**RED BULL CHERRY FLAVOR LAUNCH**  
**JOINT PROMOTION AGREEMENT**

This Joint Promotion Agreement (“Agreement”) is made on the 1st day of January, 2024 (“Effective Date”), by and between Red Bull GmbH (“Red Bull”), as the manufacturer of Red Bull energy drinks, with offices as set forth below, and Costco Wholesale Corporation (“Costco”), with offices set below, regarding the launch and promotion of Red Bull Cherry flavor (the “Product”) to be promoted at selected Costco locations (“Project”), subject to the terms and conditions set forth herein. This Agreement is subject to Red Bull and Costco entering into fully-executed agreements regarding the promotion of the Project, and to those additional provisions contained in the Standard Terms and Conditions attached hereto as Schedule A and incorporated herein by this reference.

**Name:** Red Bull GmbH  
**Address:** Am Brunnen 1, 5330 Fuschl am See, Austria

**Name:** Costco Wholesale Corporation  
**Address:** 999 Lake Drive, Issaquah, WA 98027, USA

In consideration of the mutual promises and covenants set forth herein, and other good and valuable consideration, Red Bull and Costco (each, a “Party,” collectively, the “Parties”) hereby agree as follows:

1. **PROMOTION:** Red Bull and Costco wish to conduct a joint promotion regarding the Product, subject to the terms and conditions of this Agreement (the “Promotion”). The Product and any material produced pursuant to the Promotion is the exclusive property of Red Bull and may be exhibited throughout the universe in all media now known or hereafter devised, in perpetuity.
2. **TERM:** The term (“Term”) of this Agreement begins on the Effective Date, January 1, 2024, and shall continue until March 1, 2024, unless extended in writing by the Parties prior to such date.
3. **PRESENTATION:** The Promotion will consist of the following elements:

**a. Red Bull shall provide:**

**i. In-Store Integrations:**

| **Element** | **Details** |
| --- | --- |
| High visibility end cap displays | Featuring Red Bull Cherry flavor. Dynamic displays designed to attract customer attention, integrating thematic elements that resonate with the "Gives You Wings" slogan. |
| Sampling events | At selected Costco locations on specified dates, offering customers a firsthand taste of Red Bull Cherry flavor, enhancing product visibility and customer engagement. |
| Nature/Scope of In-Store Integration: | Red Bull shall design and manage dynamic end cap displays and organize sampling events, ensuring the promotion aligns with both Red Bull’s branding and Costco’s in-store experience, maximizing product visibility and customer engagement. |

**ii. Special Car Display Integrations:**

| **Element** | **Details** |
| --- | --- |
| Airdate: | Setup period begins January 1, 2024, with the car display remaining in place until March 1, 2024. |
| In-Store Car Display Elements: | - A life-size car model display featuring dynamic Red Bull Cherry branding. |
|  | - Interactive elements allowing customers to engage directly with the product and the Red Bull brand. |
|  | - Promotional staff wearing Red Bull Cherry branded apparel to provide product information and samples. |
| Nature/Scope of Car Display Integration: | Red Bull to design and implement a visually compelling car display, including interactive elements and staffed by knowledgeable promotional personnel, strategically placed within Costco for maximum engagement. |
| Other: | Costco to allocate premium space for the car display, ensuring high visibility and foot traffic, with locations agreed upon prior to setup. |

**iii. Online Integrations:**

| **Element** | **Details** |
| --- | --- |
| Online run date: | Starting January 1, 2024, running through March 1, 2024. |
| Online Integration Elements: | - Feature of the Product on Costco.com and Red Bull’s platforms, including direct links to purchase. |
|  | - Social media campaigns across Costco’s and Red Bull’s platforms, using the hashtag #RedBullCherryCostco to unify the promotion. |
|  | - Interactive online contests and challenges encouraging customers to share their Red Bull Cherry experiences. |
| Nature/Scope of Online Integrations: | Collaborative design and execution of digital marketing campaigns, including product features, social media engagement, and interactive contests, to drive both online and in-store sales, with a focus on engaging content that highlights the unique qualities of Red Bull Cherry flavor. |

**b. Costco shall, without any expense to Red Bull:**

* Provide premium floor space and logistical support for the in-store and car display integrations.
* Feature the Red Bull Cherry flavor in its monthly member mailer and on Costco.com, including direct purchasing options.
* Collaborate on the creation and distribution of co-branded digital marketing materials.
* Assist in the coordination of in-store sampling events, including staffing and logistics.

**IN WITNESS WHEREOF, the Parties have caused this Agreement to be signed by persons authorized to contractually bind them as of the date first written above.**

**Red Bull GmbH**  
By: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Its: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Costco Wholesale Corporation**  
By: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Its: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**SCHEDULE A**  
**STANDARD TERMS AND CONDITIONS**

(Appropriate standard terms and conditions would be inserted here, tailored specifically to the needs and legal requirements of both Red Bull GmbH and Costco Wholesale Corporation, covering aspects such as approvals, use of trademarks, representations and warranties, indemnification, compliance with law, consumer complaints, publicity and confidentiality, termination, governing law and arbitration, adverse publicity and force majeure, relationship of the parties, notices, assignment, counterparts, and complete agreement, waiver, and invalidity clauses.)



