



Celonis ‘Freakonomics’ Contest for Celonis World Tour

OFFICIAL RULES

NO PURCHASE OR ENTRY FEE REQUIRED TO ENTER OR RECEIVE A PRIZE.

1. **CONTEST OVERVIEW:** These Official Rules apply for the ‘Freakonomics’ Contest (“Contest”) conducted by Celonis globally and promoted on <https://www.twitter.com/Celonis> and <https://www.linkedin.com/company/celonis>. By entering this Contest, you agree to the terms in these Official Rules.

The ‘Freakonomics’ Contest invites members of the Celonis community to participate in a Celonis World Tour specific Social Media Contest. There will be three (6) winning entries, three (3) on Twitter and three (3) on LinkedIn. The winning entries will be randomly selected from all entries. Celonis is the sponsor of the Contest (“Sponsor”).

2. **CONTEST PERIOD:** The Contest begins on October 19, 2020 at 10:00 AM (all times are US Eastern Time (EST) and ends on October 23 at 12:00PM. (the “Contest Period”). The computer of Sponsor is the official time clock for the Contest. Each entrant is responsible for determining the corresponding time zone in their respective geographic location.

3. **ELIGIBILITY:** This Contest is open only to entrants who are 18 years of age or older and the age of majority in his/her territory of residence as of the start of the Contest Period. Persons in any of the following categories are not eligible to participate or win the prize(s) offered in this Contest: (a) persons who are employees or agents of Celonis, its affiliates, subsidiaries, and their service agencies and independent contractors or of Sponsor's participating advertising and Contest agencies, and prize suppliers (if any) (b) persons who are or were engaged in the development, production, distribution of materials, prizes, or drawing of winners for this Contest; (c) persons who are immediate family (defined as spouse, parent, sibling or child, regardless of where they reside) of, or anyone who resides in the same household as, any person in either of the preceding categories; (d) employees, officers, or officials of any government entity, including, but not limited to, any person acting in an official capacity for or on behalf of any national, state, provincial or local government, or any department or agency thereof; and (e) employees of any company that has a policy against and/or legally prohibits participation in The Contest or the awarding of a prize/award to an employee.

4. **HOW TO ENTER:** (1) On Twitter: Go to <https://www.twitter.com/Celonis>, re-tweet and like the specific ‘Freakonomics’ post. (2) On LinkedIn: Go to <https://www.linkedin.com/company/celonis>, like and share the specific ‘Freakonomics’ post, and tag at least one other person in the comments section of this specific post. Your Entry constitutes your consent to participate in this Contest and your consent for Sponsor to obtain your name, address and other information for the purpose of fulfilling your prize if you are deemed a prize winner and for other uses by Sponsor as permitted by applicable law. Entries are the property of the Sponsor and will not be acknowledged or returned. Sponsor is not responsible for Entries that are lost, late, incomplete, misaddressed, or otherwise misdirected or Entries that are processed late or incorrectly or are lost due to computer or electronic malfunction or other error.



Multiple or duplicate entries will be disqualified. Any Entry that is submitted with the use of an automated device will be void. All terms and conditions of Twitter and LinkedIn apply. Entry will be deemed made by the authorized account holder of the respective Twitter handle or LinkedIn profile submitted at time of Entry.

The authorized account holder of a Twitter handle is defined as the natural person who is assigned a Twitter handle by Microsoft. A potential prize winner may be required to provide proof (to Sponsor's satisfaction) that he/she is the authorized account holder of the Twitter handle associated with the potentially prize-receiving Entry.

The authorized account holder of a LinkedIn handle is defined as the natural person who is assigned a LinkedIn handle by Microsoft. A potential prize winner may be required to provide proof (to Sponsor's satisfaction) that he/she is the authorized account holder of the LinkedIn handle associated with the potentially prize-receiving Entry.

