

Conditions of Participation in the DMEXCO COMMERCE QUEST Sweepstakes Organized by Koelnmesse GmbH

1. Subject

The organizer and contracting partner is Koelnmesse GmbH - hereinafter referred to as the Organizer or Koelnmesse.

These Conditions of Participation govern entry into the DMEXCO COMMERCE QUEST sweepstakes, held in relation to DMEXCO, a trade fair event organized by Koelnmesse GmbH, Messeplatz 1, 50679 Cologne, Germany.

2. Eligibility to participate

Participation is open to individuals who are at least 18 years of age and have the legal capacity to enter into binding agreements.

Employees of Koelnmesse, as well as employees of cooperation partners engaged in creating and/or administering the sweepstakes (whether currently or in the past), and their respective family members, are excluded from participation.

Persons who are not eligible to participate shall not be entitled to a prize, even if they have been selected as winners. The sweepstakes may only be entered by participants on their own behalf. By entering the sweepstakes, participants accept these Conditions of Participation.

3. Entry period

The sweepstakes begins on August 12, 2026, at 10:00 a.m. CEST and ends on August 31, 2026, at 12:00 noon CEST. Participation is only possible within the entry period. Entries submitted after the entry deadline shall not be accepted.

4. How to enter

Participation requires finding the DMEXCO solution phrase. The phrase is made up of three individual words hidden in a social media post (on LinkedIn and Instagram) and in two DMEXCO stories. In addition, participants must complete the sweepstakes entry form in full.

5. Prizes

The following prizes will be awarded by selecting winners at random from among all eligible participants who have fully satisfied the entry requirements:

- 3 × 2 VIP tickets to DMEXCO 2026 in Cologne on September 23 and 24, 2026
- 3 × 2 tickets to the OmClub at Cologne's Bootshaus venue on September 23, 2026
- 3 × 1 catering card, each to the value of €100, redeemable at DMEXCO 2026, to be collected from Koelnmesse's Service Center North

6. Selection of the winners

Three winners will be selected at random by Koelnmesse employees.

The prizes may not be paid out in cash, changed, exchanged, or transferred. All decisions of the Organizer are final and binding.

7. Prize notification

Winners of the sweepstakes will be notified by e-mail no later than September 1, 2026, following the selection of the winners. To receive their prize, winners must respond to this prize notification no later than 2:00 p.m. (CEST) on September 3, 2026.

If a winner fails to respond to the prize notification within this time, the prize shall be forfeited. Winners may decline the prize. In the event that a winner declines a prize or fails to respond, Koelnmesse may select a new winner at short notice. Winners shall have no right to a change of or supplement to the respective prize. If the contact information provided is incorrect (e.g., an incomplete e-mail address), the Organizer shall not be obligated to determine the correct contact details. Any disadvantages resulting from the provision of incorrect contact details shall be borne by the participants.

8. Disclaimer

The Organizer advises that the availability and correct functioning of the sweepstakes cannot be guaranteed. The sweepstakes may be terminated or withdrawn as a consequence of external circumstances or other compelling reasons without this giving rise to any claims by the participants against the Organizer. No warranty or claims for damages of any kind shall apply in the event of technical failure or any other operational disruptions. In particular, maintenance, security, safety, or capacity issues, as well as incidents outside the Organizer's control (disruptions to public communications networks, power failures, etc.), may lead to short-term disruptions or to the temporary suspension of services. The Organizer makes no guarantee that the websites of the social media platforms will be available at all times and accessible by the participants, or that they will be free from technical defects or content errors.

The Organizer makes every effort to provide correct information but assumes no liability for and makes no guarantee of the information provided being up to date, accurate, and complete.

The Organizer shall not be liable for incorrect information generated or communicated by participants and/or third parties, including cooperation partners. In particular, the

Organizer makes no guarantee that e-mails or data entries will correspond to the technical requirements stipulated in these Conditions of Participation or specified for the website and, as a consequence, that they will be accepted and/or processed by the system.

9. Liability

The following exclusions and limitations of liability under this Clause 9 shall apply to the Organizer's liability for damages, without prejudice to other statutory requirements for such claims.

The Organizer shall be liable without limitation insofar as the damage or loss was caused intentionally or as a result of gross negligence.

The Organizer shall further be liable for cases of slight negligence resulting in a breach of material obligations, where such a breach jeopardizes the achievement of the purpose of the contract, or for the breach of obligations whose fulfillment is essential to the proper execution of the sweepstakes and on whose observance the participants may reasonably rely. In such cases, however, the Organizer's liability shall be limited to foreseeable loss or damage typical for this type of contract. The Organizer shall not be liable for any breaches of obligations due to slight negligence other than those set out in the preceding sentences.

The foregoing limitations of liability shall not apply to injury to life, limb, or health; to defects arising after the assumption of guarantees as to the characteristics of a product; or to the fraudulent concealment of defects. Liability under the German Product Liability Act (Produkthaftungsgesetz) shall remain unaffected.

Any exclusions or limitations of the Organizer's liability shall also apply, to the same extent, to the personal liability of its employees, representatives, and vicarious agents.

10. Early termination of the sweepstakes

Koelnmesse reserves the right to cancel or terminate the sweepstakes due to unforeseen circumstances, without prior notice. This shall apply in particular in the event that software and/or hardware errors occur and/or other technical and/or legal reasons affect or render impossible the regular and proper execution of the sweepstakes.

11. Instagram/LinkedIn disclaimer

Participants may not assert any claims against LinkedIn or Instagram arising in connection with their participation in or use of the sweepstakes.

The sweepstakes is in no way sponsored, endorsed, or administered by, or associated with, LinkedIn or Instagram.

12. Applicable law

The sweepstakes shall be governed exclusively by the laws of the Federal Republic of Germany.

Last updated: July 2026