

Scotch™ Brand 'Ship It Forward' Contest Official Rules

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Eligibility: The Scotch™ Brand 'Ship It Forward' Contest (the "Contest") is open only to legal residents of the fifty (50) United States and the District of Columbia who are at least eighteen (18) years old at the time of entry (except residents of Alabama and Nebraska who must be at least 19 years old and residents of Mississippi who must be at least 21 years old). Employees of 3M Company, Merkle Inc., and any of their parent and affiliate companies as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Contest is subject to all applicable federal, state, and local laws and regulations and is void where prohibited.

2. Sponsor: 3M Company, 3M Center, St. Paul, MN 55144. **Administrator:** Merkle Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

3. Agreement to Official Rules: Participation in this Contest constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to this Contest. Winning a prize is contingent upon fulfilling all requirements set forth herein.

4. Timing: The Contest begins on March 29, 2021 at 12:00 a.m. Eastern Time ("ET") ends on April 16, 2021 at 11:59 p.m. ET (the "Contest Period"). Administrator's computer is the official time-keeping device for the Contest.

5. How to Enter: During the Contest Period, visit www.scotchbrand.com/ShipltForward and follow the links and instructions to nominate a small business owner (two hundred fifty (250) employees or less) who ships merchandise, is deserving of recognition, is at least 18 years old (except residents of Alabama and Nebraska who must be at least 19 years old and residents of Mississippi who must be at least 21 years old) and resides in the fifty (50) United States (including the District of Columbia) ("Nominee"). You ("Nominator") must complete and submit the registration form, including the Nominee's full name, valid email address and small business name in addition to your full name and valid email address. Next, follow the directions to provide a link to one (1) 75 second video that answers the following questions:

- What is the name of the Nominee's business and what item/s does it sell?
- How has the Nominee's business been impacted by the pandemic? What shifts has the Nominee's business made to overcome challenges created by the pandemic?
- What does the Nominee's current shipping process look like and how would they benefit from having a more efficient shipping process and additional resources?

The registration information and responses to the questions will be collectively referred to as your submission ("Submission").

You can nominate yourself. You must have permission from the Nominee to nominate them, including providing their information and the Submission, and to grant the rights set forth herein. If requested, you must be able to provide such permissions or proof in a form acceptable to Sponsor.

Your Submission need not include any reference, positive or negative, to Sponsor's products or services. Including a reference or image of Sponsor's products/services in your Contest Submission will not improve the chance of winning. By uploading your Submission, you agree that it conforms to the guidelines, permissions, and content restrictions below and that Sponsor, in its sole discretion, may disqualify you if it believes that it fails to conform. Where your Submission meets all requirements, your Submission will be deemed one (1) Contest entry.

Guidelines:

- The Submission must be a publicly accessible URL;
- The Submission must not exceed 75 seconds in length; and
- The Submission must be in English.

Content Restrictions:

- The Submission must be your original work;
- The Submission must not convey any claims of Sponsor's products or services that would be deemed unsubstantiated or deceptive if made by Sponsor;
- The Submission must not contain material that violates or infringes another's rights, including but not limited to privacy, publicity or intellectual property rights, or that constitutes copyright infringement and therefore must not contain brand names or trademarks other than those owned by Sponsor;
- The Submission must not contain content created by a third party, such as images or artwork;
- The Submission must not disparage Sponsor, or any other person or party;
- The Submission must not contain material that is inappropriate, offensive, indecent, obscene, sexually explicit, tortious, defamatory, slanderous or libelous;
- Your Submission must not make references to or include alcohol, illegal drugs, tobacco, or firearms/weapons, any activities that are or appear to be dangerous, or any political agenda;
- The Submission must not contain material that promotes bigotry, racism, hatred, or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation, or age; and
- The Submission must not contain material that is unlawful, in violation of, or contrary to the laws or regulations in any state where Submission is created.

Limit: Each Nominator may nominate two (2) different Nominees by uploading up to two (2) Submissions during the Contest Period. Submissions received from any person or email address in excess of the stated limit will be void. Submissions generated by script, macro or other automated means are void. In the event of a dispute as to any Submission, the authorized account holder of the email address used to register will be deemed to be the entrant and must comply with these Official Rules. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Each entrant may be required to show proof of being an authorized account holder. Released Parties (as defined in Section 10, below) are not responsible for lost, late, stolen, damaged, incomplete, invalid, un-intelligible, garbled, delayed, or misdirected Submissions; all of which will be void.

