

Mama Shelter After Calendar
Instagram Competition (UK, France, Germany, Netherlands and the US)
TERMS AND CONDITIONS ("TERMS")

ENTRY OPEN ONLY TO LEGAL RESIDENTS OF:

- (A) THE 50 STATES OF THE UNITED STATES AND THE DISTRICT OF COLUMBIA;
- (B) THE UNITED KINGDOM (EXCEPT THOSE RESIDENTS LIVING IN NORTHERN IRELAND AND THE CHANNEL ISLANDS);
- (C) FRANCE;
- (D) GERMANY; AND,
- (E) THE NETHERLANDS,

WHO ARE AT LEAST EIGHTEEN YEARS OF AGE.

ANY ENTRY IS VOID FROM LEGAL RESIDENTS OF:

- (I) PUERTO RICO;
- (II) ANY U.S. OVERSEAS TERRITORIES AND POSSESSIONS; AND
- (III) WHERE PROHIBITED BY LAW.

CERTAIN SECTIONS WILL APPLY TO YOU DEPENDING ON WHERE YOU ARE RESIDENT.

THESE TERMS ARE A LEGALLY BINDING AGREEMENT BY AND BETWEEN YOU AND SPONSOR (DEFINED BELOW) THAT GOVERN ENTRY INTO THE PROMOTION. BY PARTICIPATING IN THE PROMOTION, YOU AGREE TO ABIDE BY THESE TERMS. FAILURE TO COMPLY WITH THESE TERMS WILL VOID YOUR ENTRY. PARTICIPATION IN THE PROMOTION IMPLIES AUTOMATIC ACCEPTANCE BY THE PARTICIPANT (DEFINED BELOW) OF THESE TERMS.

ENTRY VIA INSTAGRAM ONLY AND AN INTERNET CONNECTION ARE REQUIRED. THIS PROMOTION IS IN NO WAY SPONSORED, ENDORSED OR ADMINISTERED BY INSTAGRAM, AND BY ENTERING YOU AGREE TO RELEASE INSTAGRAM OF ALL LIABILITY.

The Promotion

1. "Mama Shelter After Calendar" consists of the opportunity to win 1 of 24 separate Prizes (as defined below) (the "**Promotion**") to be awarded between 25 December 2025 and 17 January 2026 (the "**Promotion Period**"). No Entries into the Promotion will be accepted prior to the commencement of or after the conclusion of the Promotion Period.
2. The Promotion is sponsored and run by Mama Shelter SAS (company no. 498 495 472), whose registered office is at 82 rue Henri Farman, 92445 Issy-les-Moulineaux, France ("**Sponsor**"). Sponsor is the official timekeeper for the Promotion.
3. From time to time, we may use third parties to market or promote the Promotion on our behalf. Our use of third-party promoters does not affect the applicability of these Terms.

4. By submitting an Entry (as defined below), you acknowledge that these Terms will apply, and you agree to be bound by these Terms and Sponsor's decisions, which are final and binding in all matters related to the Promotion. Winning a Prize is contingent upon fulfilling all requirements set forth herein.
5. The Promotion is a competition based on the Terms herein.

Eligibility

6. The Promotion is open only to individuals that:
 - (a) are at least eighteen (18) of age;
 - (b) have a public Instagram account ("**Account**") and comply with and accept Instagram's Terms of Service and Privacy Policy, including in relation to having public (rather than private) accounts;
 - (c) have agreed to and fully abide with these Terms;
 - (e) have not won a prize in a previous promotion run by the Sponsor in the twelve (12) months before the start of the first Promotion Period,all other individuals are not eligible to participate in the Promotion or win a Prize. Each eligible individual participating in a Promotion is hereinafter referred to as a "**participant**".
7. If you don't already have an Instagram Account, you must create and register an Instagram Account (creating an Account is free) and sign into your Account to participate in the Promotion. By submitting your information and creating an Account, you will be required to agree to the Instagram terms of service and privacy notice. If you do not agree to Instagram's terms of service and privacy notice, you cannot create an Account and participate in the Promotion.
8. Sponsor and the Released Parties (defined below) are not responsible for any changes or unavailability of the Instagram service that may interfere with the Promotion (including any limitations, any restrictions, or any conditions on Sponsor's ability to use Instagram for the Promotion as set forth herein that are not acceptable to Sponsor) or ability of participant to timely enter, receive notices or communicate with Sponsor via Instagram, in which case Sponsor, in its sole discretion, may terminate or modify the Promotion.
9. By entering the Promotion, you confirm that you are eligible to do so and eligible to claim any Prize you may win. We may require you to provide proof that you are eligible to enter the Promotion.
10. Employees of:
 - (a) Sponsor;
 - (b) any of the Sponsor's group companies;
 - (c) any person or entity, that owns a hotel or other asset that is managed, licensed, franchised or leased by the Sponsor or a member of the Sponsor's group,

and their close relatives and anyone otherwise connected with the organisation of the Promotion, are also excluded from entering the Promotion and are not eligible to win.

