

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING. BY ENTERING, YOU AGREE TO THESE OFFICIAL RULES, WHICH ARE A CONTRACT, SO READ THEM CAREFULLY BEFORE ENTERING. WITHOUT LIMITATION, THIS CONTRACT INCLUDES INDEMNITIES TO THE SPONSOR (DEFINED BELOW) FROM YOU AND A LIMITATION OF YOUR RIGHTS AND REMEDIES.

1. Contest Timing: UNIQLO's #StyleHintChallengeEU Contest (the "Contest") begins on Friday, October 12, 2020, and ends on Monday, November 30th, 2020, when all entries must be received. (the "Contest Period").
2. Eligibility: The Contest is open only to legal residents of the United Kingdom, who are of legal age as of the date of entry. Participation constitutes entrant's full and unconditional agreement to these Official Rules ("Rules") and Sponsor's decisions, which are final and binding in all matters related to the Contest. Winning a Prize is contingent upon fulfilling all requirements set forth herein.
3. How to Enter the Contest: There is NO PURCHASE NECESSARY to participate in the Contest. A purchase does not increase your prize or chances of winning. To enter, you must 1) Download and sign up for the StyleHint app (Include your email address in the submission form (this will not be published on the site) so that we can contact you in the case you win.) 2) Post a full-body photo in the StyleHint app 3) The entry post with the highest engagement (likes and comments) within the StyleHint app wins the stated prize 4) All entries must be received during the Contest Period to be eligible. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different email addresses, identities, or any other methods will void such entries and that entrant may be disqualified. The potential winner may be required to show proof that he or she is the authorised account holder. As a condition of entering the Contest, each entrant gives consent for Sponsor to obtain and deliver his or her name, address and other information to third parties for the purpose of administering this Contest and complying with applicable laws, regulations and rules. All entries must be received by Sponsor during the Contest Period or they will be void.
4. Winner Selection and Notification: There will be ten (10) winners chosen by an in-house selection panel who counts the number of likes and comments on the winning posts. The winners will be selected by **Friday, December 11th, 2020**. Any potential winner will be notified by email address. If a potential winner: (i) cannot be contacted; (ii) does not respond within five (5) days from the date the Sponsor first tries to notify him/her; and/or (iii) the prize or prize notification is returned as undeliverable, such potential winner forfeits all rights to win the Sweepstakes or receive the prize, and an alternate potential winner may be selected. Upon contacting a potential winner and determining that he/she has met all eligibility requirements of the sweepstakes, such individual will be declared the "winner" of the sweepstakes.
5. Prizes and Approximate Retail Value ("ARV"): The winning participant will be eligible for a **£200 voucher to spend online at UNIQLO.com**. Limit one Prize per person/household. Prizes are subject to the following restrictions: Winners are responsible for all local taxes and all other costs and expenses associated with Prize not specified herein as being awarded. No transfer, substitution or cash equivalent permitted by the winner. A winner is responsible for paying any costs and expenses not specified above. Sponsor reserves the right to substitute a Prize (or component thereof) with another prize (or component thereof) of equal or greater value if the

Prize is not available for any reason, as determined by Sponsor in its sole discretion. By entering this Contest and accepting the Prize, the Winner agrees to maintain his/her behavior in accordance with all applicable laws and generally accepted social practices in connection with participation in any Contest or prize-related activity. The Winner understands and agrees that Sponsor or Prize providers have the right, in their sole discretion, to disqualify and remove the Winner from any activity at any time if the Winner's behavior at any point is uncooperative, disruptive, or may or does cause damage to person, property, or the reputation of Sponsor or otherwise violates the policies of the Prize providers, and in such a case, the Winner will still be solely responsible for all taxes and other expenses related to the Prize. All Prize details are at Sponsor's discretion.

