

OFFICIAL REGULATION OF THE CONTEST

Contest Period: April 18, 2024, to April 25, 2024

Section I. Organizer of the Contest 1.1. The organizer of the contest (hereinafter referred to as “the Contest”) is YOUTH ESSENTIALS S.R.L., a legal entity of Romanian nationality with its headquarters at Drumul Regimentului, No. 40, Room 4, Sector 1, Bucharest, registered with the Trade Register under J40/16528/2020, Fiscal Code RO43397614, legally represented by Gabriela Besciu as Administrator, hereinafter referred to as the Beneficiary.

2.1. This Contest is conducted in accordance with the legal provisions contained in Government Ordinance No. 99/2000 regarding the marketing of products and market services, updated, and aims to promote and increase the sales volume of the products marketed by the Organizer.

Section II. Legal Basis. Purpose 2.1. This Contest is conducted in accordance with the legal provisions contained in Government Ordinance No. 99/2000 regarding the marketing of products and market services, updated, and aims to promote and increase the sales volume of the products marketed by the Organizer.

Section III. Area and Duration of the Contest 3.1. The Contest will take place from April 18, 2024, to April 25, 2024, inclusive, according to the terms and conditions set forth in this Official Regulation. 3.2. The Contest is organized and conducted throughout Romania via the Instagram page @youthessentialsofficial.

Section IV. Right to Participate 4.1. Any individual with a residence in Romania who has reached the age of 18 by the start of the Contest and owns an Instagram account may participate in the Contest by registering on the Instagram page @youthessentialsofficial at the contest post. Only one entry per social media platform where registration is made (Instagram) will be considered. Employees of YOUTH ESSENTIAL S.R.L and individuals authorized or independent who perform activities based on collaboration contracts with the aforementioned company, their spouses, and first-degree relatives are not eligible to participate; Employees of collaborating agencies involved in this Campaign, their spouses, and first-degree relatives are also not eligible. 4.2. Participation in this Contest implies full, express, and unequivocal knowledge and acceptance of this Official Regulation. 4.3. The Organizer reserves the right to cancel the registration of any Participant who does not comply with the Official Regulation or is suspected of fraud, without having the obligation to prove it with evidence. 4.4. The terms and conditions set forth in this Official Regulation (“Official Regulation”) for the conduct of the Contest are mandatory for all Participants. The Organizer reserves the right to modify the Official Regulation or to suspend or discontinue the Campaign, without compensation, any changes, suspension, or interruption will be

communicated in advance on the Instagram page of the Contest. 4.5. The Official Regulation is available free of charge to any Participant at www.youth-essentials.ro.

Section V. Method of Conducting the Contest 5.1. To be validly registered in the Contest, each Participant must cumulatively meet the following express conditions: · The Participant must have the right to participate according to Section IV above; · Registration must be made exclusively during the Contest period mentioned in Section III above; · Register for the Contest with the Instagram account at the post below: If you are dealing with issues related to your skin, hair, or nails and desire a change, Youth Essentials aims to showcase the possible transformations with our products alongside 15 lucky winners. Each prize consists of 3 Glow Boost packages, sufficient for three months. To participate:

1. Follow us on Instagram @youthessentialsofficial.
2. Tag two friends in the comments.
3. Send us pictures of your hair, nails, and skin before starting the administration.
4. Do not forget to like this post. The contest runs from today, April 18, until April 25 at 23:59. The winners will be announced on April 27. P.S. To win the contest, all steps must be followed. Winners will be asked to send monthly updates for 3 months on the transformations of their hair, nails, and skin. The purpose of the contest is to generate before & after materials and by entering the contest and sending photos (item 3), you accept that materials will be used on our social media accounts. You will receive the supplements monthly following the updates. Good luck! Keep glowing!

5.2. Comments made until April 25, 2024, will be considered validly registered in the Contest. After this date, entries will not be considered. Entries containing indecent language, obscene and/or licentious expressions that do not comply with the requirement described in this Official Regulation will be canceled. The Organizer reserves the right to cancel any entry that does not comply with the provisions of this Official Regulation.

Section VI. Designation of Winners and Awarding of Products 6.1. All participants who cumulatively meet the participation conditions mentioned above will automatically enter the judging stage. The winners of the prizes will be designated by a committee appointed by the Organizer. 6.2. During the Contest, 15 PR kits will be awarded, each prize consisting of 3 boxes of Glow boost, sent one per month over a period of 3 months. 6.3. Participants designated as winners do not have the option to receive the cash equivalent of the prize offered in this Contest or change its parameters. 6.4. Products are only returned to the Participants designated as winners and cannot be transferred to third parties. 6.5. To avoid any doubt, a Participant in the Contest can receive only one prize. 6.6. The value of each prize is 750 RON, including VAT – total prize value 11250 RON.

