WALMART ELCLÁSICO FAN VIDEO CONTEST
OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

CONTEST PERIOD: The Walmart ELCLÁSICO Fan Video Contest (the "Contest") begins on or about September 13, 2026 at Noon Central Time ("CT") and ends on September 27, 2026 at approximately 11:59:59 CT ("Contest Period"). Sponsor's computer is the official timekeeping device.

CONTEST ENTITIES: The Contest is sponsored by Walmart Inc. (hereafter "Sponsor"). Sponsor, along with Momentum-NA, Inc., Twelve Thirty ("Administrator") and each of their respective parents, subsidiaries, affiliates, authorized agents, retailers, sales representatives, distributors, suppliers, advertising agencies, and promotion agencies as well as LALIGA North America, LLC ("LALIGA") will be referred to as the "Contest Entities".

ELIGIBILITY: The Contest is open only to legal residents of the 50 United States and the District of Columbia who are at least 18 years of age or the age of majority in their state of residence, whichever is older, at the time of entry. Employees, officers, directors, and representatives of Contest Entities, and those individuals' immediate family members and household members, are not eligible. Void where prohibited by law.

HOW TO ENTER: Create a video of 30 seconds or less that demonstrates why you or someone in your community is America's #1 fútbol fan to win a trip to ELCLÁSICO. (the "Video"). We want to see the unmatched passion, the unbreakable loyalty & the support only a true fan can give. Once you have created the Video, visit WalmartElClasicoFan.com (the "Website") during the Contest Period and:

1. Upload the Video;
2. Complete all required entry information (the Video and required entry information will be collectively referred to as the "Entry"); and
3. Submit the Entry.

If you are nominating yourself, you will be deemed the "Entrant." If you are nominating someone else, you will be deemed the "Nominator," and the person you nominate will be the "Nominee." For nomination Entries, both the Nominator and Nominee must satisfy the eligibility requirements of these Official Rules, the Nominator must have the Nominee's permission to submit the Video, and limit one Nominee per Entry. If you nominate someone, you may not show the Nominee in the Video—you should discuss the Nominee but not display that individual's likeness. Limit one Entry per person and per email address during the Contest Period, regardless of whether entering oneself or nominating another individual. Limit one Entry per person and per email address. Entries in excess of this limit will be disqualified if discovered by Sponsor. A Nominee may be nominated by more than one Nominator. Incomplete Entries will be disqualified. No mechanically reproduced Entries of any kind permitted. Illegible and incomplete Entries are void. Sponsor is not responsible for lost, late, or misdirected Entries or Entries not received for any reason. If there is a dispute over who submitted an Entry, the Entry will be deemed to have been submitted by the authorized account holder of the email account identified on the Entry form. The authorized account holder of an email account is deemed to be the natural person who is assigned to an email address by an Internet access provider, service provider, or online organization responsible for assigning email addresses for the domain associated with the submitted email address.

VIDEO REQUIREMENTS
Each Video must:

- Be **30 seconds or less;**
- Be submitted in **MOV, MP4, or WebM format**;
- Not exceed the **maximum file size (100** MB);
- Be submitted by the person who created the Video;
- Be the Entrant/Nominator's original work;
- Be created specifically for this Contest;
- Be appropriate for a general audience;
- Respond meaningfully to the Contest call to action; and
- Comply with all applicable laws and these Official Rules.

Videos must not:

- Include obscene, pornographic, excessively violent, defamatory, threatening, discriminatory, hateful, or otherwise objectionable content;
- Depict dangerous, illegal, reckless, or unsafe conduct;
- Show any individual other than the Entrant/Nominator;
- Encourage illegal activity or unsafe behavior;
- Defame any third party or invade any third party's right of privacy or publicity;
- Include nudity or sexually explicit content;
- Include political campaigning or advocacy;
- Include disparaging or defamatory statements concerning Walmart or any other person or company;
- Include false, misleading, or unsubstantiated claims about Walmart, its products or services, or any other company, product, or service;
- Include personal information of another person without that person's permission;
- Include minors;
- Include music, sound recordings, photographs, video clips, artwork, graphics, or locations
- Include third-party trademarks, logos, copyrighted works, or other protected material except as expressly permitted below; or
- Otherwise violate the rights of any third party.