How to Enter

11. To enter the Promotion, eligible participants must complete the following steps during the relevant Promotion Period (completion of all steps per day constitutes one “**Entry**”):

- **Step 1:** the Sponsor will post one (1) post each day during the Promotion Period, featuring a visual on its account (<https://www.instagram.com/mamashelter/>) on the theme AFTER CALENDAR.
- **Step 2:** using your personal Instagram Account, follow the Sponsor’s Instagram Account;
- **Step 3:** “Like” the Instagram post that announces the Promotion;
- **Step 4:** follow the following Instagram Accounts, and tag the indicated number of friends in the relevant Instagram post, for each of the relevant days during the Promotion Period:
 - (a) **Day 1** (25 December 2025)
 - Follow: @mamaparisladefense @barkersandbrothers @caroetmalibu
 - Tag: 1 friend
 - (b) **Day 2** (26 December 2025)
 - Follow: @mamashelter @mamashelterprague
 - Tag: 2 friends
 - (c) **Day 3** (27 December 2025)
 - Follow: @mamasheltermarseille @lameulerie @localfoodmarseille
 - Tag 2 friends
 - (d) **Day 4** (28 December 2025)
 - Follow: @mamashelter @mamashelterdubai
 - Tag: 1 friend
 - (e) **Day 5** (29 December 2025)
 - Follow: @mamashelter @mamasheltertoulouse @kulte1998
 - Tag: 1 friend
 - (f) **Day 6** (30 December 2025)
 - Follow: @mamashelter @mamashelterlille @merveillesdunord
 - Tag: 2 friends
 - (g) **Day 7** (31 December 2025)

- Follow: @mamashelter
 - Tag: 2 friends
- (h) **Day 8** (1 January 2026)
- Follow: @mamashelter @mamashelterpariswest @banditparis
 - Tag: 1 friend
- (i) **Day 9** (2 January 2026)
- Follow: @mamashelter @mamashelternice @sauces_martin
 - Tag: 1 friend
- (j) **Day 10** (3 January 2026)
- Follow: @mamashelter @mamashelterzurich.ch
 - Tag: 1 friend
- (k) **Day 11** (4 January 2026)
- Follow: @mamashelter
 - Tag: 2 friends
- (l) **Day 12** (5 January 2026)
- Follow: @mamashelter @mamashelterroma
 - Tag: 1 friend
- (m) **Day 13** (6 January 2026)
- Follow: @mamashelterpariseast @madura @lolwla
 - Tag: 1 friend
- (n) **Day 14** (7 January 2026)
- Follow: @mamashelter
 - Tag: 2 friends
- (o) **Day 15** (8 January 2026)
- Follow: @mamashelter @mamashelterbelgrade
 - Tag: 1 friend
- (p) **Day 16** (9 January 2026)
- Follow: @mamashelter @dis_loyalty_
 - Tag: 2 friends
- (q) **Day 17** (10 January 2026)
- Follow: @mamashelter @mamashelterlyon
 - Tag: 1 friend
- (r) **Day 18** (11 January 2026)

- Follow: @mamashelter @mamaluxembourg
- Tag: 1 friend

(s) **Day 19** (12 January 2026)

- Follow: @mamarennnes @spamamaskinrennes @relaxmassageparis
- Tag: 1 friend

(t) **Day 20** (13 January 2026)

- Follow: @mamashelter @mamashelterbordeaux @matelas_epeda
- Tag: 1 friend

(u) **Day 21** (14 January 2026)

- Follow: @mamashelter @mamashelterlisboa
- Tag: 1 friend

(v) **Day 22** (15 January 2026)

- Follow: @mamashelter @mamashelterdijon
- Tag: 1 friend

(w) **Day 23** (16 January 2026)

- Follow: @mamasheter
- Tag: 1 friend

(x) **Day 24** (17 January 2026)

- Follow: @mamashelter @matelas_epeda
- Tag: 1 friend

- Only one Entry per person, per day, is permitted. Entries made outside of the Promotion Periods will not be entered into the Promotion.
- We do not accept any responsibility for Entries that we do not receive for reasons beyond our control.
- We reserve the right in our absolute discretion to disqualify Entries which we consider do not comply with these Terms or where your conduct is contrary to the spirit or intention of the Promotion. Without impacting our general right, we will not accept any Entries that are:
 - automatically generated by a computer;
 - completed by third parties or in bulk; or
 - incomplete.
- For the avoidance of doubt, Entries generated by artificial intelligence, script, macro, or other automated means are void. Sponsor expressly reserves the right to disqualify any Entries that it believes in good faith are generated by such means.

