

ACTION RULES

McDonald's® Snack Attack Game

Article 1: General

- 1.1 From 24 November 2025 (10.00 a.m.) until 22 December 2025 (09.59 a.m.) (hereinafter the "Action Period"), McDonald's® Belgium NV, registered at the ECB under number 0420.365.237, having its registered office in the Airport Plaza building - Stockholm (5th floor), Leonardo da Vincilaan 19 A, 1831 Machelen, Belgium (hereinafter the "Organizer"), organizes an Action (hereinafter the "Action") in Belgium via the McDonald's App, an App for tablets and smartphones which allows, inter alia, the earning of McDonald's points in a McDonald's restaurant in Belgium (hereinafter the "App").

The Action consists of a contest, which is only available in the App.

The Action is subdivided into four separate contests (hereinafter the "Contests"), organised according to the following schedule:

- Contest 1: from 24 November 2025 at 10:00 a.m. to 1 December 2025 at 9:59 a.m.
- Contest 2: from 1 December 2025 at 10:00 a.m. to 8 December 2025 at 9:59 a.m.
- Contest 3: from 8 December 2025 at 10:00 a.m. to 15 December 2025 at 9:59 a.m.
- Contest 4: from 15 December 2025 at 10:00 a.m. to 22 December 2025 at 9:59 a.m.

- 1.2 These rules set out the conditions and procedures for participation in the Action. By participating in the Action, the participant agrees to comply unconditionally with the provisions of these Action rules and to accept all decisions that will be made by the Organizer in the context of the Action. The complete Action rules are available in the App during the Action Period or, as the case may be, on request from the Organizer at Mclinfo@be.mcd.com. Each participant is deemed to have read, understood and accepted without restriction the provisions of these Action Rules.

Article 2: Conditions of participation

- 2.1. The Action is open to all natural persons domiciled in Belgium who are at least 16 years of age and who :
- have a valid e-mail address; and
 - have downloaded the App before or during the Action Period and have registered in the App by creating a personal user profile/account in the App, and who are actually logged into the App. When creating a personal user profile/account in the App, the following information must be entered for this purpose: first name, last name, age, postcode, email address, telephone number and password. For subsequent registrations in the App, only the following information needs to be re-entered: e-mail and password; and
 - as long as they are minors (<18 years of age), have the authorization of their legal representative to participate in the Action.

The App can be downloaded free of charge via the app store depending on the version of the tablet or smartphone (Play Store or App Store). Participation in the Action is possible without any obligation to purchase.

The Organizer is responsible for the organization of the Action. Neither mobile device manufacturers nor mobile telephone operators are involved in the Action in any way whatsoever, whether as sponsors or otherwise.

- 2.2. Employees and other staff of the Organizer (both those working at the head office and those working in the restaurants) as well as employees and staff of companies involved in any way in the organization of the Action (such as, among others, TBWA, DataBay) are excluded from participating in the Action. Also excluded from participation are members of the first-degree family of the above-mentioned employees and staff members as well as persons living with these employees and staff members.
- 2.3. Participation must always be on a personal basis and may under no circumstances be made in the name of or on behalf of another person or by several persons, whether in an organized or unorganized context, or in the context of a de jure or de facto association or any other form of collaboration to increase their chances of winning a prize.
- 2.4. In the event of non-compliance with these Action Rules or in the event of prohibited participation or non-compliance with the Action Rules, cheating, manipulation, abuse, deception or fraud (including, but not limited to, with regard to the personal data to be entered in connection with registration/registration in the App, e.g. by providing false personal data), the Organizer may exclude the participant concerned from participation in this Action and thus from the possibility of winning a prize.