6. **Limitations on Liability:** By participating in the Contest, the entrant agrees that Sponsor, its respective parents, subsidiaries, affiliated companies, agents, retailers, advertising and Sweepstakes agencies, and all of their respective shareholders, officers, directors, employees and assigns, members, representatives and agents, will have no liability whatsoever for, and will be held harmless by entrant for any liability for any bodily injury, loss, cost or damages of any kind to persons, including death and property, damages sustained due in whole or in part, directly or indirectly, from entry creation, the acceptance, possession, use or misuse of the prize or parts thereof, if applicable, participation in the Contest or participation in any Contest-related activity, or any technical errors, printing errors, and any errors in the administration of the promotion. BY ENTERING THE CONTEST, YOU HEREBY REPRESENT AND WARRANT THAT YOU HAVE READ THESE OFFICIAL RULES AND ARE FULLY FAMILIAR WITH ITS CONTENTS. BY ENTERING THE CONTEST, YOU AGREE THAT: (1) ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THE CAMPAIGN OR CONTEST, OR ANY PRIZE AWARDED, WILL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION, BY ENGLISH COURTS AND THE RIGHTS AND OBLIGATIONS OF PARTICIPANTS AND SPONSOR IN CONNECTION WITH THE CONTEST WILL BE CONSTRUED IN ACCORDANCE WITH THE LAW OF ENGLAND AND WALES, WITHOUT GIVING EFFECT TO ANY CHOICE OF LAW OR CONFLICT OF LAW RULES OR PROVISIONS; (2) ANY AND ALL CLAIMS, JUDGMENTS AND AWARDS WILL BE LIMITED TO ACTUAL THIRD-PARTY, OUT-OF-POCKET COSTS INCURRED, (IF ANY), NOT TO EXCEED £100, BUT IN NO EVENT WILL ATTORNEYS' FEES BE AWARDED OR RECOVERABLE; (3) UNDER NO CIRCUMSTANCES WILL ANY PARTICIPANT BE PERMITTED TO OBTAIN ANY AWARD FOR, AND PARTICIPANT HEREBY KNOWINGLY AND EXPRESSLY WAIVES ALL RIGHTS TO SEEK, PUNITIVE, INCIDENTAL, CONSEQUENTIAL OR SPECIAL DAMAGES, LOST PROFITS AND/OR ANY OTHER DAMAGES, OTHER THAN ACTUAL OUT-OF-POCKET EXPENSES NOT TO EXCEED £100, AND/OR ANY RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED; AND (4) PARTICIPANT'S REMEDIES ARE LIMITED TO A CLAIM FOR MONEY DAMAGES (IF ANY) AND PARTICIPANT IRREVOCABLY WAIVES ANY RIGHT TO SEEK INJUNCTIVE OR EQUITABLE RELIEF. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU.
7. **General Rules:** By participating in the Contest, entrants agree to be bound by these Official Rules, UNIQLO's Terms of Use at <https://www.uniqlo.com/uk/en/company/terms.html>, and the decisions of the Sponsor. Winners may be required to execute and return documents necessary to transfer any copyright of the entry, and where legal, a Publicity Release, within 10 days of first notification attempt or the prize will be forfeited and an alternate winner selected. Return of any Prize/prize notification will result in disqualification and an alternate will be selected. Acceptance of Prize constitutes permission for the Sponsor and its

agencies to use winners' name and/or likeness, biographical information, and/or entry form for purposes of advertising and trade and on the winner's list without further compensation, unless prohibited by law. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Contest materials and the terms and conditions of the Official Rules, the Official Rules shall prevail, govern and control. Entries become the property of the Sponsor. The Sponsor and its affiliates and agencies are not responsible for any typographical or other errors in the offer, any technical, hardware, software or telephone malfunctions of any kind, lost or unavailable network connections, or failed, incorrect, incomplete, inaccurate, garbled or delayed electronic communications caused by the user or by any of the equipment or programming associated with or utilised in the Contest or by any human error which may occur in the processing of the entries in the Contest or for any liability for damage to any computer system resulting from or related to participation in or accessing or downloading information in connection with the Contest. The Sponsor reserves the right at its sole discretion to disqualify any individual that tampers or attempts to tamper with the entry process or the operation or administration of the Contest; violates the Official Rules; or acts in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. Any attempt by any person to deliberately undermine the legitimate operation of the Contest may be 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. Headings are solely for convenience of reference and will not be deemed to affect in any manner the meaning or intent of the documents or any provision hereof. If, for any reason, the Contest is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorised intervention, fraud, technical failures, or any other causes which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Contest, then the Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Contest and select the applicable winners in a random drawing from among all eligible entries received prior to cancellation.

8. Privacy Policy: Entrants' personal details may be used by the Sponsor in accordance with its Privacy Policy at https://www.uniqlo.com/uk/en/company/privacy_policy.html. By entering the Contest, you consent to use of such information in accordance with such policy.

SPONSOR: UNIQLO EUROPE LIMITED, 6TH FLOOR, 1 KINGSWAY, LONDON, UNITED KINGDOM WC2B 6AN