16. Sponsor, in its sole discretion, may accept a mistyped Entry. Normal Internet access and usage charges imposed by your online service and/or phone service will apply. If you opt to receive Sponsor's posts, comments, or direct messages via your wireless mobile device (which may only be available via participating wireless carriers), standard text messaging rates, airtime and carrier charges will apply for each text message sent or received from your handset according to the terms and conditions of your service agreement with your wireless carrier. Sponsor will not reimburse any costs incurred by you in participating in the Promotion.
17. Multiple participants are not permitted to share the same Account. In the event of a dispute as to any Entry, the authorized account holder of the Account will be deemed to be the participant. The "authorized account holder" is the natural person who is assigned to the Account. The potential winner may be required to show proof of being the authorized account holder. If the identity of the person submitting an Entry cannot be resolved to Sponsor's satisfaction, the affected Entry may be deemed ineligible. Entries by any method other than set forth above are void. Late, illegible, incomplete, defaced, or corrupt Entries will not be accepted. No responsibility can be accepted for lost Entries, Entries not submitted or not received due to an error by participant. Entries must not be sent through agencies or third parties.
18. The Entry must not include any content that:
- (a) is sexually explicit or suggestive, violent or derogatory of any ethnic, racial, gender, religious, professional or age group, profane or pornographic, or describes any materially dangerous activity;
 - (b) promotes illegal drugs or firearms (or the use of any of the foregoing), or any activities that may appear unsafe or dangerous, or any particular political agenda or message;
 - (c) is obscene, lewd, inappropriate, or offensive, or endorses any form of hate or hate group;
 - (d) defames, misrepresents or contains disparaging remarks about Sponsor or its services, products, or other people, products or companies;
 - (e) contains trademarks or logos owned by others (except trademarks and logos owned by Sponsor), or advertises or promotes any brand or product of any kind (other than those owned by Sponsor);
 - (f) otherwise infringes any third party's intellectual property or privacy rights, or contains any personal identification, such as license plate numbers, e-mail addresses or street addresses;
 - (g) contains copyrighted materials owned by others; and/or
 - (h) depicts any violation of law, and cannot itself be in violation of any law.
19. Sponsor's determination as to whether any Entry potentially violates the rights of any third party is final. In Sponsor's sole discretion, any Entry that does not include all required information and does not adhere to the foregoing and following requirements, or is otherwise objectionable, in whole or in part, will be considered void. No participant will be eligible to receive a Prize unless Sponsor determines, in its sole and absolute discretion, that such participant and their Entry have been or can be sufficiently cleared for legal purposes. Sponsor may blur or black out the infringing or inappropriate material, in its sole discretion, for consideration to be featured on Sponsor's website, social media page(s) or other Sponsor-selected sites and social media accounts.

Participants and winners acknowledge and agree that Sponsor and its agents and designees have the right to edit, adapt, modify, reproduce, promote, and otherwise use Entries in any way they see fit in accordance with these Terms.

20. For purposes of the Promotion, only Entries that are recorded through Instagram's servers will be considered. Other proof of submitting an Entry (such as a printed or copied screenshot or message) does not constitute proof of actual receipt of the Entry for purposes of this Promotion.

The Prize

21. There are 24 Prizes available to be won in total in the Promotion (being one Prize per day of the Promotion Period) (each, a "**Prize**"). The Prize shall be as follows:

