

## **Burger King Crypto Promotion Official Rules**

**NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.**

**1. Eligibility:** Burger King Crypto Promotion (the "Promotion") is open only to legal residents of the fifty (50) United States and the District of Columbia (excluding Alaska, Hawaii, and Nevada) who are at least eighteen (18) years old in most states and at least nineteen (19) for residents of Alabama and Nebraska and who are Burger King Royal Perks members at the time of participation. Employees, officers, contractors, and representatives of Burger King Corporation, its parent Restaurant Brands International, and franchisees, (herein collectively "Burger King"), Robinhood Crypto, LLC, its parent Robinhood Markets, Inc., and its affiliates (collectively "Robinhood"), Merkle Inc., as well as the immediate family (spouse, parents, siblings, and children) and household members of each such employee are not eligible. In addition, persons similarly associated with Robinhood or a Robinhood affiliate; members of their household; and employees of any securities regulatory organization or exchange, employees of market makers, and registered representatives or any broker-dealer are not eligible to participate. The Promotion is subject to all applicable federal, state, and local laws and regulations. The Promotion is void in Alaska, Hawaii, Nevada and where prohibited. Participation in the Promotion constitutes entrant's full and unconditional agreement to these Official Rules. Sponsor's and Administrator's decisions are final and binding in all matters related to the Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein.

**2. Sponsor:** Burger King Corporation, 5707 Blue Lagoon Drive, Miami, FL 33126. **Administrator:** Merkle Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

**3. Timing:** The Promotion begins on November 1, 2021 at 10:00 a.m. Eastern Time ("ET"), ends on December 17, 2021 at 11:59 p.m. ET and consists of two (2) phases (each a "Phase"), as outlined below:

- **Prize Code Receipt Phase**
  - Start Date at 10:00 a.m. ET on November 1, 2021
  - End Date at 11:59 p.m. ET on November 21, 2021 or WHILE SUPPLIES LAST
- **Prize Claim Phase**
  - Start Date at 10:00 a.m. ET on November 1, 2021
  - End Date at 11:59 p.m. ET on November 17, 2021

The servers of Sponsor, Administrator and Robinhood are each official time-keeping devices for the Promotion.

**4. How to Participate to receive a digital "Prize Code":** You must be a Royal Perks member ("Member") to participate. Creating a Burger King Royal Perks account is free but is subject to the program [Terms and Conditions](#). You can join Royal Perks by downloading and registering on the BK<sup>®</sup> App (the "App"), or by going to BK.com and clicking "Sign up". There are two (2) ways for Members to receive a Prize Code during the Promotion Phase. At the start of the program there is a total of 2,000,220 Prize Codes available. Once all Prize Codes have been distributed, the Prize Code Receipt Phase will end, even if this is before November 21, 2021. Each entrant may receive up to 21 Prize Codes:

**a. Make a Purchase from Burger King:**

During the Promotion Phase, you must first make a minimum \$5.00 pre-tax Burger King ("BK") food and/or beverage purchase (herein "Qualified Purchase") in any one of the follow ways:

Make a Qualified Purchase on the App or at BK.com: Use your mobile device or visit BK.com to login to your Burger King Royal Perks account and make a Qualified Purchase from a participating Burger King<sup>®</sup> restaurant.

Make an In-Store Qualified Purchase: Visit a Burger King® restaurant participating in the in-restaurant Royal Perks program. Open the App and make sure you are signed into your Royal Perks Account. Select the Burger King location you are visiting and then click My Code. Place your order and provide the 6-digit code that appears on your screen to the team member before final payment. Please note that not all Burger King restaurants participate in the in-restaurant Royal Perks program. You may not be able to generate a “My Code” if the selected Burger King location does not accept these codes.

Shortly after you make a Qualifying Purchase, you will receive an email from the Sponsor (Burger King: [promos-coming@your-way.bk.com](mailto:promos-coming@your-way.bk.com)) that includes a digital Prize Code. You will need to open a Robinhood Crypto account and download the Robinhood app to claim your cryptocurrency Prize. See paragraph 5 below. Limit: One (1) Prize Code/per person/per day during the Prize Code Receipt Phase, regardless of the number of Qualified Purchases.

