

LU's Terms and Conditions – Happy You Name It Day

Mondelez België BV – Combined Terms and Conditions

Part 1 – Basic Promotion: Happy You Name It Day

The following articles (1 through 15) are the terms and conditions for the basic promotion “Happy You Name It Day”, organised by Mondelez Belgium Services bv, Stationsstraat 100, 2800 Mechelen, Belgium, company number VAT BE 0821.675.122.

Article 1: The Organiser

The company Mondelez Belgium Services bv, Stationsstraat 100, 2800 Mechelen, Belgium, with company number VAT BE 0821.675.122, organises a promotion “Happy You Name It Day” (hereinafter referred to as the “Promotion”).

Article 2: Duration of the Promotion

The Promotion runs from 06/04/2026 (00:01) up to and including 8/11/2026 (23:59) (“the Promotion Period”).

Article 3: Conditions

The Promotion is open to every adult person (on the date of the Promotion) who resides in Belgium.

The Organiser reserves the right to exclude a participant from the Promotion and/or not award the experience and/or to cancel the Promotion in whole or in part, without incurring any liability on the part of the Organiser, in the event of a violation by a participant of these rules and/or if the Organiser, in its sole discretion, believes that the participant has acted or intends to act dishonestly, fraudulently or in bad faith.

In particular, but without limitation, any use of robots or any system, device or actions that are fraudulent, dishonest or in bad faith, or any conduct that, for example and without limitation, unlawfully influences the Promotion, is prohibited. The Organiser may file a complaint and/or have the perpetrators of such conduct prosecuted.

In the event of sanctions or complaints, participants must prove that they acted in accordance with these Terms and Conditions. Participants may at any time be asked to prove their identity, place of residence and age.

Article 4: Experience to be Enjoyed

4.1: Description of the experience

Throughout the entire duration of the Promotion, participants can make use of the following experience: From the start of the Promotion Period, it is possible on the special Happy You Name It Day landing page to create or receive a personalised AI-generated card with an animated illustration, personalised headline and personalised song (‘Happy You Name It Day card’) for themselves as well as for loved ones. Access to the landing page is obtained by scanning the QR code on (i) a package, (ii) in-store communication, or (iii) via a referral from the social media video assets. The created message can subsequently be downloaded and shared on social media messaging platforms.

4.2: Details of the experience

Winners are fully responsible for the use of their experience. The Organiser cannot be held liable for defects or problems or for any incident or accident that may occur to the participant during or as a result of the use or possession of the experience.

The organiser cannot be held responsible for the sharing of the experience/message on social networks or other media accessible to the public. The content of the message and its use inside and outside the private sphere is the sole responsibility of the participant(s).

Article 5: Generating the Happy You Name It Day Card

5.1: Happy You Name It Day card generator

To generate a Happy You Name It Day card, the participant can use the generator available on the website: <https://happyyounameitday.com> (“Generator”).

5.2: Creating a Happy You Name It Day card

A participant who wishes to generate a Happy You Name It Day card in the Generator must fill in the text in the text field (the text may not exceed 300 characters), choose a music style, and click on “create your singing card” to generate a Happy You Name It Day card. The Happy You Name It Day card is automatically generated using AI technology integrated in the website. Participants must provide their first name, surname & email address before the final generation of the card is possible. The participant may send the downloaded Happy

You Name It Day card to another person via, for example, social media. Sending a Happy You Name It Day card by the participant does not form part of the Promotion. This means that the participant sends the Happy You Name It Day card on their own behalf and at their own responsibility, using the tool/communication method of their choice (whereby no tool is a partner of the Promotion, supports, sponsors or co-organises the Promotion).

5.3: AI technology – risks, consequences and limitations associated with use

The Happy You Name It Day card generator makes (partial) use of generative artificial intelligence (AI) technology provided by (external) suppliers.

The generated Happy You Name It Day card is assembled using a combination of pre-created visual elements and AI-generated text and speech elements. The visual elements are automatically selected and combined based on an analysis and interpretation of the Input entered by the participant, using AI technology.