- (a) **Day 1 Prize** (25 December 2025) – Mama Shelter Paris La Défense (FR)
 - Prize:
 - 1 night stay for 2 people – one Absolut Room, Paris view with breakfast at the hotel as part of the stay (value of €200)
 - Barkers & Brothers electronic gift voucher (value of €30)
 - Total value: €230
- (b) **Day 2 Prize** (26 December 2025) – Mama Shelter Prague (CZ)
 - Prize: 1 night stay for 3 people – one Mama XXL room with breakfast at the hotel as part of the stay
 - Total value: €400
- (c) **Day 3 Prize** (27 December 2025) – Mama Shelter Marseille (FR)
 - Prize:
 - 1 night stay for 2 people on a Saturday (one room) with breakfast at the hotel as part of the stay (value of €255)
 - Sunday brunch for 2 people at the hotel as part of the stay (value of €84)
 - Martin x Meulerie sauces (value of €20)
 - T-shirts (value of €50)
 - La Meulerie meals delivered to the room (value of €95)
 - Total value: €404
- (d) **Day 4 Prize** (28 December 2025) – Mama Shelter Dubai (UAE)
 - Prize: 1 night stay for 2 people in a Medium Mama room, Burj Khalifa view with breakfast at the hotel as part of the stay
 - Total value: AED 1,000 (approximately €236)
- (e) **Day 5 Prize** (29 December 2025) – Mama Shelter Toulouse (FR)
 - Prize:
 - 1 night stay at the hotel for 2 people (one room) (value of €39)
 - Dinner at the hotel as part of the stay (value of €80)

- Bonus: electronic discount code for 30% off on the KULTE website (<https://kulte.fr/>.)
 - Total Value: €119
- (f) **Day 6 Prize** (30 December 2025) – Mama Shelter Lille (FR)
- Prize:
 - Dinner at the hotel (value of €80) — valid Sunday to Thursday only.
 - Cocktail class at the hotel for 2 people (on date and time to be confirmed by the hotel to the winner) (value of €58)
 - Sunday brunch for 2 people at the hotel (value of €84)
 - Total value: €222
- (g) **Day 7 Prize** (31 December 2025) – Mama eshop – Tableware
- Prize:
 - 18-piece dinnerware set
 - Carafe
 - Breton bowl
 - Total value: €198
- (h) **Day 8 Prize** (1 January 2026) – Mama Shelter Paris West (FR)
- Prize:
 - 1 night stay for 2 people on a Saturday (one room) with breakfast at the hotel as part of the stay (value of €199)
 - Sunday brunch for 2 people at the hotel as part of the stay (value of €92)
 - electronic gift voucher for the BANDIT website (<https://www.french-bandit.com/>) (value of €100)
 - Total value: €391
- (i) **Day 9 Prize** (2 January 2026) – Mama Shelter Nice (FR)
- Prize:
 - Sunday brunch for 2 people at the hotel (value of €84)
 - Sauces Martin collector set – 3 bottles (value of €31)
 - Total value: €115
- (j) **Day 10 Prize** (3 January 2026) – Mama Shelter Zurich (CH)
- Prize: 1 night stay for 2 people (one room) with breakfast at the hotel as part of the stay
 - Total value: CHF 157 (approximately €168)
- (k) **Day 11 Prize** (4 January 2026) – Mama eshop – pet
- Prize: Pet bowl + Pet mattress
 - Total value: €129
- (l) **Day 12 Prize** (5 January 2026) – Mama Shelter Rome (IT)

- Prize: Sunday brunch for 2 people at the hotel
 - Total value: €90
- (m) **Day 13 Prize** (6 January 2026) – Mama Shelter Paris East (FR)
- Prize:
 - Sunday brunch for 2 people at the hotel (value of €92)
 - NANSEN faux fur throw + cushion – MADURA (value of €138)
 - Total value: €230
- (n) **Day 14 Prize** (7 January 2026) – Mama eshop - Wellbeing / Mama Loves
- Prize:
 - Bathrobe (value of €79)
 - Sexy Box (value of €35)
 - Dice (value of €6.99)
 - Black sexy duck (value of €29.99)
 - Total value: €151.98
- (o) **Day 15 Prize** (8 January 2026) – Mama Shelter Belgrade (SBR)
- Prize:
 - Weekend (Friday and Saturday) stay at the hotel for 2 people (one room) (value of €360);
 - Sunday brunch at the hotel as part of the stay (value of €60)
 - Total value: €420
- (p) **Day 16 Prize** (9 January 2026) – Disloyalty membership
- Prize: Dis-loyalty 1 year membership
 - Total value: €180
- (q) **Day 17 Prize** (10 January 2026) – Mama Shelter Lyon (FR)
- Prize:
 - Sunday brunch for 2 people at the hotel (value of €84)
 - 2 cocktails (value of €26)
 - 2 Mama water bottles (value of €50)
 - Total value: €160
- (r) **Day 18 Prize** (11 January 2026) – Mama Shelter Luxembourg (LX)
- Prize:
 - 1 night B&B stay for 2 people at the hotel (one room) (value of €231)
 - 2 Mama Lux caps + 2 cocktails (value of €82)
 - Total value: €313
- (s) **Day 19 Prize** (12 January 2026) – Mama Shelter Rennes (FR)
- Prize:

- 1 night stay in a Medium room for 2 people with breakfast at the hotel as part of the stay (value of €200)
 - 1 hour access to pool/hammam/sauna as part of the stay at the hotel
 - Duo spa treatment + Typology products as part of the stay (value of €398.90)
 - Total value: €598.90
- (t) **Day 20 Prize** (13 January 2026) – Mama Shelter Bordeaux (FR)
- Prize:
 - 1 night stay for 2 people in an upgraded room with breakfast at the hotel as part of the stay (value of €170)
 - 2 cocktails at the hotel (value of €24)
 - Dinner for 2 people at the hotel as part of the stay (value of €40 per person, total value of €80)
 - Bonus: electronic discount code for 20% off Mama mattress toppers at <https://mamalovesyou.com/>.
 - Total value: €274
- (u) **Day 21 Prize** (14 January 2026) – Mama Shelter Lisboa (PT)
- Prize:
 - 2 nights stay for 2 people on a Friday and Saturday (one room) with breakfast at the hotel as part of the stay (value of €300)
 - Sunday buffet brunch for 2 people at the hotel (value of €70)
 - Mama Gift Bag for 2 people to be given to the winner as part of the stay at the hotel (total value of €50)
 - Total value: €420
- (v) **Day 22 Prize** (15 January 2026) – Mama Shelter Dijon (FR)
- Prize:
 - 2 nights stay with breakfast at the hotel as part of the stay + upgrade to Large Mama + late check-out at 3pm + Champagne and local treats (value of €340)
 - Private Burgundy wine tasting at the hotel (1 hour on date and time to be confirmed by the hotel to the winner) (value of €57)
 - Dinner for 2 people at the hotel as part of the stay (value of €150)
 - Total value: €547
- (w) **Day 23 Prize** (16 January 2026) – One Galette des Rois eat-in or take away
- Prize: 1 Galette des Rois redeemable at any Mama Shelter hotel in France
 - Total value: €39
- (x) **Day 24 Prize** (17 January 2026) – Final prize
- Prize:
 - 1 night stay on a Saturday for 2 people (one room) at the Mama Shelter hotel of your choice (except London, Singapore or Dubai) (value to be confirmed depending on the chosen hotel)

- Sunday breakfast + brunch at the hotel included as part of the stay
 - Mama Bed (mattress / topper / bed base, size of your choice) (value of approximately €1,455).
22. The Prize is non-transferable. The Prize does not include any travel costs or other expenses. Any expenses incurred by the winner (or their companion/guest) in making use of the Prize must be borne by that winner.
 23. No cash or other alternatives will be offered (except as expressly authorised herein or by Sponsor).
 24. For Prizes consisting of hotel stays, in order to make bookings at the hotel when claiming the Prize, the winner must contact our Members Services team at helene.gille@mamashelter.com and zoe.lemaitre@mamashelter.com, who will arrange the booking on winner's behalf. All bookings are subject to availability. The value of the Prize (as specified in clause 21 of this Terms) will be deducted from the total bill at checkout. The winner will be required to pay any difference between the prize value and the total bill amount themselves (if any). The Sponsor's usual booking cancellation terms apply when a Prize winner redeems their Prize.
 25. For Prizes consisting of meals (breakfast, brunch, lunch, dinner), in order to make bookings at the relevant F&B outlet when claiming the Prize, the winner must contact our Members Services team at helene.gille@mamashelter.com and zoe.lemaitre@mamashelter.com, who will arrange the booking on winner's behalf. All bookings are subject to availability. The value of the Prize (as specified in clause 21 of this Terms) will be deducted from the total bill on payment. The winner will be required to pay any difference between the prize value and the total bill amount themselves (if any). The Sponsor's usual booking cancellation terms apply when a Prize winner redeems their Prize.
 26. For Prizes that include meals (including breakfast, brunch, lunch, or dinner) as part of a night-stay Prize, such meals must be taken during the dates of the stay and cannot be redeemed on any other date.
 27. For Day 16 Prize (Dis-loyalty Membership) under clause 21 of this Terms, such membership shall be granted for a term of 1 year only. Once such year has expired, the relevant winner may elect to extend the term of such memberships, at its own cost. The Membership must be commenced within 6 months, after which, it will expire without any fault or responsibility from Sponsor. The winner shall agree to the terms and conditions applicable to all Dis-loyalty memberships.
 28. All Prizes that include physical items to be won under these Terms, including for the avoidance of doubt, the Prizes for days 3, 7, 9, 11, 13, 14, 17, 18, and 24 of the Promotion Period, will be shipped by the Sponsor to the winner at the address nominated by the winner, provided the address is located within the eligible countries listed in these Terms.