5. ALTERNATE METHOD OF ENTRY: Sending an email to p.behnke@celonis.com by October 23, 2020 at 12:00pm PST with the subject line: Freakonomics Contest. In the email, include: Your Full Name, Address, Phone Number, Email Address, and Age (must be 18 years of age or older). Failure to provide this information will automatically disqualify your entry. Participants must complete and submit all of the required information.

6. SELECTION OF POTENTIAL WINNERS: Six (6) potential prize winners will be selected from among all eligible entries. Potential winners will be notified via Twitter Direct Message, LinkedIn Direct Message or email. Potential winners may be required to sign and return the attached Affidavit of Eligibility/Liability and Publicity Release within ten (10) business days notification. If Sponsor is unable to reach a potential winner, if the winner's Affidavit of Eligibility/Liability and Publicity Release is not properly completed and returned to Sponsor within ten (10) business days from the date it was mailed to a potential winner, if a prize or prize notification is returned as non-deliverable, or if a potential prize winner is found not to have complied with these Official Rules in any way, the prize will be forfeited and an alternate winner will be selected.

7. PRIZES: Six (6) prize winners will receive: One 'Freakonomis' book by Steven Levitt and Stephen J. Dubner (hard copy or e-book). Total prize value per prize is EUR 25. In no event will the Sponsor award more prizes than are provided for in these Official Rules. No prize substitutions allowed, in whole or in part, except Sponsor reserves the right to substitute a prize of comparable value if a prize becomes unavailable. Winner is solely responsible for any local, provincial, state, federal or any other applicable taxes, and any other costs, expenses and fees connected with the prize. If a potential winner fails to provide such documentation or comply with such laws, the prize may be forfeited and Sponsor may, in its sole discretion, select an alternative potential winner. All other expenses not specified herein are the responsibility of the winners.

8. CONDITIONS OF PARTICIPATION AND WINNING: By entering this Contest, entrants agree to be bound by the terms of these Official Rules and by the decisions of Sponsor, which are final and binding on all matters pertaining to this Contest. Acceptance of a prize constitutes permission for, and a winner's consent to, Sponsor and its agencies to use winner's name and/or likeness for advertising and



promotional purposes without additional compensation, unless prohibited by law. An entrant may be prohibited from participating in this Contest if, in Sponsor's sole discretion, it reasonably believes that the entrant has attempted to undermine the legitimate operation of this Contest by cheating, deception, or other unfair playing practices or annoys, abuses, threatens or harasses any other entrants, Sponsor or Sponsor's associated agencies. Prizes are conditioned on verification that Sponsor's provision, and entrant's acceptance, of the award, complies with all applicable laws, regulations, and/or rules of entrant's nation, state or province, locality and/or employer.

9. DISPUTE RESOLUTION/CHOICE OF LAW: To the extent permitted by law, the rights to litigate, to seek injunctive relief or to make any other recourse to judicial or any other procedure in case of disputes or claims resulting from or in connection with this Contest are hereby excluded, and any entrant expressly waives any and all such rights. Entrants agree that these Official Rules and the Contest are governed by the laws of New York, NY, without regard for conflicts of law doctrine of any jurisdiction. All claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, but in no event attorneys' fees. Entrants hereby waive all rights to claim or be awarded any punitive, direct, indirect, incidental, and consequential damages and any other damages.

10. DATA PRIVACY: Entrants agree that personal data, especially name and address, may be processed, stored and otherwise used for the purposes and within the context of the Contest and any other purposes outlined in these Official Rules or in Celonis's Privacy Policy, located at <https://www.celonis.com/privacy-policy/>. Celonis will not sell, rent, transfer, or otherwise disclose your personal data to any third party. By entering the Contest/contest, you understand that Celonis may send you additional commercial marketing emails regarding Celonis products and services. Sponsor may use and share an entrant's personal data with third parties to the extent necessary to fulfill its obligation to administer and sponsor this Contest. All Entries through *Twitter* are subject to the Twitter privacy policy, located at <https://twitter.com/en/privacy> and are subject to the Twitter terms of service, located at <https://twitter.com/en/tos>. All Entries through *LinkedIn* are subject to the LinkedIn privacy policy, located at <https://www.linkedin.com/legal/privacy-policy> and are subject to the LinkedIn terms of service, located at <https://www.linkedin.com/legal/user-agreement>.

