from a major airport near winner's home (determined by Sponsor in its sole discretion); 4 nights' accommodations at Sponsor's choice of hotel (single room, double occupancy); \$500 car rental allowance; food and beverage allowance (not including alcohol) for 4 for the duration of the trip, calculated at \$150 per day per person, awarded as gift card(s); (4) tickets to the League of Legends World Championships final match; meet & greet for 4 with a League of Legends influencer; League of Legends World Championships gear; local tour/activity for (4) at

event location; gift card(s) to upgrade your gaming set-up (awarded to winner as (4) \$1,200 gift cards) Winner and guests must be available to travel to the event on the dates specified by Sponsor or forfeit the prize. ARV of Prize is \$25,000.

Only one (1) trip prize will be awarded. Winner must select preferred option between the two trips. The difference in the ARV between the two trip prizes will not be awarded.

Details of prizes not specified will be as solely determined by Sponsor. All travelers must travel on same itinerary. Travel must be round trip. Sponsor will determine airline and flight itinerary in its sole discretion. No refund or compensation will be made in the event of the cancellation or delay of any flight. Travel is subject to the terms and conditions set forth in these Official Rules, and those set forth by the Sponsor's airline carrier of choice as detailed in the passenger ticket contract. **The Sponsor is not responsible if any scheduled event is delayed, postponed or cancelled for any reason, including but not limited to pandemics, epidemics, local disease outbreaks, public health emergencies, and quarantines and winner will not be reimbursed for tickets.** Event (FIFA World Cup or League of Legends World Championship, as applicable) ticket(s) may be subject to issuer's standard rain-check policies and procedures. By accepting Prize, winner agrees to abide by any terms, conditions and restrictions set forth on the event ticket. Winner understands and agrees that Sponsor has the right, in its sole discretion, to disqualify and remove a winner or his/her guest from any activity at any time if the winner's or his/her guest's behavior at any point is uncooperative, disruptive, or may or does cause damage to person, property, or the reputation of Sponsor, and in such a case, the winner will still be solely responsible for all taxes and other expenses related to the prize. Sponsor is not responsible if winner does not use ticket on day of event. All expenses, travel, and other costs not expressly stated in the package description above are the sole responsibility of winner. If winner is a minor (as determined by his/her state of residence), winner's guest must be winner's parent/legal guardian. If winner's guest is a minor (as determined by his/her state of residence), winner must be minor's parent/legal guardian and must complete required paperwork on behalf of minor as applicable. Travel companions must execute liability/publicity releases prior to issuance of prize documents. Winner and travel companions are solely responsible for obtaining valid U.S. passports and any other documents necessary for international travel. Travel restrictions, conditions and limitations may apply. **Winner and travel companions are responsible for complying with any COVID-19 requirements set forth by Sponsor, airline, hotels/accommodations, event venues or other vendors offering services that are part of the trip prize. Failure to comply with any required COVID-19 requirements, may result in forfeiture of select elements of the prize or the entire prize. Forfeiture of select elements of the trip due to failure to meet these requirements will not impact the value of the trip as reported on an IRS Form 1099.** Lost, mutilated, or stolen tickets, vouchers or certificates will not be replaced. The ARV of travel may vary based on airfare fluctuations and distance between departure and destination. Winner will not receive difference between actual and ARV. Prize is non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute the prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winner is responsible for all taxes and fees associated with prize receipt and/or use. **As of the Promotion start date, there exists an inherent risk of exposure to COVID-19 when traveling and in any public place where people are present. COVID-19 is a contagious disease that can lead to severe**

illness and death. By accepting a travel Prize and attending either the 2022 FIFA World Cup or the League of Legends World Championship, as applicable, winner and winner's guests voluntarily assume all risks related to exposure to COVID-19.

- ii. GAMING SESSION PRIZE: Four (4) Twitch Gaming Session(s) with Aerial Powers or AverageJonas. Exclusive session (60 minutes) with Aerial Powers or AverageJonas, to be determined based on winner's location and/or time zone. Winners will be notified by email and will receive information regarding proposed date and time of Gaming Session. Winners must confirm availability within seven (7) days of receipt, or prize may be forfeited. In order to participate in Gaming Session, winner must download Discord platform, located at <https://discord.com> (no purchase necessary to download) and provide a Discord Username and Fortnite/Apex username to be added to game lobby for Gaming Session. Twitch Gaming Session will be scheduled within ninety (90) days of end of Promotion Period. ARV: \$5,000 per session.