- b. Mail-in Prize Code Request:** During the Prize Code Receipt Phase, to participate without making a purchase you can request a prize code (“Prize Code”) by printing your name, home mailing address, valid email address associated with your Burger King Royal Perks account, and date of birth on a piece of paper and mailing it along with a self-addressed stamped envelope (a “SASE”) in an envelope with proper postage to “Burger King Crypto Promotion,” c/o Merkle Inc., P.O. Box 5022, Department 850743 Kalamazoo, MI 49003-5022. You must use the same Name and email address associated with your Royal Perks account. Requests that are photocopied, computer-generated or otherwise mechanically or digitally reproduced, or that otherwise fail to comply with these Official Rules will not be honored, acknowledged or returned, and the persons submitting such requests will not receive a Prize Code. Allow approximately two (2) weeks from the time of receipt of a qualified mail-in request to receive your Prize Code by mail. Limit: one (1) Prize Code request per SASE. Multiple requests for Prize Codes contained in a single SASE will result in the request being disqualified and discarded. All mail-in requests must be handwritten and postmarked by November 22, 2021 and received by November 29, 2021. All mail-in requests become the exclusive property of Sponsor and none will be acknowledged or returned. Proof of sending will not be deemed to be proof of receipt by Sponsor. Released Parties (as defined below) are not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due requests; all of which will be disqualified; or for any lost, late, misdirected or postage due mail sent back to entrant via the SASE. Limit: Each entrant may request up to twenty-one (21) Prize Codes during the Promotion Phase.

Once you receive your Prize Code, visit the website indicated in the instructions enclosed with the Prize Code and log into your Royal Perks account, and enter the Prize Code. The Promotional Site will reveal the Prize associated with your Prize Code(s). After the Prize is revealed you will need to claim your Prize as described in paragraph 5 below.

Limit: Each entrant may request/receive up to twenty-one (21) Prize Codes during the Prize Code Receipt Phase by any combination of methods listed in paragraphs 4.a. and 4.b. No more than 21 Prize Codes can be claimed by any entrant. Multiple entrants are not permitted to share the same email address or Royal Perks account. Any attempt by any entrant to obtain more than the stated number of Prize Codes by using multiple/different email addresses, identities, mailings, registrations, logins, or any other methods will void that entrant's request or receipt of a Prize Code and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. Sponsor is not responsible for late, incomplete, invalid, unintelligible, or misdirected registrations, which will be disqualified. In the event of a dispute as to any registration, the authorized account holder of the email address used to register 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, Internet service provider, or other organization responsible for assigning email addresses for the domain associated with the submitted address. Each potential winner may be required to show proof of being the authorized account holder.

**5. Claim Your Prize: All Entrants must claim Prize(s) through Robinhood Crypto no later than December 17, 2021 at 11:59 p.m. ET.**

To claim your Prize during the Prize Claim Phase, you must log in to your Robinhood Crypto Account\* (see instructions below for instructions to create the applicable account(s) if you don't already have one) through

the Robinhood Mobile App (***Data rates may apply. Please consult your wireless-service provider regarding its pricing plans prior to using your wireless mobile device.***) Follow the instructions to

- (a) confirm that you agree to these Official Rules, including waiver of any claims against the Released Parties (see Section 10) related to participation in the Promotion and acknowledging that no representations have been made regarding the current or future value of any prize, and
- (b) accept the [Robinhood Crypto User Agreement](#) (if you have not already).

Robinhood will then reveal the Prize associated with your Prize Code. Each Prize must be separately claimed and accepted during the Prize Claim Phase. There will be 2,000,220 Prize Codes available as of the start of the promotion. Odds of winning each Prize at the start are approximately: Bitcoin Prize: 1: 100,011 (20 available); Ethereum Prize: 1: 10,001 (200 available) and Dogecoin Prize: 1:1 (2 million available). Odds will change as prizes are distributed. Unclaimed Prizes will not be awarded.

