

Netflix
Squid Game 2
Your Move = Your Fate
A 4.56K Run

To participate in this promotion, you must agree to and abide by these Official Rules.

NO PURCHASE NECESSARY. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING.

Each Prize is one (1) ticket to an advanced screening of Squid Game Season 2 on December 12, 2024 at 10 PM PT in Los Angeles, CA. IF YOU ARE NOT ABLE TO ATTEND THE ADVANCED SCREENING AT THIS TIME, DO NOT REGISTER FOR AND/OR PARTICIPATE IN THE EVENT.

1. **Sponsor/Administrator:** Netflix Media, LLC. 5808 W. Sunset Blvd., 12th Floor, Los Angeles, California, 90028. ("**Sponsor/Administrator**" or "**Netflix**").
2. **Eligibility:** The "*Netflix Squid Game 2 - Your Move = Your Fate - A 4.56K Run*" ("**Event**") is open only to legal residents of the 50 United States and the District of Columbia who are at least 18 years of age. Any employees, consultants, independent contractors, and interns who have, within the past six months, performed services for Sponsor/Administrator, Probability LLC, Eventbrite Inc, HudsonGrey Inc., the cast/crew of "Squid Game" (Season 1 or 2) or any organizations responsible for sponsoring, fulfilling, administering, advertising or promoting the Event or "Squid Game" Season 2, and/or their respective parent, subsidiary, affiliated and successor companies, and immediate family and household members of such individuals, are not eligible to register, participate or win any prize. "Immediate family members" shall mean parents, step-parents, children, step-children, siblings, step-siblings, or spouses, regardless of where they live. "Household members" shall mean people who share the same residence at least three months a year, whether related or not. Offered only in Los Angeles, California; void elsewhere and where prohibited or restricted by law.
3. **Event Schedule:** The Event will take place beginning on or around 6:00pm Pacific Time ("PT") on December 12, 2024 at a certain, designated location in Los Angeles, CA. The specific location of the Event will be provided to persons who register for and receive a ticket to attend the Event as set forth below.
4. **How to Play:**

Step 1 (Registration):

Visit squidgame456krun.com beginning on November 21, 2024 at 8am PT to register for tickets to the Event. Limited registration quantity while supplies last. **Registration, tickets and admission to the Event are free.** Each registration includes two (2) tickets to the Event, one ticket for the person who registered (also referred to as "registrant") and a second ticket for a guest of his/her/their sole choosing. Please note: **The opportunity to participate in the Event is offered on a first-come-first served basis.** These tickets DO NOT guarantee admission to the Event or the chance to win a prize of a ticket to the advanced screening of "Squid Game" Season 2. Even if you register for the Event and/or are issued a ticket to the Event as well as showing up at the designated location at 6:00pm PT, you may not be admitted to the Event; and, in such case, Sponsor/Administrator, and "Squid Game" brand ambassadors (also referred to as "Squid Game" Ambassadors"), expressly disclaim any liability under any legal theory.



Between November 21, 2024 and December 11, 2024 the exact location of the Event ("**Event Location**") as well as arrival instructions/details will be emailed to registrants at the email address used to register for tickets to the Event. ANY AND ALL COSTS OF TRAVEL TO/FROM THE EVENT LOCATION, INCLUDING OVERNIGHT LODGING IF DESIRED, ARE THE SOLE RESPONSIBILITY OF REGISTRANT AND HIS/HER/THEIR GUEST.

Step 2 (Arrival, Check-In & Event Waiver)

On December 12, 2024 on or around 6:00pm PT, check-In begins & pre-run activities open. Again, admission to the Event – regardless of whether you registered for a ticket to the Event and/or are issued a ticket to the Event as well as showing up at the designated location at 6:00pm PT, is offered on a **first come, first served basis** and are **NOT** guaranteed. **For this reason, we strongly suggest arriving at the designated location early to secure your place in line. Line queues will open at approximately 4:00pm PT.**

At check-in each registrant and guest will be required to complete a Event waiver ("**Event Release Waiver**"). An individual must complete and sign the Event Release Waiver where, in addition to agreeing to and accepting these Official Rules, he/she/they (a) assumes any and all risk of injury in conjunction with participation in Elimination Challenges comprising the Event (see Step 3 below), and indemnifies, releases and agrees to hold harmless Sponsor/Administrator, "Squid Game" brand ambassadors, and their respective officers/directors/employees/agents/contractors/representatives/shareholders from any and all liability in conjunction therewith (the preceding expressly includes but is not limited to the risk of contracting COVID-19/Coronavirus notwithstanding one's compliance with the relevant portion of the Code of Conduct below as well as any injury or adverse health consequences resulting from running/walking a 4.56K course and/or one's participation in one or more of the three (3) Elimination Challenges (as applicable) or otherwise in conjunction with attendance at the Event; (b) acknowledges that, to best of his/her/their knowledge and belief, he/she/they is in suitable physical and psychological condition to run/walk a 4.56K course and participate in one or more of the three (3) Elimination Challenges (as applicable); (c) agrees to EMTS and other medical professionals designated by Sponsor/Administrator and "Squid Game" brand ambassadors providing medical attention to him/her/their participation in the Event by running/walking a 4.56K course and/or participating in one or more of the three (3) Elimination Challenges (as applicable); (d) understands and agrees that Sponsor/Administrator and "Squid Game" brand ambassadors have not obtained any insurance in conjunction with his/her/their participation in one or more of the three (3) Elimination Challenges (as applicable); and (e) grants to Sponsor/Administrator and "Squid Game" brand ambassadors the right to photograph and/or videorecord his/her/their running/walking a 4.56K course and/or participating in one or more of the three (3) Elimination Challenges (as applicable) or his/her/their attendance at the Event, including the right to use his/her/their name, address (city, state), likeness, voice, photograph, other indicia of persona and/or statements made by him/her/their before, during, and/or after such participation for use in any and all promotional materials in connection with the Event without any compensation, further notice or review of any kind.

