

# PROXIMUS+ World - GAME RULES

## Article 1 - Game Conditions

These rules set the conditions for the game organized by Proximus S.A, a public limited company, operating under the trade name Proximus, hereinafter referred to as "Proximus". These Terms and Conditions are complementary to the General Terms and Conditions relating to the use of the Proximus+ application, which are also applicable. In the event of a contradiction between the provisions of the General Terms and Conditions of Proximus+ and the provisions of these Game rules, the latter shall prevail. Participants are presumed to be familiar with the content of these rules. Participation in this game presupposes the unconditional acceptance of these rules by the participants. No disputes will be entertained in this regard. The rules are available at [proximus.be/proximusplus](https://proximus.be/proximusplus).

## Article 2 - Game Procedure and Prize Allocation

During the period from 1/1 to 30/06/2026 inclusive, users will have the opportunity to participate in the Proximus+ World game as well as two games in the Proximus+ app. Participation will allow users to collect tickets. Collecting these tickets will give participants the possibility to exchange those tickets for rewards.

### 1. Game Overview

The Proximus+ World board game is an interactive game available within the Proximus+ app. Participants roll the dice daily, land on interactive tiles, and engage in mini-games or quizzes related to Proximus+. The objective is to connect the city and earn tickets, which can be exchanged for rewards.

### 2. Earning Tickets

Participants can earn tickets by landing on activity-based tiles. On each tile it is possible to collect tickets. Each tile has a specific purpose:

- Mini-Game Tiles: Play mini-games and win up to 250 tickets.
- Lucky Tiles: Spin the wheel to get the chance to win 100, 200, 500, 1000, or 2000 tickets, or an extra dice roll for the day. Correct answers on questions related to the Proximus+ app features are required to earn the tickets or extra dice roll.
- 'Did you know?' Tiles: Learn about Proximus services and earn 150 tickets.
- Connector Tiles: Step on all 9 Connector Tiles to earn 1000 tickets.
- Start/Finish Tile: Land on or pass the Start/Finish tile to earn 500 tickets.

### 3. Using Tickets

Tickets can be used to claim various rewards. Participants can view their ticket balance and available rewards on the Profile Page by clicking the Ticket button at the top right of the board. All tickets earned during the Proximus+ World game must be exchanged for rewards by June 30, 2026. Any tickets that are not exchanged by this date will be forfeited and reset to zero. Proximus

will not be held responsible for any unused tickets or any potential loss of rewards due to the expiration of tickets.

#### 4. Rewards

Rewards are categorized into four types: Exclusive, Big, Medium, and Small. Rewards are available on a first-come, first-served basis and can only be claimed once per participant. The categories and corresponding rewards are as follows:

- **Exclusive Prizes:** 10 multi-purpose vouchers of €250 each, in exchange for 60,000 tickets. These vouchers can be used at various sellers, including but not limited to:
  - Bol
  - Zalando
  - Amazon
  - Carrefour
  - Mediamarkt
- **Big Prizes:** 150 vouchers of €100 each, in exchange for 40,000 tickets.
  - Bol: 30 vouchers
  - Zalando: 30 vouchers
  - Amazon: 30 vouchers
  - Carrefour: 30 vouchers
  - Mediamarkt: 30 vouchers
- **Medium Prizes:** 1,500 vouchers of €20 each, in exchange for 19,500 tickets.
  - Bol: 300 vouchers
  - Zalando: 300 vouchers
  - Amazon: 300 vouchers
  - Carrefour: 300 vouchers
  - Mediamarkt: 300 vouchers
- **Small Prizes:** 9,000 vouchers of €5 each, in exchange for 5,000 tickets.
  - Bol: 2,250 vouchers
  - Zalando: 2,250 vouchers
  - Amazon: 2,250 vouchers
  - Carrefour: 2,250 vouchers

Rewards can be claimed until June 30, 2026. After this date, tickets will be reset, while supplies last. Proximus reserves the right to add new rewards to the Proximus+ World game at any time. Participants will be informed of any new rewards through notifications within the Proximus+ app and other communication channels as deemed appropriate by Proximus. The conditions of the vouchers, including but not limited to their validity and usage restrictions, are determined by the issuing seller and are available on Arteel, the platform where customers can choose their vouchers. In case of a technical issue with the voucher, the customer can contact Arteel's customer service. Any disputes regarding the conditions of the vouchers must be resolved directly with the seller. Proximus disclaims any responsibility in this regard. Proximus is not responsible for the quality, safety, legality, or any other aspect of the products or services purchased using the vouchers provided as rewards. Any issues or disputes regarding the products or services purchased with the vouchers must be addressed directly with the respective seller.

## 5. Dice Rolls

Participants can roll the dice once per day by tapping the dice button in the board game. Additional dice rolls can be earned by landing on Lucky Tiles.

## 6. Mini-Games

The board is divided into four quadrants, each featuring themed mini-games:

- Metropolis: Match smart purchases for cashback with Cashback Combo.
- Transportation: Jetpack racing through the city with Jetpack Competition.
- Lifestyle: Explore local events and dodge obstacles with City Explorer.
- Energy: Slash through wasteful habits to restore power with Energy Slice.

Participants can win 250 extra tickets by reaching the target score for each game. If the target score is not reached, the game can be replayed for fun or practice.

## 7. Quarterly Quests

Two Quarterly Quests are introduced during the year. The first game runs from 2.1 until 31.03.2026 included. The second game runs from 1.4 until 30.06.2026 included. Participants can play infinitely without rolling the dice to beat their high score. Monthly leaderboards track top performers, with rewards for the top 50 participants:

- Position 1: €200 voucher.
- Positions 2-20: €15 voucher.
- Positions 21-50: 1000 extra tickets for Proximus+ World.