**\*If you do not have a Robinhood Crypto Account, you will be required to open Robinhood brokerage and Robinhood Crypto accounts.**

- a. Be an Eligible Existing Robinhood Crypto, LLC Customer.

For new users, during the Prize Claim Phase, follow the links and instructions from Sponsor (Burger King) email to sign up for a Robinhood Crypto, LLC account. Please note that opening a Robinhood Crypto account requires first opening and being approved for a brokerage account with Robinhood Financial LLC and Robinhood Securities, LLC, which is subject to the [Customer Agreement](#). Each of a customer's Robinhood Crypto, Robinhood Financial, and Robinhood Securities accounts are subject to the Robinhood United States [Privacy Policy](#). You can open a Robinhood Financial brokerage account by completing and submitting the registration forms. As part of this process, you will be required to provide your Social Security Number. To become a Robinhood Crypto Customer, you must apply and be approved for a Robinhood Crypto, LLC account and accept the [Robinhood Crypto User Agreement](#).

- b. Link your bank account to your Robinhood Financial LLC account

Once you receive approval of your account (this may be immediate or may take some time), you must successfully link your bank account that supports ACH transfers to your Robinhood Financial LLC account. **This process may take up to 48 hours to complete as described here.** While Robinhood attempts to offer the ability to link a customer's account with as many financial institutions as possible, it does not support all financial institutions. Robinhood may decline requests to enroll at its discretion.

- c. Download the Robinhood Mobile App

During the Prize Claim Phase, you must log in to your Robinhood Crypto, LLC Account through the Robinhood Mobile App (Data rates may apply. Please consult your wireless-service provider regarding its pricing plans prior to using your wireless mobile device). Prize redemption is only made available on the mobile app.

**6. ALL POTENTIAL PRIZE REVEALS ARE SUBJECT TO VERIFICATION BY ROBINHOOD, WHOSE DECISIONS ARE FINAL AND BINDING. AN ENTRANT IS NOT A RECIPIENT OR WINNER OF ANY PRIZE, EVEN IF THE PROMOTION WEBSITE, APP OR SPONSOR EMAIL SHOULD SO INDICATE, UNLESS AND UNTIL ENTRANT'S ELIGIBILITY AND THE POTENTIAL PRIZE CLAIM HAVE BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE. ROBINHOOD WILL NOT ACCEPT SCREEN SHOTS OR OTHER EVIDENCE OF WINNING IN LIEU OF ITS VALIDATION PROCESS. ANY PRIZE CLAIM THAT OCCURS AFTER THE SYSTEM HAS FAILED FOR ANY REASON IS DEEMED VOID AND WILL NOT BE HONORED.**

## **7. Prizes:**

**TWENTY (20) BITCOIN PRIZES:** One (1) bitcoin. Bitcoin will be added into winner's Robinhood Crypto account once successfully claimed. Approximate Retail Value ("ARV") of this Prize fluctuates. The value

as of October 22, 2021 at approximately 4:30 p.m. ET was \$60,845. The present value of bitcoin can be viewed at any time at <https://robinhood.com/crypto/BTC>. Sponsor makes no guarantees, representations or warranties regarding the value of the Prize at the time when it is added to winner's account, or its future value.

**TWO HUNDRED (200) ETHEREUM PRIZES:** One (1) ethereum. Ethereum will be added to winner's Robinhood Crypto account once successfully claimed. ARV of this Prize fluctuates. The value as of October 22, 2021 at approximately 4:30 p.m. ET was \$3,985. The present value of ethereum can be viewed at any time at <https://robinhood.com/crypto/ETH>. Sponsor makes no representations regarding the value of the Prize at the time when it is added to winner's account or its future value.

