

COMPETITION RULES

Biscoff x Tomorrowland Thailand 2026

Section 1: General Information

- 1.1. This competition ("**Competition**") is organised by Lotus Bakeries Corporate NV (hereinafter referred to as the "**Promoter**" or "**Lotus**"), with its registered office at Gentstraat 1, 9971 Kaprijke (Belgium) and registered in the Crossroads Bank for Enterprises (CBE) under number 0881.664.870.
- 1.2. Participation in the Competition is deemed acceptance of these competition rules ("**Competition Rules**"). Information on how to enter and the Prizes (defined below) form part of these Competition Rules.
- 1.3. Individuals can participate in the Competition by accessing the online competition page ("**Competition Page**") during the Competition Period (defined below) via:
 - 1) Scanning the QR code on Biscoff product packaging;
 - 2) Following the link available on in-store materials in selected Australian supermarkets; and
 - 3) Following the link available via online channels of selected Australian supermarkets (including their webstores).

The Competition Page remains accessible for duration of the Competition Period via the following link <https://tml.biscoff.com/>.

- 1.4. The Competition Rules are available on the Competition Page for the entire duration of the Competition and can be accessed via the following hyperlink: <https://tml.biscoff.com/contest-rules/au-en.pdf>

Section 2: Competition Period

- 2.1. Entries into the Competition open at 12:01am AEDT on 21 October 2026 and end at 11:59 pm AEDT on 18 November 2026 ("**Competition Period**").

Section 3: Conditions for Participants

- 3.1. The Competition is open to Australian residents aged 20 years or over ("**Participant(s)**").
- 3.2. Under no circumstances may the Participant enter under different pseudonyms and/or different addresses and/or on behalf of other participants and/or by any other means that would enable him/her to fraudulently multiply his/her entries.
- 3.3. The following persons are excluded from participation:
 - Persons who do not meet the above requirements, as set out in Section 3.1 of the Competition Rules;

- The staff of the Promoter, agencies and any partner companies that have directly or indirectly contributed to the organisation and promotion of the Competition, such as Tomorrowland (CBE: 0671.914.54 – with registered office at Kattendijkdok – Westkaai 12, 2000 Antwerp) (as well as their immediate families). Immediate family means any of the following: spouse, ex-spouse, de-facto spouse, child or step-child (whether natural or by adoption), parent, step-parent, grandparent, step-grandparent, uncle, aunt, niece, nephew, brother, sister, step-brother, step-sister or 1st cousin.

Section 4: Conditions of Participation

- 4.1. It is not possible to participate in the Competition in any way other than in accordance with the conditions set out in the Competition Rules.
- 4.2. The Promoter shall ensure, by all means, that the equal opportunities of all Participants are respected. The Promoter reserves the right to request clarification or to cancel registrations that appear to abuse the rules set out in the Competition Rules.
- 4.3. The Promoter reserves the right, at any time, to verify the validity of entries and Participants (including a Participant's identity, age, place of residence, contact details and eligibility, including verification that the mobile phone number provided is registered in Australia). False or incorrect information will automatically result in exclusion from participation. The Promoter reserves the right, in its sole discretion, to disqualify any Participant who the Promoter has reason to believe has breached any of these Competition Rules, tampered with the entry process or engaged in any unlawful or other improper misconduct calculated to jeopardise fair and proper conduct of the Competition. Errors and omissions may be accepted at the Promoter's discretion. Failure by the Promoter to enforce any of its rights at any stage does not constitute a waiver of those rights. The Promoter's legal rights to recover damages or other compensation from such an offender are reserved.

Section 5: Conduct of The Competition

5.1 To participate in the Competition, Participants must follow the procedure below:

- During the Competition Period, the Participant must access the Competition Page in accordance with Section 1.3 of the Competition Rules;
- Select "Australia" as their country of residence and choose their language of participation;
- Upon accessing the Competition Page, the Participant must then play an online game in which Biscoff biscuits must be collected ("**Game**");
- Once the Game is completed, the Participant must complete the entry form ("**Entry Form**") with their personal details (including but not limited to their surname, first name, email address and mobile number);
- The Participant must then answer the following questions:
 - **The knowledge question:** *What is the theme of Tomorrowland Thailand 2026?*; and

- **The tie-breaker question:** *How many limited-edition espresso biscuits were produced in total between 9 July 2026 – 10 July 2026; and*
- Submit the fully completed Entry Form.

5.2. The Participant must check their Entry Form thoroughly. It is not possible to amend the answer once submitted.

5.3. For the avoidance of doubt, an entry is only valid if: (i) the Game has been completed; (ii) the Entry Form has been fully and correctly submitted; and (iii) the Participant complies with Section 4 set out in these Competition Rules. Incomplete or indecipherable entries will be deemed invalid.

5.4. A Participant may only enter the Competition once.

5.5. If there is a dispute as to the identity of a Participant, the Promoter reserves the right, in its sole discretion, to determine the identity of the Participant.