6. Sponsor's Use of Submissions: Uploading a Submission constitutes Nominator's and Nominee's consent to give Sponsor a royalty-free, irrevocable, perpetual, non-exclusive license to use, reproduce, modify, publish, create derivative works from, and display such submissions in whole or in part, on a worldwide basis, and to incorporate it into other works, in any form, media or technology now known or later developed, including for promotional or marketing purposes. If requested, Nominator and/or Nominee will sign any documentation that may be required for Sponsor or its designees to make use of the non-exclusive rights Nominator and Nominee are granting to use the Submission.

7. Winner Determination: After the conclusion of the Contest Period, a panel of qualified judges determined by Sponsor in its sole discretion will score the Submissions and select up to six (6) Nominees with the highest-scoring Submissions (the "Winners") from among all eligible Submissions based on the following criteria ("Judging Criteria"):

- Story: Clearly communicates how the small business came to be (30%)
- Challenges: Details specific challenges with packing-and-shipping related processes currently in place (30%)
- Impact: Articulates the positive impact that having extra shipping supplies and support would have in combating the previously described challenges (40%).

The Nominee whose Submission receives the highest score will be deemed the potential Grand Prize winner. The five (5) Nominees whose Submissions receive the next highest scores are the potential First

Prize winners. In the event of a tie, the Nominee whose Submission receives the highest score for "Impact: Articulates the positive impact that having extra shipping supplies and support would have in combating the previously described challenges," as determined by the qualified judges in their sole discretion, will be deemed the applicable potential winner from amongst the tied Nominees. Sponsor will not disclose judging scores.

8. Winner Requirements: Potential Nominee winners and their Nominator will be notified by email, mail, or phone on or around May 3, 2021. Each potential Nominee winner will be required to review the Official Rules and to sign and return a Declaration of Compliance, Liability Waiver and, where not prohibited, a Publicity Release ("Declaration"), which must be received by Administrator within five (5) days of the date notice or attempted notice is sent, in order to claim their prize. If a potential winner cannot be contacted, fails to execute and return the Declaration or provide any other requested information, within the required time period (if/as applicable), does not comply with these Official Rules, or if prize is returned as undeliverable, potential winner forfeits the prize. If a potential Nominee winner is disqualified for any reason, the prize may be awarded to a runner-up, if any, in Sponsor's sole discretion. Only three (3) alternate winners may be determined, after which the applicable prize will remain un-awarded.

9. Prizes: ONE (1) GRAND PRIZE: Grand Prize package includes a \$10,000 check, virtual Celebrity Coaching session with entrepreneur Bethenny Frankel, and one (1)-year's supply of Scotch™ Brand product, which includes forty-eight (48) Scotch Flex & Seal Shipping Rolls, 50 ft (2.1 lbs; 15 x 9.5 x 9.5 in); forty-eight (48) Scotch Box Lock Packaging Tape, 3" core with Refillable Dispenser (4.8oz; 2.45 x 4.5 x 5.8 in); and six (6) Scotch Precision Scissors (3.2oz; 0.7 x 3.25 x 10.65 in.). The coaching session must be completed by June 30, 2021 or that portion of the prize will be forfeited. Approximate Retail Value ("ARV"): \$32,171.94. **FIVE (5) FIRST PRIZES:** Each First Prize package includes a \$1,000 check, Scotch™ Brand product samples, which includes four (4) Scotch Flex & Seal Shipping Rolls, 50 ft (2.1 lbs; 15 x 9.5 x 9.5 in); four (4) Scotch Box Lock Packaging Tape, 3" core with Refillable Dispenser (4.8oz; 2.45 x 4.5 x 5.8 in); and two (2) Scotch Precision Scissors (3.2oz; 0.7 x 3.25 x 10.65 in.) ARV: \$1,189.00.

Prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize (or a component thereof) for one of equal or greater value if the designated prize should become unavailable for any reason. Winners of a prize valued at or greater than \$600 will receive an IRS form 1099 and are responsible for all taxes and fees associated with prize receipt and/or use. Limit: One (1) prize per person. Prizes will be fulfilled 8 – 10 weeks after the end of the Contest.