Sponsor reserves the right to disqualify any Entry if the Video does not comply with these requirements.

PROHIBITION ON ARTIFICIAL INTELLIGENCE: Entries must be created entirely by the Entrant/Nominator(s) and may not use artificial intelligence ("AI") or generative AI tools in the creation, production, editing, or enhancement of the submitted Video. This includes, but is not limited to, AI-generated or AI-assisted video, images, audio, music, voiceovers, scripts, dialogue, visual effects, animations, or other content. Entries that contain AI-generated or AI-assisted material may be disqualified at the discretion of the Sponsor. The Sponsor and administrators reserve the right to request information or documentation regarding the creation and production of any submitted Entry to verify compliance with these Official Rules.

PEOPLE APPEARING IN ENTRIES: Any person appearing in an Entry other than the Entrant/Nominator must have provided permission for their name, image, likeness, and/or voice to be recorded and used in connection with the Contest and must be 18 years or age or age of majority in their state of residence, whichever is older.

GRANT OF RIGHTS: By entering, each Entrant/Nominator grants Sponsor and its designees a worldwide, royalty-free, perpetual, irrevocable, non-exclusive license to reproduce, edit, modify, adapt, publish, display, distribute, transmit, perform, and otherwise use the submitted Entry, in whole or in part, together with the Entrant/Nominator's name, likeness, voice, and biographical information, for advertising, promotional, publicity, marketing, and other commercial purposes in any media now known or later developed, without additional compensation, except where prohibited by law. Sponsor may crop, edit, modify, combine, subtitle, shorten, or otherwise adapt an Entry. Submission of an Entry does not obligate Sponsor to use or publish the Entry.

REPRESENTATIONS AND WARRANTIES

By submitting an Entry, each Entrant/Nominator represents and warrants that:

- The Entry is the Entrant/Nominator's original work;
- The Entrant/Nominator owns or has obtained all rights necessary to submit and license the Entry;
- The Entry does not infringe any third-party copyright, trademark, patent, trade secret, right of publicity, right of privacy, or other right;
- No individual other than Entrant/Nominator is visible in the Video;
- The Entrant/Nominator has obtained all necessary rights and permissions for any third-party content;
- The Nominator has obtained all necessary rights and permissions to present the Nominee for consideration in the Entry;
- The distribution, reproduction, display and any other uses of any part of the Video by Sponsor as permitted herein will not infringe any third-party rights;
- The Video was created without the use of prohibited AI tools;
- The Entry complies with these Official Rules and all applicable laws; and
- The Entrant/Nominator has not knowingly included false or misleading information in the Entry.

Each Entrant/Nominator further agrees to indemnify and hold the Contest Parties harmless from and against all claims, demands, damages, costs, liabilities and causes of action of whatsoever nature that are based upon or arise out of any breach by such Entrant/Nominator of such warranties or representations made by contestant or of these Official Rules.

JUDGING: All eligible Entries will be judged by a panel of qualified judges selected by Sponsor. Judges' decisions are final.

Entries will be judged according to the following criteria:

- Ability to demonstrate a compelling case for why nominee deserves a trip to Barcelona for ELCLÁSICO (provides meaningful examples of their dedication or fandom, a personal story) – 40 points
- Originality & Creativity (engaging storytelling, memorable submission) – 20 points
- Authenticity (submission feels genuine & sincere) – 20 points
- Adherence to entry requirements (video requirements, submission platform, completeness) – 20 points

The two eligible Entries receiving the highest overall scores will be selected as the potential grand prize winners. The next three highest scoring Entries will be selected as the potential runner-up prize winners. If there is a tie for the last winning position in a particular prize category, the tied Entries will be re-

judged based first on ability to demonstrate a compelling case, followed by originality and creativity. If a tie remains, the judges will determine the winner based on the remaining criteria. **J**udging decisions are final and binding.

