

THIS SWEEPSTAKES IS INTENDED FOR PLAY IN THE UNITED STATES ONLY AND WILL BE GOVERNED BY U.S. LAW. DO NOT ENTER UNLESS YOU ARE ELIGIBLE AND LOCATED IN THE UNITED STATES AT THE TIME OF PARTICIPATION.

PEPSI® x UCL SWEEPSTAKES (“SWEEPSTAKES”) OFFICIAL RULES

NO PURCHASE OR PAYMENT NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. INTERNET ACCESS REQUIRED. DATA RATES MAY APPLY IF ENTERING VIA A MOBILE DEVICE.

1. SWEEPSTAKES PERIOD: The Sweepstakes begins on February 19, 2024 at 12:00:00 p.m. Eastern Time (“ET”) and ends on June 9, 2024 at 11:59:59 p.m. ET (“Sweepstakes Period”). The Sweepstakes Period consists of sixteen (16) weekly entry periods (each a “Week”) as outlined in the table below. Each Week begins at 12:00:00 a.m. ET (except Week 1 which shall begin at 12:00:00 p.m. ET) and ends at 11:59:59 p.m. ET. The time clock of the Sweepstakes Administrator’s (defined below) computer is the official timekeeping device for this Sweepstakes.

Week	Start Date	End Date	Drawing Date
1	02/19/24	02/25/24	02/26/24
2	02/26/24	03/03/24	03/04/24
3	03/04/24	03/10/24	03/11/24
4	03/11/24	03/17/24	03/18/24
5	03/18/24	03/24/24	03/25/24
6	03/25/24	03/31/24	04/01/24
7	04/01/24	04/07/24	04/08/24
8	04/08/24	04/14/24	04/15/24
9	04/15/24	04/21/24	04/22/24
10	04/22/24	04/28/24	04/29/24
11	04/29/24	05/05/24	05/06/24
12	05/06/24	05/12/24	05/13/24
13	05/13/24	05/19/24	05/20/24
14	05/20/24	05/26/24	05/27/24
15	05/27/24	06/02/24	06/03/24
16	06/03/24	06/09/24	06/10/24

2. HOW TO ENTER: During the Sweepstakes Period, visit pepsicochampionschallenge.com (the “Website”) or scan the code on Sweepstakes advertisements at participating locations to access the Website. Next, follow the online instructions to register for or access your promotional account by providing your phone number, postal code, date of birth, and email address (your “Account”). You will receive one (1) entry into the Weekly Drawing and one (1) entry into the Grand Prize Drawing upon registration for the Sweepstakes.

Each Week thereafter, visit the Website, log into your Account to receive one (1) entry into the Weekly Drawing and one (1) entry into the Grand Prize Drawing. The Sponsor will also post five (5) trivia questions. For each correct answer, you will receive one (1) bonus entry into the Weekly Drawing and one (1) entry into the Grand Prize Drawing. You will not receive entries for incorrect answers.

Limit one (1) entry & five (5) bonus entries per person/email address per Week (except for the one (1) entry you will receive when you register).

Entrants must have a smart phone or other web-enabled device with a camera feature or code reader application to access the Website using the code and may incur data charges from their wireless service provider, depending on their service plan. Entrants are solely responsible for any such wireless charges associated with such use, including the downloading (if applicable) and use of the code reader. If

you do not have a code reader on your phone, enter by using the Website or search for one in your mobile device's application store to find available code readers for your phone or device.

All entrants must have a valid email address. The name of the person submitting the entry into the Sweepstakes must be the authorized account holder of the email address used to enter, otherwise, entry may be deemed void. Multiple entrants may not share the same email address. In the event of a dispute over the identity of an entrant, entry will be declared made by the authorized account holder of the email address used during the entry process. The potential winner may be required to provide identification sufficient to show that they are the authorized account holder of such email account.

Each entry must be manually keystroked and/or manually entered by the individual entrant. Automated and/or repetitive electronic submission of entries (including but not limited to entries made using any script, macro, bot or sweepstakes service) will be disqualified and transmissions from any such scripts, macros, bots or sweepstakes services or related email addresses or IP addresses may be blocked. If it is discovered that an entrant used multiple email addresses, phone numbers and/or mailing addresses, or manipulated such information for the purpose of obtaining more than the allowed number of entries, such person will be disqualified and any prize won, shall be forfeited.