29. All Prizes are subject to availability and must be redeemed within six (6) months from the date the winner is notified of the results in accordance with clause 37 of these Terms.
30. Awarding of each Prize is subject to verification of eligibility and compliance with these Terms.
31. For the avoidance of doubt, each Prize and the redemption thereof are subject to terms and conditions specified by Sponsor. Each Prize is awarded “as is” with no warranty or guarantee, either express or implied. A Prize cannot be transferred, substituted, or redeemed for cash, or used in conjunction with any other competition or offer. Sponsor reserves the right, in its sole discretion, to substitute and/or modify a Prize with a prize of comparable or greater retail value, at its sole discretion.
32. All taxes on a Prize and all costs and expenses related to acceptance and use of a Prize not specified in these Terms as being provided are not included as part of any Prize package and are the sole responsibility of the Prize winner.
33. The Prize cannot be transferred or be traded off against an equivalent amount of money, and no monetary compensation will be provided.
34. The Prize is awarded at the total discretion of Sponsor or of its affiliate companies, and no Prize will be awarded if a participant has committed, or benefited from, irregular actions for this purpose.
35. The Prize may not be either exchanged or replaced, except at Sponsor’s sole and absolute discretion.

Winner Selection and Claiming a Prize

36. A winner will be chosen at random every day of the Promotion Period, by the Mama Shelter Marketing team using <https://www.wask.co/instagram-giveaway-comment-winner-picker?lang=fr>
37. Each winner will be selected and notified by direct message on Instagram within approximately one (1) business day of the end of the relevant day of the Promotion Period.
38. If you are notified that you have won a Prize, you must respond as directed (including with any requested information, such as your full name, e-mail address, mailing address and/or other contact information, including that of any additional guests) in such notification to claim the Prize within two (2) days of Sponsor’s first notification attempt.
39. If a winner cannot be contacted or does not respond or claim the Prize within two (2) days of our first notification, we reserve the right to withdraw the Prize from the winner and offer the Prize to the next person randomly selected.
40. We do not accept any responsibility if you are not able to take up, receive, or use the Prize.

41. Each Participant selected as a potential winner must comply with all terms and conditions set forth in these Terms, and winning is contingent upon fulfilling all such requirements.
42. Sponsor shall have no liability for any potential winner notification that is lost, intercepted, or not received by a potential winner for any reason. Sponsor is not responsible for and will not replace any lost or stolen Prize or any Prize that is undeliverable or does not reach the winner because of incorrect or changed contact information.

Data Protection and Publicity

43. Sponsor in its discretion may announce potential winners on its website(s) and/or social media accounts, providing the name and Instagram Account name of the winner of the Promotion.
44. By submitting an Entry, participant grants Sponsor and its parents, affiliates, subsidiaries, and advertising and promotion agencies an irrevocable, perpetual, non-exclusive worldwide license to publish, post, display, copy, distribute, transmit, edit, use alone, together or with other works, and otherwise exploit the Entry and all data, including personal data sent with and related to the Entry, in any manner whatsoever throughout the world, and at any time or times, including in connection with the Promotion, in any and all forms of media, now known or hereafter discovered, including, but not limited to, on the Internet and within Sponsor's website and on Sponsor's social media pages, for five years from the date of the Promotion, without additional compensation, review or approval rights, notification or permission, except where prohibited by law. Participant further agrees to execute any specific consent needed or requested by Sponsor or its designees in furtherance of such use. Participant hereby releases all Released Parties (defined below) from any and all liability related thereto.

PARTICIPANT FURTHER ACKNOWLEDGES THAT IF PARTICIPANT IS CHOSEN AS A WINNER, PARTICIPANT'S IDENTIFYING INFORMATION, INCLUDING BUT NOT LIMITED TO PARTICIPANT'S NAME, ADDRESS (BUT EXCLUDING THE PARTICIPANT'S HOUSE AND STREET NUMBER), INSTAGRAM HANDLE, PERSONA, LIKENESS, IMAGE, PRIZE INFORMATION AND ANY STATEMENTS OR QUOTES ATTRIBUTABLE TO THE PARTICIPANT, MAY BE DISCLOSED TO THIRD PARTIES INCLUDING, WITHOUT LIMITATION, BEING PLACED ON A WINNERS' LIST.