The odds of winning a Sweepstakes Prize depend on the number of eligible entries received during the Promotion Period.

b. Instant Win Game Prizes and Discount Coupons:

- i. TWITCH BIT PRIZES: Support your favorite Twitch Streamers with Twitch Bits - a virtual good you can buy on Twitch that give you the power to encourage and show support for streamers, get attention in chat through animated emoticons, get recognition through badges, leaderboards, and acknowledgement from the streamer, and even unlock loot during special esports events. Prize code redeemed at <https://www.twitch.tv/redeem>.
 - i. (430) 25000 Twitch bits – ARV for each prize: \$375
 - ii. (580) 10000 Twitch bits – ARV for each prize: \$150
 - iii. (2580) 5000 Twitch bits – ARV for each prize: \$75
 - iv. (2225) 2500 Twitch bits – ARV for each prize: \$37.50
 - v. (4000) 500 Twitch bits – ARV for each prize: \$7.50
- ii. RANDOM DIGITAL ART PRIZES: Win up to 9 different collectible Digital Art Prizes, each representing characters and other items in the Video. Digital Art Prizes fulfilled by email containing a link for redemption of Digital Art. (Digital Art does not have a retail value).
 - o Wizard
 - o Elf
 - o Lizard
 - o Golem
 - o Orc's armor
 - o Elf's armor
 - o Wizard's outfit
 - o Weapons & flags
 - o Female Orc

Odds of winning an Instant Play to Win Game Prize depend on the date/time of Code entry, the number of prizes remaining available at the time of Code entry and number of eligible Instant Play to Win Game plays received. The number of prizes available to be won will diminish as they are awarded.

Instant Win Prize Conditions and Restrictions:

For Twitch Bit Prizes: Code must be redeemed by 10/10/2022. Twitch Bits and usage are subject to Twitch's Terms of Service and policies (<https://www.twitch.tv/p/en/legal/terms-of-service>),

including the Bits Acceptable Use Policy, which may be updated from time to time. Twitch Bits redemption requires a Twitch account, sign-up for free at Twitch.tv.

For Digital Art: Winners will receive an email containing a link for redemption of Digital Art.

For All Prizes: Maximum total ARV of All Prizes: \$614,187.50. No substitution, exchange or transfer of prize by any winner. Sponsor reserves the right to substitute any prize for one of equal or greater value. Winners are responsible for all taxes and fees associated with prize receipt and/or use. **Limit: up to 35 Instant Win Game Prizes per person. Two Sweepstakes Prizes (one Trip prize and one Gaming Session prize) per person.**

9. “Orc” Digital Art: If you play an Instant Win Game(s) (as outlined above) and receive a “lose” message, meaning you are not a potential winner of an Instant Game Prize, you will receive an Orc Digital Artwork consolation prize. Limit: One (1) Orc Digital Art will be awarded each time you play and lose the Instant Win game. Gift fulfilled by email containing a link for redemption of Orc Digital Art. Orc Digital Art has no retail value.

10. Publicity: Except where prohibited, participation in the Promotion constitutes entrant’s consent for Sponsor and its designees to use entrant’s name, prize information, likeness, city and state of residence for promotional purposes in any media without further consideration.

11. General Conditions: In the event that the operation, security, or administration of the Promotion is impaired in any way for any reason, including, but, not limited to, fraud, technical failures, regularly-scheduled maintenance, virus or other technical problem, the Sponsor may, in its sole discretion, either: (a) suspend the Promotion to address the impairment, then resume the Promotion in a manner that best conforms to the spirit of these Official Rules; or (b) cancel the Promotion and award the prizes in a random drawing from among all eligible entries received up to the time of impairment. The Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Promotion or to be acting in violation of the Official Rules of this or any other promotion, or in an unsportsmanlike or disruptive manner. Any attempt by any person to undermine the legitimate operation of the Promotion may be a violation of criminal and civil law, and, should such an attempt be made, the Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. The Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

12. Release and Limitations of Liability: Except where prohibited, by participating in the Promotion, entrants agree to release and hold harmless The Coca-Cola Company, Coca-Cola bottlers, Merkle Inc., Twitch Interactive, Inc., Geometry Global PLC, WWP PLC, and their respective parents, subsidiaries, affiliates, promotional partners, prize partners, agents and agencies, and the officers, directors and employees of each of them (the “Released Parties”) from and against any claim or cause of action arising out of participation in the Promotion or receipt or use of any prize, including, but not limited to: (a) unauthorized human intervention in the Promotion; (b) technical errors related to computers, servers, providers, printers or telephone or network lines; (c) printing errors; (d) errors in the administration of the Promotion or the processing of registrations and game plays; (e) late, lost, or undeliverable mail; (f) failure to award any component of a prize due to Covid-19 restrictions or the occurrence of any similar public health emergency; or (g) injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant’s participation in the Promotion or receipt, use or misuse of any prize. Entrant further agrees that in any cause of action, the Released Parties’ liability will be limited to the cost of entering and participating in the Promotion and in no event shall the Released Parties be liable for attorney’s fees. Entrant waives the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages. If for any reason an entrant’s entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant’s sole remedy is another Sweepstakes entry or Instant Win Game play, if it is possible. If the Promotion has been discontinued for any reason, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any prize offered herein. No more than the stated

number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than the stated number of prizes as set forth herein to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims. Twitch Interactive is not a sponsor or administrator of the Promotion.

13. Disputes: Entrant agrees that: (a) any and all disputes, claims and causes of action arising out of or connected with this Promotion or any prizes awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; and (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering any Promotion, but in no event attorneys' fees. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of the State of Michigan, without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.

14. Promotion Results: For a winner list, visit <https://bit.ly/3zJhPsd>. The winner list will be posted after winner confirmation is complete.