3. ELIGIBILITY: Open only to legal U.S. residents residing in any of the fifty (50) United States or the District of Columbia who are twenty-one (21) years of age or older at time of entry. The following persons are not eligible to participate or win: employees, contractors, directors, and officers of PepsiCo, Inc., Pepsi-Cola Company ("Sponsor") and its bottlers, Genesco Sports Enterprises, Inc. ("Administrator"), each of their respective parent, subsidiary and affiliated companies, distributors, Web design, advertising, fulfillment, judging and promotion agencies involved in the administration, development, fulfillment and execution of this Sweepstakes (collectively, "Promotion Parties"), UEFA, and the immediate family members (spouse, parent, child, sibling, grandparent, and/or "step") of each and those living in their same households (those persons whether related or not who live in the same residence for at least three months during the twelve-month period preceding the start date of the Sweepstakes). No groups, clubs or organizations may enter or win a prize or reproduce or distribute any portion of these Official Rules to its members.

4. RANDOM DRAWING: Potential Weekly Prize winners will be selected for each Week in a random drawing on or about each Drawing Date listed in Section 2 from among all eligible entries received for the corresponding Week (each a "Weekly Drawing"). Entries will not carry forward to subsequent Weekly Drawings; however, all entries will carry forward to the random drawing for a chance to win the Grand Prize ("Grand Prize Drawing"). One (1) Grand Prize winner will be selected in the Grand Prize Drawing on or about June 10, 2024 from among all eligible entries received during the entire Sweepstakes Period. All drawings will be conducted by the Administrator, whose decisions are final in all matters relating to this Sweepstakes. Odds of winning a Weekly Prize depend on the number of eligible entries received for each Weekly Drawing. Odds of winning the Grand Prize depend on the number of eligible entries received during the entire Sweepstakes Period. Limit one (1) Weekly Prize per person/household. A Weekly Prize winner is eligible to win the Grand Prize.

5. PRIZE DETAILS:

One (1) Grand Prize will be awarded. The Grand Prize consists of a trip for winner and one (1) guest to attend the 2025 UEFA Champions League Final match on May 31, 2025 in Munich, Germany. Travel dates are May 27, 2025 – June 1, 2025 ("Match"). The trip consists of round-trip coach air transportation for winner and one (1) guest (originating from a major airport near winner's home to Munich); double-occupancy hotel accommodations (one (1) room) for four (4) nights; two (2) tickets to the Match; \$1,000.00 (awarded in the form of a check, payable to winner); and ground transfers in Germany to/from airport and hotel and hotel and Match. Approximate Retail Value ("ARV"): Up to \$8,730.00, depending on winner's point of departure. Grand Prize Conditions below apply.

Grand Prize Conditions:

Winner and guest must possess a passport valid through September 1, 2025 with two (2) blank pages and will be required to submit a copy of their valid passports to Sponsor or Sponsor's representative at the time travel arrangements are being made. The winner and winner's guest must have all necessary identification and/or travel documents (as described herein) required for travel and entry into Munich, Germany.

Ground transportation (other than as stated above in the prize description), upgrades, meals, gratuities, souvenirs, luggage fees, and all other expenses not specified herein are solely the winner's responsibility. If winner's guest is a minor, the winner must be their parent or legal guardian. Travel and accommodations are subject to availability and change. If winner is unable or unwilling to travel on the specified dates, the prize may be forfeited and awarded to an alternate winner. All travel and prize-related events are subject to availability and restrictions. Selection of airport, airline and overnight accommodations are at Sponsor's sole discretion. Winner may be required to provide a credit card prior to use of accommodations and is solely responsible for all incidental charges and may be required to sign an additional liability release for the use of the accommodations. Sponsor assumes no responsibility for canceled, delayed, suspended or rescheduled events (including, but not limited to airline flights and the Match) or any act or omissions whatsoever by the air carriers, hotels, venue operators, transportation companies, prize providers or any other persons providing any prize-related services or accommodations beyond its control. Airline tickets are non-refundable/non-transferable and are not valid for upgrades and/or frequent flyer miles. Seating assignments on flights and at the Match are at Sponsor's sole discretion. All airline tickets are subject to flight variation, work stoppages, and schedule or route changes. Sponsor is not responsible for changes in the schedule of any element of the prize because of a flight cancellation or delay. Sponsor is not responsible and will have no liability if the winner and/or his or her guest is for any reason not permitted to travel by the relevant airport authorities or misses a flight or other travel element. Winner and guest must travel on same itinerary. Winner is responsible for any loss of prize or loss of a portion of any prize after it has been delivered. Sponsor will not replace any lost or stolen elements of any prize. An unclaimed and/or unused prize element will remain the property of Sponsor. Winner understands that there are inherent risks involved in travel and that these risks may be present before, during and after the trip. Winner must accept prize as stated by Sponsor or prize may be forfeited.