Article 3: Action mechanism

- 3.1. Participation in the Action (i) can only be made through the App, and on the specific page of the Action in the App where the videogame can be played, and which will only be accessible through a link on the home page of the App, and (ii) will only be possible during the Action period. This is the only way to validly participate in the Action. An Internet connection is required to participate in the Action. The costs of such an Internet connection are entirely and exclusively at the expense of the participants. Under no circumstances may participants request reimbursement of these costs (or any other costs necessary to participate in the Action) from the Organizer.
- 3.2. In order to validly participate in the Action, the participant must follow and complete the following steps on the Action page and during the Action Period :
 - 1) be connected to the McDonald's® App; and
 - 2) accept the rules of the Action ;
 - 3) play the videogame via the App (i.e. start it (by pressing the "play now" button) and finish it, as follows:
 - a) The "Snack Attack" game consists of a game of skill in which elements (hamburgers, etc.) appear on the screen as if they were projected into the air. The Participant must slice them by swiping on the screen with his finger through the middle of the element. The rules of the game are as follows:
 - i) Each element sliced earns one point.
 - ii) If the player misses three elements or slices a bomb-type element, the game ends immediately.
 - iii) The speed at which the elements appear, increases gradually, making it increasingly difficult for the player to react.
 - iv) The aim of the game is to achieve the highest possible score before the end of the game.
 - v) The Participant may play as many games as he/she wishes during each Contest; only the best score obtained during a Contest will be taken into account for the awarding of the corresponding prizes.

- b) If the game started is interrupted or stopped for any reason (even in case of technical malfunction due to malfunctioning of the App) and therefore not played out, the score at the time of interruption/stop will be taken into account. The Organizer cannot be held liable for this.

Article 4: communication of data

- 4.1 The winners will be contacted by e-mail at the address provided on the App. They must provide accurate and complete information to enable their Prize to be awarded. Failure to provide this information within the time limit set, or in the event of incorrect communication, the winner will forfeit any right to the Prize. The Organizer cannot be held liable in any way for problems related to the transmission or receipt of the winner's data.

Article 5: Prizes

- 5.1. The prizes to be won are loyalty points in the App.
- 5.2 The Prizes will be awarded on the basis of the ranking of the Participants, as established on the basis of the best score obtained by each Participant during a given Contest: Participants who have obtained a higher score than another Participant will be ranked above this other Participant. In the event of a tie between several Participants, they will be ranked according to the date and time at which the game during which the best score was obtained, ended: a player whose game ended before another will be ranked above that other player.

The prizes are as follows:

- Participants whose best score for a given Contest is among the 10 best scores : 1,000 loyalty points
 - Participants whose best score for a given Contest is between 11th and 20th place in the ranking: 500 points
 - Participants whose best score for a given Contest is between 21st and 50th place in the ranking: 250 points
- 5.3 A Participant can only win one (1) prize during the entire Action Period.
- 5.4. The winners of each Contest will be informed by e-mail no later than 1 week after the end of each Contest. The points awarded will be credited to the winners' App account as soon as possible and no later than 1 month after the end of the Contest.
- 5.5. Each prize is strictly personal and can only be awarded to the winner. Each prize is indivisible and cannot be exchanged for cash.

Article 6: Amendments

- 6.1. The Organizer may, if necessary, interpret the meaning of all the provisions of these rules. The Organizer will rule on all cases not provided for in these rules, and its decisions will be irrevocable.
- 6.2. In the event of force majeure, accidental event or any other circumstance or event beyond its control justifying such modifications, the Organizer reserves the right, at any time, to modify the Action, the Action rules and/or the

prizes, in whole or in part, to shorten or extend the Action period, to suspend, postpone, prematurely terminate, or interrupt the Action.

Neither the Organizer, nor the third parties involved in the action, nor their agents or employees can be held responsible for this. In this case, the Organizer is not obliged to inform the participants by e-mail or any other means of communication. Communication on this subject will only be made via the App.

Article 7: liability

- 7.1. Participation in the Action implies knowledge and acceptance of the characteristics and limitations of the Internet, including the technical performance of the installations and the response time required to obtain, request and transfer information. It is the responsibility of each participant to ensure that the technical means by which he/she participates in the Action function correctly and that he/she has sufficient access to the network to use the Internet.
- 7.2. The limitation of liability clause included in the conditions of use of the App applies in full here, since the Action takes place via the App. However, insofar as necessary, it is specified that the Organizer may not under any circumstances and on any legal basis whatsoever be held liable to any participant (or any third party) for any inconvenience, loss or damage of any nature (direct or indirect) related to or resulting from the participation of the participant in the Action, except (i) for any loss or damage directly caused by fraud or gross negligence on the part of the Organizer or its agents, or (ii) if a mandatory legal provision does not allow the Organizer to limit or exclude its liability.

Printing, playing, composing or other errors, technical or other problems related to this Action, malfunctions of the Internet or of the services provided by the mobile operators, the consequences of viruses, bugs, anomalies or technical defects that prevent participation in the Action or that may hinder or prevent the smooth running of the Action, cannot be invoked as a basis for any obligation or liability on the part of the Organizer.