WINNER NOTIFICATION: Sponsor will attempt to notify the potential winning Entrants or the Nominators of potential winning Nominees using the Entrant/Nominator's contact information provided in the Entry. If the winner is a Nominee, the Nominator will be required to provide Sponsor's contact information to the Nominee. The potential winning Nominee will be required to contact Sponsor directly to request the Affidavit of Eligibility, Liability/Publicity Release. The potential winner may be required to execute and return an Affidavit of Eligibility, Liability/Publicity Release (TN residents need not sign Publicity Release), a Video Release and other documentation within the period specified by Sponsor. If a potential winning Entrant/Nominator cannot be contacted; or if a potential winning Entrant/Nominee fails to respond within the specified period, is determined to be ineligible, or fails to execute required documentation by the required deadline; or if grand prize winner is unwilling or unable to travel on the dates specified herein; or if an Entrant, Nominator, or Nominee otherwise does not comply with these Official Rules, the prize may be forfeited and awarded to an alternate winner based on the judging criteria set forth herein.

PRIZES: There are two grand prizes and three runner-up prizes.

Each grand prize is a trip for two to Barcelona Spain from October 23-26, 2026, to attend ELCLÁSICO on October 25, 2026 (the "Match"). Each grand prize consists of the following:

- Round-trip economy-class airfare for winner and one travel companion from a major commercial airport nearest the winner's residence to Barcelona, Spain;
- Three nights' hotel accommodations (standard room, double occupancy);
- Welcome dinner (location TBD) on October 23, 2026;
- Lunch (location TBD) on October 24 and 25, 2026;
- Spotify Camp Nou Tour on October 24, 2026;
- Two tickets to the Match as well as pre-Match experience;
- Ground transportation; and
- $2,400 spending money.

The approximate retail value ("ARV") of each grand prize is $17,400.

Each runner-up prize consists of the following:

- $200 Walmart gift card (gift card subject to terms and conditions thereon)
- Official autographed LALIGA match ball (player autographing the ball in the sole discretion of Sponsor)
- Official Real Madrid or Barcelona jersey (winners can choose)

The ARV of each runner-up prize is $600.

The total ARV of all prizes is $36,600.

CONDITIONS APPLICABLE TO GRAND PRIZES: The final itinerary, travel dates, accommodations, event tickets, and other prize components are subject to availability and will be determined by Sponsor. Travel must take place on dates specified by Sponsor. If the winner or travel companion is unable or unwilling to travel during the specified dates, the prize may be forfeited. Winner and guests must travel on the same itinerary. Winner and travel companion are responsible for obtaining all required travel documentation, including valid passports and any required visas or other documentation. Travel companion must be at least 18 years old or accompanied by their parent/legal guardian at all times.

Travel companions (and parent or legal guardian of travel companion who is a minor) will be required to sign and return a Liability and Publicity Release prior to accompanying grand prize winner on trip. Seat location at the Match is in the sole discretion of Sponsor. Actual value may vary based on air transportation fluctuations and distance between departure and destination. If actual value is less than the stated ARV, the difference in prize value will not be awarded. Winner may be required to present a major credit card at hotel check-in for incidentals. All expenses and costs not expressly listed above, including, but not limited to, taxes, tips, meals, entertainment, transfers, and transportation.

CONDITIONS APPLICABLE TO ALL PRIZES: If a Nominee wins a prize, the prize will be awarded only to the Nominee, and the Nominator who nominated the winning Nominee will not receive any prize. All federal, state, and local taxes associated with acceptance or use of the prize are the sole responsibility of the winner. No substitution, transfer, or cash redemption is permitted, except that Sponsor reserves the right to substitute a prize or prize component with one of comparable or greater value if the advertised prize becomes unavailable. Each prize consists of only those items specifically listed as part of the prize. All properly claimed prizes will be awarded provided a sufficient number of eligible Entries are received, but under no circumstances will more than the advertised number of prizes be awarded. Prizes are awarded "AS IS."