Winner and guest must abide by and respect all local laws and customs (i.e. alcohol consumption, dress codes) and abide by all venue policies. Sponsor and/or venue operator reserves the right to revoke full or partial prize from winner and/or any guest who it and/or venue personnel may deem, in their sole discretion, to have violated any venue policy or law, and/or may bring Sponsor and/or venue operator into disrepute.

Eighty-six (86) Weekly Prizes will be awarded (five (5) Weekly Prizes awarded per Week for Weeks 1 through 10; and six (6) Weekly Prizes per Week for Weeks 11 through 16): Each Weekly Prize consists of the following items: one (1) Pepsi® x Lay's® UCL ¼ Zip Pullover (winners will have their choice of size (sizes M – 2XL only), first come, first serve – limited quantities of each size available); one (1) Pepsi® x Lay's® UCL Duffle; one (1) Pepsi® x Lay's® UCL Snapback Hat; and one (1) Pepsi® x Lay's® UCL Water Bottle. ARV: \$120.00 each.

Total ARV of all prizes is \$19,050.00.

6. WINNER NOTIFICATION: The potential winners will be notified by email at the email address provided upon entry ("Notification"). The Notification will provide information regarding how to claim a prize. Prizes must be claimed within five (5) days or prize may be forfeited and awarded to an alternate winner, in Sponsor's sole discretion. As part of the prize-claim process for the Grand Prize, the potential prize winner will be required to complete, sign and return an IRS Form W-9 (including their social security number) and an Affidavit of Eligibility/Liability Release with (where lawful) a publicity release within five (5) days. Any travel guest of the Grand Prize winner will also be required to sign and return a release within the stated time frame. If (a) a prize is not claimed within five (5) days; (b) a Notification or prize is returned as undeliverable; (c) a potential winner does not properly claim their prize (as instructed within the Notification); (d) a potential winner cannot be verified or is otherwise unable to accept the prize as stated, prize may be forfeited and awarded to an alternate winner, in Sponsor's sole discretion. Upon forfeiture of

a prize, for any reason as stated within these Official Rules, no compensation will be given. Weekly Prizes will be shipped within eight (8) to ten (10) weeks of winner verification.

7. GENERAL: This Sweepstakes is governed by the laws of the United States and of the State of New York without respect to conflict of law doctrines. Void where prohibited. The potential winner may be required to provide proof of legal U.S. residency if requested by Sponsor to determine eligibility and as a condition of prize award. No substitution of a prize is offered, no transfer of a prize to a third party is permitted and a non-cash prize may not be redeemed for cash value, except as determined by Sponsor in its sole discretion. Sponsor reserves the right to substitute a prize of equal or greater value in the event a prize or any portion thereof becomes unavailable. Unclaimed prizes will not be awarded. As a condition of participating in this Sweepstakes, entrants agree that any and all disputes which cannot be resolved between the parties, and causes of action arising out of or in connection with this Sweepstakes, shall be resolved individually, without resort to any form of class action, exclusively before a court located in New York having jurisdiction. Further, in any such dispute, under no circumstances will entrants be permitted to obtain awards for, and hereby waive all rights to claim punitive, incidental or consequential damages, including attorneys' fees, other than entrants' actual out-of-pocket expenses (e.g. costs associated with participating), and entrants further waive all rights to have damages multiplied or increased. Winners will be solely responsible for paying all applicable federal, state and local taxes on prize, if any. The Grand Prize winner be required to give their social security number to Sponsor or Administrator as a condition of receiving the prize and the winner will receive an IRS Form 1099 for the stated value of their prize. Any portion of a prize not accepted or used by winner for any reason will be forfeited. Any difference between stated value and actual value will not be awarded.

8. CONDUCT: By participating in this Sweepstakes, entrants agree to be bound by these Official Rules and the decisions of the Sponsor which shall be final and binding in all respects. Failure to comply with these Official Rules may result in disqualification. Sponsor reserves the right, in their sole discretion, to disqualify any individual found to be tampering with the entry process or the operation of the Sweepstakes or the Website; or to be acting in any manner deemed to be in violation of the Official Rules; or to be acting in any manner deemed to be unsportsmanlike or disruptive, or with intent to annoy, abuse, threaten or harass any other person. CAUTION: ANY ATTEMPT BY A USER OR ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE, DESTROY, TAMPER OR VANDALIZE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES (INCLUDING ATTORNEYS' FEES) AND OTHER REMEDIES FROM ANY SUCH PERSON OR PERSONS RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.