45. We will process your personal information for the purposes of administering the Promotion as set out in our Privacy Policy located at <https://ennismore.com/privacy-policy>.
46. In the United Kingdom, we are required to either publish or make available information that indicates that a valid award took place. To comply with this obligation, we will send the surname and country of the Prize winner to anyone who emails mamasayshello@mamashelter.com within twenty-eight (28) days after the close of the Promotion Periods. If a winner objects to any or all of their surname, county and winning Entry being published or made available, please email us at mamasayshello@mamashelter.com. In such circumstances, we must still provide the information and winning Entry to the Advertising Standards Authority on request.

47. In the US, in order to obtain any legally required winners' list (after the conclusion of the applicable Promotion) or a copy of these Terms, send a written request, enclosed with a self-addressed envelope with the proper postage affixed, to: Ennismore, 01 North 10th Street, Studio 204, Attn: General Counsel – Americas, Brooklyn, NY 11249 (VT residents may omit return postage). The request must be received within six months after the conclusion of the Promotion Periods.

The Sponsor's Responsibilities

48. We reserve the right to cancel or amend all or any part of the Promotion and/or these Terms without notice due to events outside of our control to the extent permitted under law. We will notify you of any material changes to the Promotion as soon as possible by making a public post on Instagram or messaging you directly.
49. Our decision in respect of all matters to do with the Promotion will be final and no correspondence will be entered into.
50. Sponsor reserves the right to restrict or void online Entries or participation from any IP address if any suspicious Entry and/or participation is detected. Sponsor reserves the right, in its sole discretion, to void Entries of any participants who Sponsor believes has attempted to tamper with or impair the administration, security, fairness or proper play of the Promotion. If Sponsor determines at any time in its sole discretion that a participant is disqualified, ineligible, or in violation of these Terms, or engaging in behaviour that Sponsor deems obnoxious, inappropriate, threatening, illegal or that is intended to annoy, abuse, threaten or harass any other person, Sponsor reserves the right in its sole discretion to select an alternate winner.

CAUTION: ANY ATTEMPT TO DAMAGE ANY ONLINE SERVICE OR WEB SITE OR UNDERMINE THE LEGITIMATE OPERATIONS OF THE PROMOTION VIOLATES CRIMINAL AND CIVIL LAWS. IF SUCH AN ATTEMPT IS MADE, SPONSOR MAY SEEK DAMAGES AND MAY DISQUALIFY ANY PARTICIPANT MAKING SUCH ATTEMPT.

Entrants' Responsibilities

51. The above limitation of liability shall not apply to liability arising from fraud (including fraudulent misrepresentation), death or personal injury caused as a result of our gross negligence.
52. By entering a Promotion, you represent and warrant as follows:
- (a) the Entry is your own for you to win a Prize, and you are eligible to win a Prize;
 - (b) the Entry does not contain any false information and you have not otherwise submitted any false or deceptive information in your participation in the Promotion; and
 - (c) you did not violate these Terms.

Sponsor reserves the right to disqualify (and refuse to accept or remove) any participant that Sponsor, in its sole discretion, deems to violate these Terms.

To the extent such events are not attributable to them, Sponsor and each of Sponsor's parents, affiliates, subsidiaries and advertising and promotion agencies and all of their respective officers, directors, shareholders, partnership, members, principals, employees, attorneys, agents, contractors, and suppliers ("**Released Parties**") are not responsible for and shall not be liable for:

- (i) electronic, hardware or software program, network, Internet or computer malfunctions, failures, or difficulties of any kind, including without limitation, server malfunction or by any human error which may occur in the processing of Entries;
- (ii) failed, incomplete, garbled or delayed computer transmissions;
- (iii) late, lost, inaccurate, delayed, stolen, garbled, misdirected, illegible, or incomplete Entries or for other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Promotion, including, without limitation, errors or difficulties which may occur in connection with the administration of the Promotion, the processing of Entries, the announcement of the potential Prize winner;
- (iv) any condition caused by events that may cause the Promotion to be disrupted or corrupted; or
- (v) any incorrect or inaccurate information, whether caused by you or any other individuals (not under the control of Sponsor), tampering, hacking, or by any equipment or programming associated with or utilized in the Promotion.