Each Quarterly Quest will have three monthly leaderboards. Winners will be selected at the end of each month and the leaderboard will reset on the first day of the following month. The participant who finishes in the first position for any given month will not be eligible for a prize in the subsequent months while the current Quarterly Quest is running. However, he will be eligible for prizes in other Quarterly Quests.

## 8. Spin the wheel-day

Every third Thursday of the month, from January to June 2026, a "Spin the wheel"-day is organized. On this day, each player can spin the wheel once and have a chance to win one of the following prizes:

- 1 multi-brand voucher worth €100
- 100 Bol vouchers of €5 each
- 400 extra tickets for Proximus+ World.
- 300 extra tickets for Proximus+ World.
- 200 extra tickets for Proximus+ World.
- 100 extra tickets for Proximus+ World.

The wheel is only available on this specific day, and the prize can only be won if the participant correctly answers the extra question related to the functions of the Proximus+ app. The extra tickets are automatically added to the participant's ticket balance.

## Article 3 Participation

Conditions The minimum participation age is set at 18 years. Participants must be domiciled in Belgium. Likewise, Proximus may at any time suspend or exclude a person from the game for noncompliance with one or more conditions of these rules or in case of abuse (for example, participation through a script, etc.), fraud, or participation in bad faith. The game is open to everyone, except:

- All persons involved in organizing the game.
- Family members and relatives up to the third degree of the aforementioned excluded individuals

#### **Article 4 Identification**

The participant's identity is established based on the data provided by the participant during the download of the Proximus+ app. Proximus cannot be held responsible if the identification of a participant is impossible due to incorrect or incomplete data provided by the participant. The use of false data leads to the exclusion of the participant.

#### **Article 5 Liability**

Proximus is not responsible for any potential damages, bodily harm, accidents, or deaths that may result from obtaining one of the prizes and/or participating in one of the games. Proximus cannot, under any circumstances, be held responsible for any direct, indirect, material, immaterial, or bodily damages that may result from the use of the prize. In such cases, the winner must contact the manufacturer of the prize. If the prize includes an entry ticket to a concert, movie, or event, or an amusement park, the winner will not be entitled to any form of compensation in case of cancellation. Proximus is not responsible for any potential failures of the post and/or delivery companies (delay, damage, strike, loss, or other) during the possible sending of the prizes. Proximus cannot be held responsible if the contest must be modified, suspended, or cancelled due to force majeure or circumstances beyond its control. Proximus also cannot be held responsible for any technical problems of any kind or communication problems. Participation implies acceptance of the specific characteristics of the internet, particularly regarding technical capabilities and response time during consultation, questioning, information transfer, risks of interruption, and, more specifically, risks inherent to any connection/transmission via the internet, the absence of protection for certain data against potential theft, and risks of contamination by possible viruses circulating on the internet. No complaints can be filed with Proximus regarding these restrictions.

#### **Article 6 Privacy Protection**

The personal data that participants communicate to Proximus will be stored in Proximus' databases (Boulevard du Roi Albert II, 27, 1030 Brussels). They will be used for the purposes of the game and, with the participant's agreement, for information or promotion campaigns related to the products and services of the Proximus group. The data is processed in accordance with Proximus' privacy policy, which informs participants how they can adjust their privacy settings.

#### **Article 7 Monitoring, Complaints, and Procedures**

Proximus monitors the correct progress of the game. Under no circumstances will written or oral information be provided. Any complaints regarding this game must be sent in writing, no

later than 30 calendar days after the end of the game, to the following address: Proximus, Boulevard du Roi Albert II, 27, 1030 Brussels. In case of disputes, the courts of Brussels have jurisdiction. This game is subject to Belgian law.

### **Article 8 Intellectual Property**

All intellectual property rights related to the Proximus+ World game, including but not limited to the game design, graphics, text, and software, are owned by Proximus S.A. or its licensors. Participants are granted a limited, non-exclusive, non-transferable license to use the Proximus+ app and participate in the game for personal, non-commercial purposes only. Any unauthorized use, reproduction, or distribution of the game or its content is strictly prohibited and may result in legal action.

### **Article 9 Right to modify the Game Rules**

Proximus is authorized to amend these Game Rules at any time. In such cases, Proximus shall notify participants by email or via notification in the Proximus+ app and specify the date from which the amended Game Rules will take effect. If no date is specified, the amendments shall apply as soon as participants are informed or become aware of the amendments. If participants do not accept these changes, they may terminate their participation in the Proximus+ World game and the use of the Proximus+ app immediately and free of charge.

### **Article 10 Termination and suspension**

Participants may terminate their participation in the Proximus+ World game at any time and free of charge by uninstalling the Proximus+ app or by notifying Proximus of their decision to terminate their participation. Proximus reserves the right to temporarily suspend the Proximus+ World game in order to carry out updates or for any other reason deemed necessary by Proximus. Proximus may terminate the Proximus+ World game at any time, upon simple notification by email, without notice or compensation being due to the participants.

## **11. General provision**

In the event that any provision(s) of these Game rules are held invalid or unenforceable by a court of competent jurisdiction or by any future legislative or administrative action, such a decision or action shall not negate the validity or enforceability of the other provisions of these Game rules. Such invalid or unenforceable provisions shall be replaced with provisions which accomplish - to the extent possible - the original purpose of those provisions.

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