The generated text and speech results (of the Happy You Name It Day card) may, due to the nature and purpose of the Promotion (entertainment), contain information that constitutes hallucinations, is unreal and impossible to verify as to its truthfulness, and therefore must under no circumstances form a basis for decision-making by the Participant. In addition, the technology used in the Promotion is based on the so-called deepfake, which refers to an advanced technique for manipulating content using generative artificial intelligence (AI) and deep machine learning. Deepfake technology allows you to create realistic material (in this case a Happy You Name It Day card in form), whereby the participant may erroneously get the impression that the person in the recording is speaking in a manner consistent with reality. If the generated content is not suitable for the participant, he/she can generate a new Happy You Name It Day card or must completely stop using the Happy You Name It Day card generator and not make it available to third parties.

The participant undertakes to generate a Happy You Name It Day card with the intention of providing a unique and bespoke non-commercial gift experience. The participant understands and agrees that all liability and responsibility in connection with any Inputs rests solely with him/her. The participant understands that the Output may not be sold or otherwise exploited for commercial purposes or other than in accordance with these Terms and Conditions.

5.4: Prohibited Content

The participant is responsible for compliance with the Terms and Conditions and the legal provisions regarding the content placed in the Generator. The participant is obliged to use the Generator and to participate in the Promotion in an ethical and legal manner. By using the AI technology provided by the Organiser, you agree to use it solely for the Promotion and not to train AI models. This means that it is prohibited to use data, content, output or other information received or obtained from generative artificial intelligence (AI) features for the purpose of directly or indirectly creating, training, testing or otherwise improving the algorithms of machine learning or artificial intelligence systems. The Participant acknowledges that they may not use an Input “prompt” or have text and/or music generated that could reasonably lead to infringement of existing copyrights, including (but not limited to) generating text and/or music in the style of specific artists or using well-known song titles, artist names or composers. In addition, it is prohibited to enter the following content into the Happy You Name It Day card generator:

1. inciting the commission of a crime, offence or act of terrorism, or promoting war crimes or crimes against humanity or encouraging suicide;
2. that is immoral, unethical, offensive (including profanity), xenophobic, defamatory, pornographic or political in nature;
3. calling for discrimination or hatred against a person or persons on the basis of their origin, ethnic identity, nationality, race, religion, sexual orientation or political views;
4. that constitute a threat to a person or group of persons;
5. infringing intellectual property rights, including copyright or trademark rights, protected marks and symbols;
6. that violate the personal rights of others, for example through the use of personal data of others (impersonating others);
7. that promote products or brands not offered by Mondelez, in particular products and brands competing with Mondelez;
8. constituting negative advertising of products or brands offered by Mondelez (e.g. content that ridicules the LU brand or LU products);
9. violating or likely to violate a trade secret;

10. personal data, i.e. information about an identified or identifiable natural person.

5.5: Automatic verification

The Organiser does not influence the content that the participant creates in the Happy You Name It Day card generator. However, in connection with Article 5.4 of the Terms and Conditions, the content entered by the participant in the form in the Generator is automatically verified. This consists of the system automatically identifying the prohibited content as described in Article 5.4 of the Terms and Conditions and the ability to generate Happy You Name It Day cards until the participant removes these words. The Generator generates information that the query contains prohibited elements and allows you to submit a new query.

5.6: Step-by-step guide: If you want to send a personalised Happy You Name It Day card:

1. Scan the QR code on the Promotional packaging, the in-store communication, or (iii) via the social media video assets with a phone or tablet.
2. Open the website (<https://happyyounameitday.com>) and click on 'Start your singing card'.
3. Create a personal message:
 1. Fill in the top box with the duration of what you want to celebrate.
 2. Write in the middle box what you want to celebrate.
 3. Optionally: add the first name or nickname of the sender/recipient.
 4. Choose a music genre from the available options.
 5. Click on 'Next'.
 6. A preview will be shown before confirming.
4. Fill in your own details:
 7. First your surname.
 8. Then your first name.
 9. Then your email address.
 10. Confirm your email address by entering it again.
5. By participating in this Promotion you agree to these Terms and Conditions and to the privacy policy. Optionally you can subscribe to the newsletter, and/or give consent for the use of your musical card for social media and internal purposes. Then click on 'Create my singing card'.
6. The card is being generated.
7. The card is ready and can be played.
8. After playing the card, you can share it via a direct link or on social media messaging platforms.