**TWO MILLION (2,000,000) DOGECOIN PRIZES:** One (1) dogecoin. Dogecoin will be added to winner's Robinhood Crypto account once successfully claimed. ARV of this Prize fluctuates. The value as of October 22, 2021 at 4:30 p.m. ET was \$0.24. The present value of dogecoin can be viewed at any time at <https://robinhood.com/crypto/DOGE>. Sponsor makes no representations regarding the value of the Prize at the time when it is added to winner's account or its future value.

For All Prizes: Claiming, accessing and using your cryptocurrency Prize is subject to [Robinhood Crypto User Agreement](#). No cash or other substitution, assignment or transfer of any Prizes permitted, except by Sponsor, who reserves the right to substitute a Prize or Prize component with cash or another Prize of comparable or greater value. Winners are responsible for all federal, state, and local taxes and fees associated with Prize receipt and/or use, including taxes due upon disposition or other taxable event related to their Prize. Winners of Bitcoin and Ethereum will receive an IRS Form 1099 reflecting the value of the Prize when it was claimed and added to their account. TOTAL ESTIMATED ARV OF ALL PRIZES (based on the prize values as of October 22, 2021): \$2,493,900. Limit: up to twenty-one (21) Prizes per person. Prizes will be fulfilled immediately when claimed and validated.

**8. Publicity:** Except where prohibited, participation in the Promotion constitutes winner's consent to Sponsor's use of winner's name, likeness, photograph, voice, opinions, biographical information, hometown, and state for promotional purposes in any media without further payment or consideration.

**9. General Conditions:** Sponsor reserves the right to cancel or modify the Promotion if fraud, technical failures, human error or any other factor impairs the integrity of the Promotion, as determined by Sponsor in its sole discretion. In such event, Sponsor reserves the right to award the prizes at random from among the eligible entries received up to the time of the impairment. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the participation 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 a dishonest, unsportsmanlike or disruptive manner. Any attempt by any person to deliberately damage any website or undermine the legitimate operation of the Promotion is a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

**10. Release:** By receipt of any prize, winner agrees to release and hold harmless Sponsor, Administrator, Robinhood, and any promotional partners, each of their parent, subsidiary, affiliate, franchisees, and related companies, and each of its and their respective officers, directors, employees, and agents (collectively the "Released Parties") from and against any losses, damages, rights, claim, or cause of action of any kind arising, in whole or in part, directly or indirectly, out of participation in the Promotion or resulting directly or indirectly, from acceptance, possession, use, or misuse of any prize awarded in connection with the Promotion, including without limitation personal injury, death, and/or property damage, as well as claims based on publicity rights, defamation, and/or invasion of privacy.

**11. Limitations of Liability:** The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Promotion, in the event of a conflict between any advertising materials published in connection with this Promotion, the terms of these Official Rules shall prevail; (2) technical failures of any kind, including, but not limited to app, website, restaurant point of sale or other platform malfunctions, interruptions, or disconnections in phone lines, or network hardware, or software; (3) unauthorized human intervention in any part of the participation or prize claim process for the Promotion;

(4) technical or human error which may occur in the administration of the Promotion or the processing of entries or prize claims; or (5) any 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, or use of any prize or while traveling to or from any Promotion-related activity. If for any reason an entrant's method of obtaining a Prize Code is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is receipt of another Prize Code from the Promotion, if it is possible. 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 in these Official Rules 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.

**12. Disputes:** Entrant agrees that: (i) 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; (ii) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with participating in this Promotion but in no event attorneys' fees; and (iii) under no circumstances will entrant be permitted to obtain awards for and entrant hereby waives all rights to claim punitive, incidental, and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. **SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU.** 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.

**13. Entrant's Personal Information:** Information collected from entrants is subject to the Sponsor's [Privacy Policy](#) and Robinhood's [Privacy Policy](#) (applicable for entrants who claim a prize through Robinhood).

**14. Winner List:** For a winner list, visit <https://bit.ly/3vGplDA>. The winner list will be posted after winner confirmation is complete.

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