- 7.3. The Organizer will never be liable for any damages of any kind suffered by a winner (or third party) in connection with or arising from the use of his/her prize, except (i) damages caused directly by the wilful misconduct or gross negligence of the Organizer or its agents, or (ii) in the event that a mandatory legal provision does not allow the Organizer to limit or exclude its liability.

Article 8: Others

- 8.1. Any dispute arising from these Action rules or in any way related to the Action and its participation shall be subject to the exclusive jurisdiction of the Dutch-speaking courts of the judicial district of Brussels. The Action is governed by Belgian law.
- 8.2. If individual provisions of these rules are null or void, the validity of the remaining provisions shall not be affected.
- 8.3. No part of these rules or any part thereof may be copied, reproduced or published without the express prior written permission of the Organizer.
- 8.4. In the event of any inconsistency between the Dutch, French and/or English versions of these Action rules, the Dutch version shall prevail.

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Policy on the use of personal data

1. McDonald's® Belgium NV, registered with the ECB under number 0420.365.237, whose registered office is located at Airport Plaza - Stockholm building (5th floor), Leonardo da Vincilaan 19 A, 1831 Machelen, Belgium (hereinafter: the "Organizer") is responsible for the processing of the personal data communicated by the participant in the context of his/her registration in the McDonald's® Belgium App (hereinafter: "the App") and his/her participation in the "Snack Attack" action (hereinafter: the "Action") which is Organized organised from 24 November 2025 until - and including - 22 December 2025 (hereinafter: the "Action Period").
2. The Organizer will process such personal data in accordance with the privacy statement contained in the App <https://mcdonalds.be/nl/cookiebeleid> it being understood that the participant is expressly informed that his/her personal data required to participate in the Action and in particular his/her first name, surname, age, postcode, e-mail address, telephone number, communicated at the time of registration in the App (and therefore also (i) the e-mail address and password to be entered in the App in the event of subsequent participation and (ii) the e-mail and, where applicable, his or her home address, will be processed in order to ensure the smooth running of the Action, to control the participations in the Action and to ensure the awarding of the prize ; this is necessary for the performance of the agreement between the Organizer and the participant (article 6.1. c GDPR). The name and score obtained by Participants for a given Action Week are mentioned in a ranking available in the App (this is necessary so that Participants can assess their position during the Action, and therefore for the smooth running of the Action; the Organizer has a legitimate interest in processing the data for the purpose of establishing the ranking; Article 6.1. f GDPR). The ranking for a Contest is deleted at the end of that Contest.

The participant has the right to access and correct his/her personal data, as well as the right, in certain circumstances, to object to the use of his/her personal data or to request the deletion and erasure of his/her personal data, as well as the right to request a limitation of the processing, as provided for in Articles 15 to 20 of the GDPR. The participant may exercise these rights by sending an e-mail to Mcinfo@be.mcd.com.

3. For the processing of personal data in the context of this Action, the Organizer uses TBWA, Excelsiorlaan 75-77, B-1930 Zaventem, Belgium, and DataBay BV, Generaal Vetterstraat 82, 1059 BW Amsterdam, The Netherlands, as well as Mailsucces BV Middelblok 144D, 2831 BR Gouderak, The Netherlands, as processors of personal data. These processors will only process personal data in this context and in accordance with the instructions of the Organizer.
4. The participant's personal data may be processed for the purpose of direct marketing by post; the Organizer has a legitimate interest in keeping its customers informed about new products and services (Art. 6.1. f) GDPR) Unless the participant gives his/her express consent (via the opt-in in the App), his/her personal data will not be processed for the purpose of direct marketing by e-mail. The Participant has the right, upon request and free of charge, to object to the processing of his/her personal data for direct marketing purposes (direct marketing by mail and direct marketing by e-mail). The participant may exercise this right by sending an e-mail to Mcinfo@be.mcd.com.
5. The participant's personal data relating to his/her participation in the Action will be retained for a period of 4 months after the end of the Action Period and, if he/she has won a prize, for 2 years.
6. Questions concerning the processing of personal data may be addressed to the McDonald's® DPO at the following address: Data_Privacy@be.mcd.com.
7. In the event of a dispute regarding the use of his or her personal data, the participant has the right to file a complaint with the data protection authority (www.autoriteprotectiondonnees.be).
8. The participant guarantees that all personal data provided in the context of the Action are accurate, up-to-date and complete.