Article 6: These Terms and Conditions

Participation in the Promotion implies full acceptance of these rules.

Requests submitted (by email or telephone) regarding the interpretation or application of the rules relating to these Terms and Conditions will not be responded to.

These Terms and Conditions are available at <https://happyyounameitday.com/> during the duration of the Promotion. The participant can also download it in PDF format. The organiser reserves the right to amend the Terms and Conditions where justified by the need to adapt to the requirements of the law (including decisions of government bodies), technical reasons, the need to make editorial changes or the need to ensure the safe and effective operation of the Promotion, in particular the prevention of abuse. The amendments shall take effect as soon as the changes to the Terms and Conditions are announced on the website.

These Terms and Conditions can also be obtained up to 8/11/2026 upon a simple written request to: Mondelez Belgium Services bv, Stationsstraat 100, 2800 Mechelen, Belgium. The postage costs for this request will not be reimbursed.

The Participant may contact the Organiser in the following ways:
<https://contactus.mdlzapps.com/Lu/contact/nl-BE/>

For all elements of the Promotion not expressly mentioned in these Terms and Conditions, the Organiser reserves the right to take all necessary measures for the proper organisation of the Promotion. The Organiser reserves the right to amend these rules when it deems this necessary.

Article 7: Participation Costs

Participation in the Promotion is free of charge, with the exception of the participant's expenses to access the internet or postal services, which are borne by the participant.

Article 8: Limitation of Liability

The Organiser cannot be held responsible for problems inherent to the internet connection, telephone communication or any other problem that cannot be attributed to the Organiser and which may arise during the duration of the Promotion.

The Organiser does everything possible to provide and maintain functional and verified infrastructure, information and tools for participants. However, the Organiser cannot be held responsible for the failure of participants' equipment (computer, software, internet connection tools, telephone, servers...), the resulting loss of data not attributable to the Organiser, and the impact of such failures on their participation in the Promotion. It is therefore up to each participant to take all appropriate measures to protect their equipment and the data stored on their equipment (computer and telephone) against breaches. Participation in the Promotion entails in particular the knowledge and acceptance of the characteristics and limits of the internet, the lack of protection of certain data against possible misappropriation or piracy by third parties and the risk of contamination by possible viruses circulating on the internet.

The Organiser undertakes to use all available means with its service providers to ensure the proper functioning of the Promotion. Should a technical malfunction occur and affect the proper functioning of the Promotion due to circumstances beyond the control of the Organiser, the latter cannot be held liable by the participants.

The Organiser is not responsible for: (a) messages generated by SPAM; (b) any errors in the delivery of email/SMS/WhatsApp/other messaging services; (c) lost, misdirected, late, incomplete or incomprehensible submissions or for incorrect submission information, whether caused by the participant or by any of the equipment or programmes associated with or used in the Promotion, or by any technical or human error that may occur in the processing of submissions; (d) printing or typographical errors in materials relating to the Promotion; (e) errors in operation or transmission, theft, destruction, loss, unauthorised access to or alteration of submissions, or for technical, network, telephone, computer, hardware or software failures of any kind, or inaccurate transmission of, or failure to receive submission information as a result of technical problems or delays on the internet or on a website; (f) injury or damage to participants' or any other computer or mobile phone as a result of downloading material in connection with the Promotion; (g) if participants do not have mobile phones or other items or means that support the Promotion link/technical requirements; (h) other circumstances reasonably beyond the control of the Organiser or a case of force majeure.

Any attempt to intentionally damage the Promotion website or the information on the website, to intentionally cause harm or disrupt the normal operation of the website, or to otherwise undermine the legitimate operation of this Promotion may constitute a violation of criminal and civil law. If the Organiser incurs costs in connection with a breach of these Terms and Conditions or any other legal obligation by the participant, the participant agrees to indemnify the Organiser for those losses, damages and costs to the extent permitted by law.