9. LIMITATIONS OF LIABILITY: Sponsor and Promotion Parties assume no responsibility or liability for (a) any incorrect or inaccurate entry information submitted by entrant, or for any faulty or failed electronic data transmissions; (b) any unauthorized access to, or theft, destruction or alteration of entries at any point in the operation of this Sweepstakes; (c) any technical malfunction, failure, error, omission, interruption, deletion, defect, delay in operation or communications line failure, regardless of cause, with regard to any equipment, systems, networks, lines, satellites, servers, computers or providers utilized in any aspect of the operation of the Sweepstakes; (d) inaccessibility or unavailability of any network or wireless service or the Website, or combination thereof; (e) suspended or discontinued Internet or wireless service; (f) any injury or damage to entrants or to any other person's computer, mobile or desktop device or property which may be related to or resulting from any attempt to participate in the Sweepstakes or download of any materials in the Sweepstakes; (g) any suspended or discontinued Internet or wireless service or a change in the potential winner's email address which may result in the potential winner not receiving a Notification; or (h) any undelivered or unanswered emails, including without limitation, emails that are not received because of the potential winner's privacy or spam filter settings which may divert any Sweepstakes email, including any Notification, to a spam or junk folder. If, for any reason, the Sweepstakes is not capable of running as planned for reasons which may include without limitation, infection by computer virus, tampering, unauthorized intervention, fraud, technical failures, or any other causes, including but not limited to Acts of God, pandemics, epidemics, weather, fire, strike, acts of war or terrorism, government restriction, or any other condition beyond their control, which may corrupt

or affect the administration, security, fairness, integrity or proper conduct of this Sweepstakes, then Sponsor reserves the right, at its sole discretion, to cancel, terminate, modify or suspend the Sweepstakes in whole or in part. In such event, Sponsor reserves the right to award the remaining prize(s) in a manner deemed fair and equitable by Sponsor, such as by way of example and not by way of limitation, in a random drawing from among all eligible, non-suspect entries received up to the time of the impairment, and Sponsor shall not have any further liability to any entrant in connection with the Sweepstakes. Sponsor may modify and amend these Official Rules as they appear online from time to time during the Sweepstakes for clarification purposes without materially affecting the terms and conditions of the Sweepstakes. Sponsor and Administrator reserve the right, in their sole discretion, to disqualify any entrant (and all their entries) from this Sweepstakes or any other promotion conducted now or in the future by Sponsor or any of its affiliates if the entrant tampers with the entry process or if their fraud or misconduct affects the integrity of this Sweepstakes. Sponsor reserves the right to correct errors in promotional materials. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL, CONSEQUENTIAL, OR OTHER DAMAGES; AS A RESULT, THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU, AND THE FOREGOING PARAGRAPHS SHALL NOT APPLY TO A RESIDENT OF NEW JERSEY TO THE EXTENT DAMAGES TO SUCH NEW JERSEY RESIDENT ARE THE RESULT OF SPONSOR OR PROMOTION PARTIES' NEGLIGENT, FRAUDULENT OR RECKLESS ACT(S) OR INTENTIONAL MISCONDUCT.

10. RELEASE OF LIABILITY: All entrants, as a condition of participation, agree to release Sponsor and Promotion Parties and each of their respective officers, directors, employees, agents, licensors and assigns from and against any and all liability, claims or actions of any kind whatsoever for injuries, illnesses, damages or losses to persons and property, including bodily injury and death, which may be sustained in connection with accessing the Website, submitting an entry or otherwise participating in any aspect of the Sweepstakes, the receipt, ownership or use or misuse of any prize awarded, or while preparing for, participating in, and/or traveling to and from any prize-related activity or any typographical or other error in the printing of these Official Rules or the offering or announcement of any prize. Winners shall bear all risk of loss or damage to their prize after it has been delivered. Prizes are awarded "as is" with no warranty or guarantee, either expressed or implied by Sponsor. Except where prohibited by law, each winner grants to Sponsor and its designees, the right to print, publish, broadcast and use their name, voice, statement, picture or other likeness for public relations, advertising and promotional purposes as may be determined by Sponsor, in any media now known or hereafter discovered, worldwide, including the Internet without review, notification or approval, and additional compensation or consideration, unless prohibited by law.

Sponsor's use of your personal information is subject to the privacy policy located at contact.pepsico.com/pepsi/privacy-policy. Any communication between entrant, Administrator and/or Sponsor regarding this Sweepstakes (e.g., phone calls, text messages, chats, emails, etc.) may be recorded for quality assurance and training purposes. Winners' names may be included in a publicly-available winners' list.

11. WINNERS' LIST: For the names of the winners, send a self-addressed, stamped envelope by July 12, 2024 to: Pepsi x UCL Sweepstakes Winners' List, PO Box 130, c/o GSE, Dept. 24-8105-01, Glencoe, MN 55336-0130.

12. SPONSOR: Pepsi-Cola Company, 700 Anderson Hill Road, Purchase, New York 10577.

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