Section 6: The Prizes

2.1. The following prizes are available to be won (“**Prize**” or “**Prizes**”):

- First prize (“**First Prize**”): the highest ranking valid entry, as determined at the end of the Competition Period in accordance with Section 7 below, will win one (1) Gold Category Hotel Package to attend the 2026 Tomorrowland Thailand festival, valued at up to AUD\$3,706. The First Prize consists of two (2) x 3 day tickets to the 2026 Tomorrowland festival in Wisdom Valley in Pattaya, Thailand for two (2) adults between 11 December 2026 – 13 December 2026 (for details on the festival, click [here](#)), four (4) x nights accommodation at the 5-star Cross Pattaya Pratamnak Hotel between 10 December 2026 – 14 December 2026 with daily breakfast and a shuttle service to and from the 2026 Tomorrowland Thailand festival; and
- Second prize (“**Second prize**”): the second highest ranking valid entry, as determined at the end of the Competition Period in accordance with Section 7 below, will win one (1) Silver Category Hotel Package to attend the 2026 Tomorrowland Thailand festival, valued at up to AUD\$2,048. The Second Prize consists of two (2) x 3 day tickets to the 2026 Tomorrowland festival in Wisdom Valley in Pattaya, in Thailand, for two (2) adults between 11 December 2026 – 13 December 2026 (for details on the festival, click [here](#)), four (4) x nights accommodation at the 4-star Eastpana Hotel with daily breakfast and a shuttle service to and from the 2026 Tomorrowland Thailand festival.

For the avoidance of doubt, Prizes do not include flights to and from Thailand, and any costs associated with travelling to and from Thailand will be the responsibility of the Winner and their guests. Each Winner’s companion must also be 20 years or over.

6.2. The 2026 Tomorrowland tickets are subject to the event venue and ticket terms and conditions, including any applicable age restrictions. The Promoter and event organisers hereby expressly reserve the right to eject any Winner (and/or his/her companion) for any inappropriate behaviour,

including but not limited to intoxication or use of illicit drugs, whilst participating in any element of the Prize.

- 6.3. Prizes offered to the Winners are final and cannot be contested, exchanged or replaced by another prize, for whatever reason.
- 6.4. If any Prize (or part of any Prize) is unavailable, the Promoter, in its discretion, reserves the right to replace a Prize (or part of the Prize) with another prize of equal value and/or specification.
- 6.5. If for any reason a Winner does not take a Prize (or an element of a Prize) by the time stipulated by the Promoter, then the Prize (or that element of the Prize) will be forfeited.
- 6.6. The Prize is awarded in the Winner's name and may not be transferred to third parties, unless otherwise specified.
- 6.7. Any costs not explicitly mentioned in these Competition Rules or on the Competition Page shall be borne entirely by the Winners (such as transport, meals, insurance, items of a personal nature, in-room charges, etc.). Winners may be required to present their credit card at time of accommodation check in.
- 6.8. Winners and their companion/s are responsible for ensuring that they have valid passports, and any requisite visas, vaccinations and travel documentation, the costs of which are not included.
- 6.9. In the event of war, terrorism, state of emergency, government lockdown, pandemic, or any other kind of disaster or unforeseeable event beyond the Promoter's reasonable control, the Promoter reserves the right to cancel, terminate, modify or suspend the promotion or suspend, substitute or modify a prize.

Section 7: The Winners

- 7.1. This is a game of skill and chance plays no part in determining the Winners. The Winners will be selected based on the following criteria and how they are ranked:

Criteria:

- Participants must have completed the Game and correctly completed and submitted the Entry Form during the Competition Period; and
- Participants must have correctly answered the knowledge question.

Ranking:

- Participants will be ranked in order depending on how close their answer to the tie-breaker question is to the correct answer. The highest ranked Participant will receive the First Prize, and the second highest ranked Participant will receive the Second Prize.

("Winner(s)")

In the event of a tie between two or more Participants, the Winner will be chosen based on who entered the Competition the earliest during the Competition Period (with the earlier Participant ranking higher).

- 7.2. The Winners will be notified by email no later than five (5) working days after the end of the Competition Period, via the email address provided in the Entry Form.
- 7.3. It is the responsibility of each Winner to ensure that the personal details provided in the Entry Form are accurate, truthful and correct. The Prize shall only be definitively awarded after this verification.
- 7.4. If the email address provided by the Participant proves to be incorrect, the Participant shall forfeit the right to the Prize and shall not be entitled to any compensation.
- 7.5. The Winner must respond to the email from the Promoter within five (5) working days. If no response is received within this period, the Promoter reserves the right to select another Winner as a replacement.
- 7.6. If, for any reason whatsoever, it is impossible to award a Prize to a Winner, the Promoter may award the Prize to the next highest ranking Participant in the Competition. Such Participant shall be selected in accordance with the criteria set out in Section 7 of these Competition Rules.
- 7.7. The Promoter's decision is final, binding and not subject to appeal, dispute or any correspondence for any reason whatsoever. Disputes regarding the questions and answers of the Competition will not be accepted.
- 7.8. As a condition of accepting the Prize, a Winner must sign any legal documentation as and in the form required by the Promoter and/or prize suppliers in their absolute discretion, including but not limited to a legal release and indemnity form.
- 7.9. Participants consent to the Promoter using their name, likeness, image and/or voice in the event they are a winner (including photograph, film and/or recording of the same) in any media for an unlimited period without remuneration for the purpose of promoting this Competition (including any outcome), and promoting any products manufactured, distributed and/or supplied by the Promoter.