The Organiser strives to organise a fair and safe Promotion and to prevent misuse and cheating. If a participant participates in a manner inconsistent with these Terms and Conditions, participation (and the participation of any associated aliases) will be disqualified, and any awarded benefit may be considered void and recoverable. Furthermore, the Organiser reserves the right to deny the participant access to future Promotions for a period of at least six months. For this reason, the Organiser reserves the right at all times to:

1. verify the eligibility of participants by requesting information that the Organiser reasonably deems necessary for this purpose. Not to award either the participation or any benefit until the verification has been completed to satisfaction;
2. disqualify submissions not made directly by the individual participant in the Promotion;
3. disqualify bulk submissions from individuals, trade and consumer groups or third parties, incomplete submissions and submissions made via macros or other automated means;
4. disqualify submissions made via anonymous email services, such as, but not limited to, Guerilla Mail, Dispostable or Mailinator;
5. disqualify submissions that exceed the permitted maximum, or that use techniques such as 'scripting', 'brute force', multiple SIM cards for text submissions, masking identity by manipulating IP addresses, the use of aliases or identities other than their own identity or any other means;
6. disqualify submissions that in any way do not fully comply with the requirements of these Terms and Conditions.

Participants are fully responsible for the use of their experience. The Organiser cannot be held liable for defects or problems or for any incident or accident that may occur to the participants during or as a result of the use or possession of the experience.

By giving the required consent via the checkbox and by participating in this Promotion, all participants indicate their agreement to these Terms and Conditions.

If any of these clauses were to be declared unlawful, invalid or otherwise unenforceable, it shall be severed and removed from these Terms and Conditions. The remaining clauses shall be retained and remain in full force.

These Terms and Conditions prevail in the event of contradiction or inconsistency with any other communication, including advertising or promotional material. All entries and instructions are deemed to form part of the Terms and Conditions and by participating, all participants are expected to have accepted and be bound by these Terms and Conditions. Keep a copy for your information.

Article 9: Contact

Non-conforming correspondence (incomplete, illegible, incorrect, unstamped, delayed or not sent) will not be taken into account.

Article 10: Disqualification

Participants allow all verifications relating to their identity, name, (email) address as part of the Promotion. Any participation that does not comply with these regulations, is incomplete or has incorrect details will be deemed invalid.

The use of robots or any other similar method to play the Promotion mechanically or otherwise is prohibited, as is acting in violation of Article 5; violation of these rules results in the definitive elimination of the participant. The Organiser may cancel the Promotion in whole or in part if it appears that fraud has taken place in any form whatsoever, via the computer or by the fact of participation under the identity of a third party and/or the determination of the participants. In this case, the Organiser reserves the right not to award experiences to fraudsters and/or to bring the perpetrators of such fraud before the competent courts.

Article 11: Force Majeure

The Organiser is not liable in the event of force majeure or events beyond their control or if circumstances require it and they are obliged to cancel, shorten, extend, postpone, suspend or amend these Terms and Conditions for the current Promotion.

In any case, the Organiser reserves the right to adjust, shorten and/or extend the participation period.

Article 12: Exemption from Liability

Participants are fully responsible for the use of their experience. The Organiser cannot be held liable for defects or problems with or for any incident or accident that may occur to the participants during or as a result of the use or possession of the experience.

Article 13: Applicable Law and Disputes

The Promotion is subject to Belgian law. Any dispute relating to the interpretation of the rules and/or cases not provided for in these Terms and Conditions shall be the subject of an amicable settlement. Otherwise, the courts of Antwerp shall have exclusive jurisdiction.

Article 14: Protection of Personal Data

The personal information provided by participants will only be used by the Organiser for the purpose of carrying out this Promotion (unless participants have consented to receiving marketing communications at the time of participation), and in accordance with the Organiser's Privacy Statement. This includes, among other things, processing Input entered by the participant using AI technology to generate personalised content and to enable the composition of the Happy You Name It Day card. The Organiser will comply with all applicable requirements of the General Data Protection Regulation and any subsequent legislation or other locally applicable legislation in Belgium.