10. Release: By entering and participating in the Contest, each winner agrees to release and hold harmless the Sponsor, Administrator, and their respective parent companies, subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Contest or receipt or use or misuse of any prize, including any related travel.

11. Publicity Acceptance of any prize shall constitute and signify each winner's agreement and consent that Sponsor and its designees may use the winner's name, city, state, likeness, photo, video, Submission, and/or prize information in connection with the Contest for promotional, advertising public relations/media activities, including but not limited to: on-site, in-studio, telephone and e-mail media interviews, media appearances, or other purposes, worldwide, prior to, during and after the selection of the winning Entries, in any and all media now known or hereafter devised, including the Internet, without limitation and without further payment, notification, permission or other consideration, except where prohibited by law. With acceptance of any prize, Sponsor may request that the winner participate in a video and/or photo shoot, which may require the winner to participate in activities including but not limited to script reading, sharing business background and answering business questions. In acceptance of receiving the grand prize, the winner consents to the Sponsor capturing photo and video content via screengrabs and screen recordings throughout the virtual coaching session for use on Sponsor-owned social channels or websites/microsites, and/or Celebrity Coach's social channels.

12. Ownership of Submission: Each winner shall irrevocably grant, transfer, convey and assign to

Sponsor the entirety of the rights in and to the Submission and all renewals and extensions of copyright, and the right to secure copyright registrations thereto in perpetuity including, without limitation, the rights to use the Submission for any and all purposes in any and all media whether now known or hereafter developed, on a worldwide basis, in perpetuity. Each winner accepts and acknowledges that Sponsor shall not be obligated to use the Submission and that Sponsor, in its sole discretion, shall have the right to refrain from using the Submission. Sponsor shall not incur any liability whatsoever to the extent Sponsor chooses to refrain from any exploitation of its rights hereunder. Each winner will indemnify Sponsor, Released Parties, and any licensee of Sponsor against all claims, damages, liabilities, and expenses (including reasonable counsel fees and legal expenses) arising out of any breach of these terms.

13. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Contest if any fraud, technical failures, human error, any other factor impairs the integrity or proper functioning of the Contest, or any event or cause beyond Sponsor's control (e.g. events such as natural calamities, national emergencies, wide spread illnesses, declarations of war, acts of God, acts of terrorism) interferes with any aspect of the Contest, including but not limited to fulfillment of the prize(s), as determined by Sponsor in its sole discretion. If terminated, Sponsor may, in its sole discretion, determine the winners from among all non-suspect, eligible entries received up to time of such action using the judging procedure outlined above. Sponsor may also modify the prizes offered. In addition, Sponsor reserves the right to disqualify any individual it finds to be tampering with the Entry process or the operation of the Contest or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner and void all associated Entries. Any attempt by any person to deliberately undermine the legitimate operation of the Contest may be a violation of criminal and civil law, and should such an attempt be made, Sponsor reserves the right to seek damages and other remedies (including attorneys' fees) from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

14. Limitations of Liability: Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrant, printing, typographical or other errors or by any of the equipment or programming associated with or utilized in the Contest; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the Submission process or the Contest; (4) printing, typographical, technical, computer, network or human error which may occur in the administration of the Contest, the uploading, the processing or judging of Submissions, the announcement of the prizes or in any Contest-related materials; (5) late, lost, undeliverable, damaged or stolen mail; or (6) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Contest or receipt or use or misuse of any prize (including any travel/activity related thereto). Released Parties are not responsible for misdirected or undeliverable Submissions or for any technical problems, malfunctions of computer systems, servers, providers, hardware/software, lost or unavailable network connections or failed, incomplete, garbled or delayed computer transmission or any combination thereof. Released Parties are not responsible for any unauthorized third-party use of any Submission.

15. Disputes: Except where prohibited, each entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Contest or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Contest, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the State of Michigan without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.

16. Entrant's Personal Information: Information collected from entrant is subject to Sponsor's Privacy Policy https://www.3m.com/3M/en_US/company-us/privacy-policy.

17. Winner List: For a winner list, visit <https://bit.ly/2ZqF1LV>. The winner list will be posted after winner confirmation is complete.

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