Persons who tamper with or abuse any aspect of the Promotion, who act in an unsportsmanlike or disruptive manner, or who are otherwise in violation of these Terms, as solely determined by Sponsor, will be disqualified and all associated Entries will be void.

Sponsor reserves the right, to the extent permissible under law, in its sole discretion, to cancel, terminate, modify or suspend the Promotion or any portion thereof should viruses, bugs or other causes corrupt the administration, security or proper play of the Promotion, and limit Entries to those submitted prior to the action taken, or to proceed in such a manner as may be deemed fair and equitable by Sponsor in its sole discretion and, if terminated, to award the Prize from all non-suspect, eligible Entries received prior to such action or as otherwise deemed fair and appropriate by Sponsor.

General Terms

53. These Terms cannot be modified or amended in any way except in a written document issued in accordance with law by a duly authorized representative of Sponsor. The invalidity or unenforceability of any provision of these Terms shall not affect the validity or enforceability of any other provision. If any provision is determined to be invalid or otherwise unenforceable or illegal, these Terms shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. Sponsor's failure to enforce any term of these Terms shall not constitute a waiver of that provision.

Liability and Governing Law

54. Without limiting any other provision in these Terms, Released Parties are not responsible or liable to any participant, potential winner, or winner or any person claiming through such participant, potential winner, or winner for failure to supply the Prize or any part thereof in the event that any of the Promotion activities or the Released Parties' operations or activities are affected including, without limitation, by reason of any acts of God, any action, regulation, equipment failure, threatened terrorist acts, terrorist acts, air raid, blackout, act of public enemy, earthquake, war, fire, flood, pandemic, epidemic, Covid-19, virus, explosion, unusually severe weather, hurricane, embargo, labour dispute or strike labour or material shortage, transportation interruption of any kind, civil disturbance, insurrection, riot, or any law, rule, regulation, order or other action adopted or taken by any governmental, federal, state or local government authority, or any other cause, whether or not specifically mentioned above.
55. Insofar as is permitted by law, Sponsor, its agents, or distributors will not in any circumstances be responsible or liable to compensate the winner or accept any liability for any loss, damage, personal injury, or death occurring as a result of taking up a Prize except where it is caused by the negligence of Sponsor its agents or distributors or that of their employees. Your statutory rights are not affected.
56. In case of intent or gross negligence of Sponsor or Sponsor's agents or assistants in performance, Sponsor is liable according to the provisions of applicable law; the same applies in case of breach of fundamental contract obligations. To the extent the breach of contract is unintentional, Sponsor's liability for damages shall be limited to the monetary value of one Prize. Sponsor's liability for culpable damage to life, body or health shall remain unaffected. Any liability not expressly provided for in these Terms shall be disclaimed.
57. FOR CALIFORNIA RESIDENTS
- (A) YOU WAIVE ANY AND ALL RIGHTS UNDER SECTION 1542 OF THE CIVIL CODE OF THE STATE OF CALIFORNIA, WHICH PROVIDES AS FOLLOWS: "A GENERAL RELEASE DOES NOT EXTEND TO CLAIMS THAT THE CREDITOR OR RELEASING PARTY DOES NOT KNOW OR SUSPECT TO EXIST IN HIS OR HER FAVOR AT THE TIME OF EXECUTING THE RELEASE AND THAT, IF KNOWN BY HIM OR HER, WOULD HAVE MATERIALLY AFFECTED HIS OR HER SETTLEMENT WITH THE DEBTOR OR RELEASED PARTY."
- (B) You expressly waive and release any right or benefit which you have or may have under Section 1542 of the Civil Code of the State of California, to the full extent that you may waive all such rights and benefits pertaining to the matters released here. In connection with such waiver and relinquishment, you acknowledge that you are aware that you may hereafter discover claims presently unknown or unsuspected, or facts in addition to or different from those which you now know or believe to be true, with respect to the matters released herein; nevertheless, it is your intention through this release to fully and finally

and forever settle and release all such matters and claims relative thereto, which do not exist, may exist or heretofore have existed between yourself and the Sponsor related to the Promotion. The release herein given shall be and remain in effect as a full and complete release of such claims and matters notwithstanding the discovery or existence of any such additional or different claims or facts relative thereto.

58. The Promotion and these Terms, and all matters arising out of or relating to the Promotion, are governed by, and construed in accordance with, the laws of England and Wales and are subject to the exclusive jurisdiction of the courts of London, England. However, nothing herein shall prevent a Participant electing to bring an action in the courts of their country of residence.