11. SEVERABILITY: If any provision(s) of these Official Rules are held to be invalid or unenforceable, all remaining provisions hereof will remain in full force and effect.

12. SPONSOR CONTACT: You may contact the internal Celonis spokesperson at: p.behnke@celonis.com, c/o Celonis, Inc., One World Trade Center, Suite 49A, New York, NY 10007.

For a list of prize winners or a copy of these Official Rules, send your request and a stamped, self-addressed envelope to "Freakonomics Social Media Contest", Celonis, Inc., One World Trade Center, Suite 49A, New York, NY 10007



Celonis Contest/Drawing/Giveaway AFFIRMATION OF ELIGIBILITY AND LIABILITY/PUBLICITY RELEASE

I, _____ [insert full name of drawing/contest winner or giveaway recipient] (“Winner/Recipient”), participated in the ‘Freakonomics’ Contest by Celonis and have been awarded on ‘copy of the ‘Freakonomics’ book by Steven Levitt and Stephen J. Dubner. (“Prize/Gift”) valued at EUR 25. I understand that Celonis is committed to promoting a corporate culture that is centered on integrity, accountability and ethical business conduct. _____ (initial) I attest that I am not a government/public sector employee or official. _____ (initial) I attest that I am not (a) an employee of Celonis or its affiliates, parent, subsidiaries, advertising or Contest agencies; (b) a member of the immediate family of such an employee; (c) a resident of any country excluded from the Contest. _____ (initial) I attest that I am 18 years of age or older.

By accepting the Prize/Gift, I agree or understand that: US federal, state and local taxes, custom fees, prize fees/charges and incidental costs, if any, are the sole responsibility of the prize winner/gift recipient. I may be required to fill out tax forms based on the value of a Prize/Gift.

All expenses and costs associated with the acceptance and use of the Prize/Gift are the sole responsibility of the winner/recipient. No cash substitution is permitted.

Celonis is not liable for any warranty, costs, expenses or personal or property damages related to my participation in the Contest or arising from the use or misuse of the Prize/Gift, and I waive any right to claim ambiguity in the Contest or its Official Rules.

My acceptance of the Prize/Gift constitutes permission to use my name, photograph, and likeness (collectively “My Likeness”) and any statements, quotes or testimonials I voluntarily provide for advertising and publicity purposes in association with the Celonis event in which I won/received the Prize/Gift without further compensation.

I understand that I have the right to request to review, correct, update, suppress, or otherwise modify My Likeness contained in the Celonis advertising and publicity materials, or withdraw my consent to the use or processing of My Likeness by Celonis. However, I understand that Celonis may not be able to recall the Celonis materials which are already publicly available and may include My likeness. I represent that I have complied with all of the Official Rules and that I have perpetrated no fraud or deception in entering or in claiming any prize/gift to which I may be entitled. I further declare that all statements made herein are true and correct and that these statements are made with the knowledge that willful false statement(s) and the like so made will result in my disqualification.

I agree to return to Celonis any prize or gift that may be awarded to me, if any statement(s) made by me in this affirmation is false.



CANADIAN RESIDENTS ONLY: To comply with Canadian law, Canadian residents must correctly answer, without assistance, the following skill-testing question in order to be confirmed as a winner and receive a prize:

$$72 \times 3 \div 24 + 311 - 40 = ?$$

Seventy-two (times) three (divided by) twenty-four (plus) three-hundred and eleven (minus) forty equals?

Signature _____

Printed Name _____

Date _____

Address _____

Email Address _____

Phone _____

Twitter profile _____

Or

Linkedin profile _____