Article 15: Intellectual Property

All copyrights in the creations of the submissions become the property of the Organiser. Participation in this Promotion does not give the participant, nor the person for whom the Output was generated, any right to any intellectual property rights in or to the Output. The participant waives any proprietary right or claim to the generated Output and understands that no rights or titles in or to the Output are granted to the participant or the person for whom the Output was generated, and the Output is the exclusive property of the Organiser. The participant hereby grants the Organiser a perpetual, irrevocable, royalty-free, sub-licensable, worldwide

licence to use the Output (and/or any intellectual property rights in the Output and Input) to the extent necessary for this Promotion and/or related purposes. You give the Organiser permission to use the Output in any medium and in any manner it deems appropriate for the purpose or purposes related to the Promotion.

In accordance with laws relating to intellectual property rights and copyright, the use of all or part of the copyright-protected material of this Promotion is strictly prohibited, except with the prior express permission of the Organiser.

Part 2 – Additional Terms and Conditions: LU Singing Card Incentive

The following articles (16 through 28) are the additional terms and conditions for the tombola/incentive “Singing Cards Activation”, offered by Mondelez Belgium BV, Stationsstraat 100, 2800 Mechelen, VAT BE 0821.674.726. These articles serve as a supplement to the basic terms and conditions (Articles 1–15) and apply to the win trips to Paris and Ticketmaster vouchers.

Article 16: Incentive – Organiser

The company Mondelez België B.V., Stationsstraat 100, 2800 Mechelen, VAT BE 0821.674.726, organises an additional competition “LU Singing Card Activation” (hereinafter referred to as the “Incentive” or “Competition”) as part of the Happy You Name It Day campaign.

Article 17: Incentive – Duration

The Incentive runs from 17/8/2026 (00:01) to 8/11/2026 (23:59).

Article 18: Incentive – Participation Conditions

The competition is open to every adult person (on the date of the competition) who resides in Belgium, with the exception of the Organiser’s staff, as well as any entity directly or indirectly involved in the design, organisation, realisation and/or management of the competition.

The Organiser reserves the right to exclude a participant from the competition and/or not award the prize and/or to cancel the competition in whole or in part, without incurring any liability on the part of the Organiser, in the event of a violation by a participant of these rules and/or if the Organiser, in its sole discretion, believes that the participant has acted or intends to act dishonestly, fraudulently or in bad faith.

In particular, but without limitation, any use of robots, AI or any system, device or actions that are fraudulent, dishonest or in bad faith, or any conduct that, for example and without limitation, automatically plays the competition and/or increases the chances of winning, is prohibited. The Organiser may file a complaint and/or have the perpetrators of such conduct prosecuted.

In the event of sanctions or complaints, participants must prove that they acted in accordance with these Rules. Participants may at any time be asked to prove their identity, place of residence and age.

Article 19: Incentive – Prizes

19.1: Description of the prizes

To be won during the full duration of the Incentive:

1. 5 trips to Paris – including transport and hotel accommodation for 2 persons, organised by TUI, worth €900 incl. VAT per person;
2. 175 Ticketmaster vouchers worth €50 incl. VAT per voucher.

19.2: Details of the prizes

The total prize pool amounts to 180 prizes. The value of the prizes is determined on the date of preparation of these Rules and cannot be disputed. Mondelez reserves the right to replace the announced prizes with prizes of comparable value and characteristics, should such replacement prove necessary.

Prizes are personal and non-transferable. They cannot be exchanged for a cash equivalent.

Each participant may only win one prize.

Winners are fully responsible for the use of their prize. The Organiser cannot be held liable for defects or problems with the prizes or for any incident or accident that may occur to the winners during or as a result of the use or possession of the prize.

Article 20: Incentive – Participation and Determination of Winners

20.1: Participation in the competition

To be eligible for the prizes, participants must create a LU singing card at: <https://happyyounameitday.com/>, then answer two questions: a knowledge question and a tiebreaker question.