Section 8: Personal Information

- 8.1. The Promoter is responsible for the collection, use and handling of the Participants' personal information and will collect the personal information of the Participants and Winners of the Competition in accordance with the Australian Privacy Principles, its Privacy Policy and all other applicable regulations.
- 8.2. Participants' personal information is collected for the purposes of managing the Competition (validation of participation, checks, drawing up the rankings, identifying and contacting the Winners, awarding the Prizes, handling queries/complaints, etc.) and the Promoter may disclose such personal information to third parties, including but not limited to agents, contractors, service providers, prize suppliers and, as required, to Australian regulatory authorities. Participants' personal information will not be used for any other purpose, unless otherwise indicated and accepted by the Participant via a tick box (where required). Entry is conditional on providing this PI.

8.3.If the results of the Competition are communicated publicly, the explicit consent of the Participants will be requested at the time of registration for the Competition. Unless otherwise indicated by the Promoter, the Promoter may disclose personal information to entities outside of Australia (for a list of the countries, see the Promoter's Privacy Policy), and cannot guarantee that any overseas recipient will not breach the Australian Privacy Principles. By entering the Competition, Participants consent to the overseas transfer on these terms as permitted by the Australian Privacy Principles and agree that the Promoter is not liable in this regard. All entries become the property of the Promoter. The Privacy Policy also contains information about how Participants may opt out, access, update or correct their personal information, how Participants may complain about a breach of the Australian Privacy Principles or any other applicable law and how those complaints will be dealt with.

8.4.The Promoter's Privacy Policy can be accessed here: <https://tml.biscoff.com/privacy-policy/au-en.pdf>.

Section 9: Liability

9.1.Any cost associated with accessing the promotional website is the Participant's responsibility and is dependent on the Internet service provider used.

9.2.Nothing in these Competition Rules limits, excludes or modifies or purports to limit, exclude or modify the statutory consumer guarantees as provided under the Competition and Consumer Act, as well as any other implied warranties under the ASIC Act or similar consumer protection laws in the States and Territories of Australia ("**Non-Excludable Guarantees**"). Except for any liability that cannot by law be excluded, including the Non-Excludable Guarantees, the Promoter (including its respective officers, employees and agents) excludes all liability (including negligence), for any personal injury; or any loss or damage (including loss of opportunity); whether direct, indirect, special or consequential, arising in any way out of the Competition.

9.3.Except for any liability that cannot by law be excluded, including the Non-Excludable Guarantees, the Promoter (including its respective officers, employees and agents) is not responsible for and excludes all liability (including negligence), for any personal injury; or any loss or damage (including loss of opportunity); whether direct, indirect, special or consequential, arising in any way out of: (a) any technical difficulties or equipment malfunction (whether or not under the Promoter's control); (b) any theft, unauthorised access or third party interference; (c) any entry or prize claim that is late, lost, altered, damaged or misdirected (whether or not after their receipt by the Promoter) due to any reason beyond the reasonable control of the Promoter; (d) any variation in prize value to that stated in these Competition Rules; (e) if the 2026 Tomorrowland festival in Thailand is delayed, postponed or cancelled for any reason beyond the reasonable control of the Promoter any tax liability incurred by a winner or Participant; (f) any tax liability incurred by a Winner or Participant; or (g) taking of a Prize.

9.4.If this Competition is interfered with in any way or is not capable of being conducted as reasonably anticipated due to any reason beyond the reasonable control of the Promoter, including but not limited to technical difficulties, unauthorised intervention or fraud, the Promoter reserves the

right, to the fullest extent permitted by law to: (a) shorten, amend, extend, suspend or cancel the Competition as appropriate, without incurring any liability and without Participants being entitled to any compensation; and (b) disqualify any Participant.

9.5. The Promoter accepts no responsibility in the event of the unavailability of the channels for participating in the Competition, interruptions, cancellation, delays in data transmission or other problems over which it has no control.

9.6. The Participant acknowledges that participation in the Competition is entirely at their own risk.

9.7. The Promoter reserves the right to temporarily or permanently block, in whole or in part, the opportunity offered to any person who disrupts the operation and management, security, fairness, integrity or smooth running of the Competition to take part in the Competition, not to award any Prize won by them and, if necessary, to take legal action against them.

Section 10: Intellectual property

10.1. Any reproduction, display or adaptation of all or part of the elements in an advertising medium used for the publication, organisation or conduct of the Competition is strictly prohibited.

10.2. All intellectual property rights relating to the Competition and its execution belong exclusively to the Promoter.