Section VII. Publication of Winners. Validation of Winners. Winners Taking Possession of Prizes

7.1. The names of the winners will be published by the Organizer on April 27, 2024, on the Instagram page @youthessentialsofficial as an update to the contest post. To validate the prize, winners must ensure that they have sent correct and complete information (full name, telephone number, and delivery address where the products will be delivered) via private message within 72 hours of the announcement of the winners. 7.2. The Organizer will cancel the prizes in the following cases: (i) if the requested data is not communicated within the 72-hour period or (ii) if the Organizer fails to deliver the products because the transmitted data was not correct or complete. 7.2. In the event that the requested data is not communicated within the aforementioned period, the Organizer reserves the right not to award the products. 7.3. For a Participant to be validated as a winner of the Contest, the following conditions must be cumulatively met: The Participant met the conditions to enroll in the Contest according to the provisions of Section IV above; Registration in the Contest was carried out according to Section V above; All enrollment conditions indicated in Section V above were met; 7.4. Products will be shipped by courier at the expense of the Organizer, to the address specified by the winners, as communicated in the email. 7.5. Any error and/or omission regarding the personal data provided by Participants to the Organizer does not attract its liability, the accuracy of the contact data provided by Participants being their exclusive responsibility. The Organizer is not responsible if a Participant designated as a winner cannot be contacted due to incorrect/incomplete name, address, or telephone number. 7.6. The Organizer is obliged to calculate, declare, and remit to the state budget the tax owed for the prizes awarded, in case their value exceeds 600 lei, in accordance with the provisions of Law No. 227/2015 on the Fiscal Code. Any other fiscal or other nature obligations related to the prizes awarded are exclusively the responsibility of the validated Participants as winners. 7.7. Once the product is handed over, the Organizer is released from any obligation arising under this Official Regulation.

Section VIII. Personal Data Protection 8.1. The Organizer undertakes to comply with the provisions of Regulation (EU) 2016/679 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data ("GDPR") during and after the Contest. Thus, the Organizer commits to maintaining the confidentiality of the personal data of the Participants in this Contest and to use it in accordance with this Official Regulation and the applicable legislation. 8.2. The collected personal data, namely the first and last name, age, locality, plus the email address used for registration in the Contest, the first and last name, phone number, and address of the winners will be collected and used for the purpose shown in Section II of this Official Regulation, namely the registration of participants in the Contest and the awarding of prizes, as well as for marketing purposes. Your participation in the Contest is voluntary and is legally based on your consent, expressed by commenting on the contest post on the Instagram page @youthessentialsofficial. As a result, you decide whether to provide us with personal data by registering in the Contest and communicating them in case you are declared a winner. Thus, if you do not wish to provide us with the necessary data for the validation of the winners, the company will be unable to award the prizes. 8.3. We will not publish personal

data of the Contest winners on our website, except for the name and the prize won, in accordance with the legal provisions of Government Ordinance No. 99/2000 on the marketing of products and market services. 8.4. The Organizer will process your personal data throughout the duration of the Contest, as well as for a period of 3 years from the date the winners are designated. 8.5. Wisebrand S.R.L., located in Bucharest, Sector 1, Str. Andrei Muresanu, No. 21, and CUI R030927867, will have access to the aforementioned personal data as Authorized. The Organizer will disclose the first and last name, home address, and telephone number of the winners to the companies Fastius Curier or DPD, which will ensure the delivery of the prizes. The Organizer may disclose the personal data provided by Participants to public authorities upon their express and written request or in case there are suspicions of committing a crime. 8.6. YOUTH ESSENTIALS S.R.L., as the organizer and user of online services, does not collect and does not obtain information regarding the content of the data posted on Instagram and their use by Instagram. By registering in the Contest, your personal data may be used by Meta. For more information, please consult Meta's privacy policy at <https://www.facebook.com/policy.php>. 8.7. Under legal provisions, you benefit from the following rights regarding your personal data: The right to access personal data and to request a copy thereof; The right to request the rectification or completion of inaccurate or incomplete personal data; The right to request the deletion of personal data processed that concerns you, as far as possible and in accordance with applicable laws; The right to withdraw, at any time, the consent given for this processing, without affecting the legality of the processing before the date of withdrawal; The right to obtain the restriction of processing in case the accuracy of the processed data is contested or the legality of the processing; The right not to be subject to a decision based solely on automated processing (profile creation); The right to receive the data provided or observed in a structured format and to request their direct transfer to another operator; The right to file a complaint with the National Authority for the Supervision of Personal Data Processing. 8.8. To exercise these rights, Participants may address a written, dated, and signed request to YOUTH ESSENTIALS S.R.L at the address Drumul Regimentului, No. 40, Room 4, Sector 1, Bucharest. The National Authority for the Supervision of Personal Data Processing can be contacted by phone at +40.318.059.211 or by email at anspdcp@dataprotection.ro or at the address Bucharest, Sector 1, Blvd. Gheorghe Magheru 28-30. In the formulated request, the Participant may indicate whether they wish the information to be communicated at a specific address, which can also be an email, or through a correspondence service that ensures that delivery is made only personally.

Section IX. Litigation 9.1. Any disputes that arise between the Organizer and the Participants in this Contest will be resolved amicably or, if this is not possible, the disputes will be settled by the competent courts at the Organizer's headquarters.

Section X. Miscellaneous 10.1. The Organizer does not assume responsibility and cannot be involved in any way in disputes concerning the ownership rights over the Prizes. 10.2. The Organizer of the Contest is not responsible for the payment of taxes or other financial obligations related to the Prizes offered, these being the responsibility of the winning individuals. 10.3. If the Organizer finds that a winner has not met and/or has not complied

with the conditions stipulated by this Official Regulation, the Organizer reserves the right to suspend at any time the rights and benefits that accrue to the winner, without the Organizer owing any compensation or payment to the winner. If the Organizer identifies such situations after the prize has already been awarded, the respective winner will return to the Organizer the value of the Prize and the related expenses incurred by the Organizer.

ORGANIZER,

YOUTH ESSENTIALS S.R.L

GABRIELA BESCIU