20.2: Determination of winners

Winners are determined based on who has answered the knowledge question correctly and then is closest to the correct answer on the tiebreaker question.

For reasons of confidentiality, no list of winners will be published. Winners will receive their prize approximately 90 days after the date of announcement of the results.

Winners will be notified by email. Winners will need to respond to the email within 2 weeks to confirm the prize. It is advisable to regularly check spam folders to ensure no communication is missed. If winners have not responded within 2 weeks, the prize will go to the next winner on the waiting list. Prizes can be collected as indicated by the Organiser via email.

Article 21: Incentive – Disqualification

Participants allow all verifications relating to their identity, age, address and telephone number as part of the Promotion. Any participation that does not comply with these regulations, is incomplete or has incorrect details will be deemed invalid.

The use of robots or any other similar method to play the competition mechanically or otherwise is prohibited; violation of this rule results in the definitive elimination of the participant and/or user. The Organiser may cancel the competition in whole or in part if it appears that fraud has taken place in any form whatsoever, via the computer or by the fact of participation under the identity of a third party and/or the determination of winners. In this case, the Organiser reserves the right not to award prizes to fraudsters and/or to bring the perpetrators of such fraud before the competent courts.

Article 22: Incentive – Force Majeure

The Organiser is not liable in the event of force majeure or events beyond their control or if circumstances require it and they are obliged to cancel, shorten, extend, postpone, suspend or amend the conditions of the current competition. In any case, the Organiser reserves the right to extend the participation period.

Article 23: Incentive – Liability

23.1

The Organiser cannot be held responsible for problems inherent to the internet connection, telephone communication or any other problem that cannot be attributed to the Organiser and which may arise during the duration of the competition. The Organiser does everything possible to provide and maintain functional and verified infrastructure, information and tools for participants. However, the Organiser cannot be held responsible for the failure of participants' equipment (computer, software, internet connection tools, telephone, servers...), the resulting loss of data not attributable to the Organiser, and the impact of such failures on their participation in the competition.

23.2

Winners are fully responsible for the use of their prize. The Organiser cannot be held liable for defects or problems with the prizes or for any incident or accident that may occur to the winners during or as a result of the use or possession of the prize.

23.3

The Organiser is not liable for any delay or failure to comply with its obligations for reasons beyond its reasonable control, arising from, but not limited to, Force Majeure as defined in Article 22, or any other circumstances.

23.4

By giving the required consent via the checkbox and by participating in this competition, all participants indicate their agreement to these terms and conditions.

23.5

If any of these clauses were to be declared unlawful, invalid or otherwise unenforceable, it shall be severed and removed from these terms and conditions. The remaining clauses shall be retained and remain in full force.

23.6

These terms and conditions prevail in the event of contradiction or inconsistency with any other communication, including advertising or promotional material. All entries and instructions are deemed to form part of the terms and conditions and by participating, all participants are expected to have accepted and be bound by these terms and conditions. Keep a copy for your information.

Article 24: Incentive – Use of Names and Details of Winners

Subject to obtaining the express consent of the main participant, the Organiser may use the name, address and submitted photo and/or text of the winners for advertising purposes without giving them the right to any remuneration or transferring any other benefit.

Article 25: Incentive – Applicable Law and Disputes

The competition is subject to Belgian law. Any dispute relating to the interpretation of the rules and/or cases not provided for in these regulations shall be the subject of an amicable settlement. Otherwise, the courts of Antwerp shall have exclusive jurisdiction.

Article 26: Incentive – Protection of Personal Data

The personal information provided by participants will only be used by the Organiser for the purpose of carrying out this Competition (unless participants have consented to receiving marketing communications at the time of participation), and in accordance with the Organiser's Privacy Statement, which can be found at <https://privacy.mondelezinternational.com/eu/nl-NL/privacy-notice/>.

The Organiser may disclose participants' personal information to its contractors and agents to assist in the administration of this Competition or to communicate with participants.

The Organiser will comply with all applicable requirements of the General Data Protection Regulation and any subsequent legislation or other locally applicable legislation in Belgium.