PUBLICITY: Except where prohibited by law, acceptance of the prize constitutes permission for Sponsor and its designees to use the winner's name, city and state of residence, likeness, voice, statements, and biographical information for advertising, promotional, and publicity purposes relating to the Contest and Sponsor without additional compensation.

RELEASE AND LIMITATION OF LIABILITY: By participating, Entrant/Nominators agree to release and hold harmless the Contest Entities from claims, liabilities, losses, damages, costs, and expenses arising out of or relating to participation in the Contest, submission or use of an Entry, acceptance or use of a prize, or violation of these Official Rules.

GENERAL CONDITIONS: Sponsor reserves the right to disqualify any Entrant, Nominator, or Nominee who Sponsor determines has violated these Official Rules, interfered with the operation of the Contest, provided fraudulent or deceptive information, or engaged in conduct intended to disrupt or undermine the legitimate operation of the Contest. If a dispute arises regarding compliance with these Official Rules, Sponsor may consider, in its sole discretion, data reasonably available to Sponsor through information technology systems in Sponsor's control, but Sponsor will not be obligated to consider any data or other information collected from any other source. Any failure by Sponsor to enforce any of these Official Rules will not constitute a waiver of such Official Rules. If there is a conflict between any term of the Official Rules and any marketing or entry materials used in connection with the Contest, the terms of these Official Rules will govern.

Sponsor reserves the right to cancel, suspend, or modify the Contest if fraud, technical failures, unauthorized intervention, or any other factor beyond Sponsor's reasonable control compromises the integrity or proper functioning of the Contest. If Sponsor does so, Sponsor will post notice on the Website and will choose winners, provided it is able to do so, by applying the criteria set forth above to eligible, non-suspect Entries received prior to the termination.

Contest Entities are not responsible for any typographical or other error in the printing, the offering, or the announcement of any prize or in the administration of the Contest, whether caused by phone, computer, technical, or human error. Contest Entities are not responsible for late, lost, damaged,

incomplete, illegible, faulty, or incorrect transmissions, incorrect announcements of any kind, technical hardware or software failures of any kind, any damage to any person's device related to or resulting from participating in the Contest, lost or unavailable network connections, or failed, incomplete, garbled, or delayed phone or computer transmission that may limit a user's ability to participate in the Contest whether caused by phone, computer, technical, or human error. Sponsor also reserves the right, in its sole discretion, to modify these Official Rules for clarification purposes without materially affecting the terms and conditions of the Contest.

PERSONAL INFORMATION: Any personal information supplied by you to the Contest Entities will be subject to Sponsor's privacy policy posted at https://corporate.walmart.com/privacy-security/walmart-privacy-policy.

LIMITATION OF REMEDIES, VENUE, GOVERNING LAW: By participating in the Contest, participants agree that: (a) all disputes, claims and causes of action arising out of or connected with the Contest, or any prizes awarded, will be resolved individually, without resort to any form of class action; (b) all claims, judgments, and awards will be limited to actual out-of-pocket costs incurred, including costs associated with participating in the Contest but in no event attorney's fees; and (c) under no circumstances will any participant be permitted to obtain any award for, and participant hereby waives all rights to, claim punitive, incidental or consequential damages and all rights to have damages multiplied or otherwise increased and any other damages, other than for actual out-of-pocket expenses. Some states do not allow the limitation or exclusion of liability for incidental or consequential damages, so the above limitations or exclusions may not apply to you in whole or in part.

This Contest will be governed by the laws of the State of Texas without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other state's laws. By participating in the Contest, participant hereby submits to the jurisdiction and venue of the federal and state courts of Collin County, Texas, United States and waives the right to have disputes arising out of the subject matter hereof adjudicated in any other forum.

SEVERABILITY: If any provision of these Official Rules is held to be invalid or unenforceable, all remaining provisions hereof will remain in full force and effect.

WINNERS LIST: The winners list will be posted after winner confirmation is complete following the conclusion of the Contest Period, and available for 60 days thereafter. For a list of prize winners, visit https://winners.twelvethirty.promo/walmartelclasico.

SPONSOR: Walmart Inc., 702 SW 8th Street, Bentonville, AR 72716.