You must agree to abide by and be bound by these Official Rules, and the decisions of Sponsor/Administrator (as well as "Squid Game" brand ambassadors conducting the Elimination Challenges), all of which are final and binding in all respects and not subject to appeal. Such decisions expressly include but are not limited to whether you are awarded a token redeemable for a prize of a ticket to the advanced screening of "Squid Game" Season 2, as discussed below.

If you have special needs within the meaning of the Americans with Disabilities Act, and require assistance in order to participate in the Event, you may contact SquidGame456K@NetflixEvents.com prior to 12/12/24 or advise a "Squid Game" brand ambassador at the time of check-in. Subject to the approval of Sponsor/Administrator and/or "Squid Game" brand ambassadors (which may be granted or withheld in their sole discretion and without liability of any kind to "Squid Game" brand ambassadors and/or Sponsor/Administrator), "Squid Game" brand ambassadors will allow you to nominate a proxy to participate in the Event on your behalf, with the understanding that Sponsor/Administrator will award any prize won to you as the ticket holder and NOT the proxy. Other restrictions apply to the nomination of a proxy, including the proxy signing documentation accepting such role on your behalf without liability of any kind to "Squid Game" brand ambassadors, or Sponsor/Administrator. If "Squid Game" brand ambassadors allow you to nominate a proxy, but do not approve the person whom you have nominated as a proxy or if you do not nominate a proxy, "Squid Game" brand ambassadors will select an alternate proxy on your behalf.

Step 3 (The Event)

On or around 8:00pm PT the Event begins. ONLY THE FIRST 2,000 TICKET HOLDERS WHO PROPERLY CHECKED IN AS DETERMINED BY SPONSOR/ADMINISTRATOR AND "SQUID GAME" BRAND AMBASSADORS IN THEIR SOLE DISCRETION WILL BE ALLOWED TO PARTICIPATE IN THE EVENT BY RUNNING/WALKING A 4.56K COURSE AND PARTICIPATING IN ONE OR MORE OF THE ELIMINATION CHALLENGES, AS APPLICABLE. Each of the first 2,000 ticket holders is a "**Participant.**" While the Event must be completed no later than 9:30pm PT on December 12, a participant's specific time in completing the 4.56K course will not affect his/her/their eligibility or odds of winning a prize—completion of the 4.56K course is NOT a timed event nor will only the first X participants to finish the 4.56K course be permitted to participate in one or more of the Elimination Challenges (as applicable) or win a prize.

During the completion of the 4.56K course, Participants will compete in one or more of the three (3) elimination challenges ("**Elimination Challenges**") for the chance to win a prize of a ticket to the advanced screening of "Squid Game" Season 2 (see Section 6 below).

Each Elimination Challenge will result in the random selection of a certain number of Participants to receive a token redeemable for a prize of a ticket to the advanced screening of "Squid Game" Season 2. (See below for redemption/prize claim instructions.) The specific method of randomly selecting Participants who receive a prize, how persons participate, the deadline for participation, the number of prizes awarded, the odds of winning a prize will vary with each Elimination Challenge. "Squid Game" Ambassadors will advise Participants with regard to each Elimination Challenge (including how it works) prior to commencement of same.

All aspects of each Elimination Challenge will be supervised by "Squid Game" brand ambassadors and, at all times, participants must fully comply with the instructions of "Squid Game" brand ambassadors. FAILURE TO FOLLOW THE INSTRUCTIONS OF "SQUID GAME" BRAND AMBASSADORS MAY RESULT IN TERMINATION OF PARTICIPATION IN THE APPLICABLE ELIMINATION CHALLENGE (AS WELL AS PROHIBITION ON PARTICIPATION IN ANY REMAINING ELIMINATION CHALLENGE[S], AS APPLICABLE), PERHAPS WITHOUT WARNING, WITH ANY TOKEN RECEIVED BEING FORFEITED WITHOUT LIABILITY OF ANY KIND TO "SQUID GAME" BRAND AMBASSADORS, SPONSOR OR ADMINISTRATOR UNDER ANY LEGAL THEORY.

Those Participants who do not receive a token redeemable for a prize in the first Elimination Challenge will be able to participate in the second Elimination Challenge; those Participants who do not receive a token redeemable for a prize in the first or



second Elimination Challenges, will be able to participate in the third and final Elimination Challenge.

If a Participant does not receive a token redeemable for a prize in any of the three (3) Elimination Challenges, he/she/they is not a prize winner.

For clarity, it is possible that a Registrant but not his/her/their Guest or, conversely, the Guest but not the corresponding Registrant may receive a prize based on their participation in the Event.

REDEMPTION/PRIZE CLAIM: Present the original token to the “Squid Game” Ambassador at the Event no later than 9:45pm PT on December 12, 2024. If “Squid Game” Ambassador determines in their sole discretion that token is valid and was obtained via authorized, legitimate channels (that is, the token was received based on participation in an Elimination Challenge as set forth above), you will be issued the prize. Token is good only for the Participant who received same based on participation in an Elimination Challenge as set forth above. Tokens are NOT transferable by winners of same.

Token is void and will not be redeemed for prize if “Squid Game” Ambassador determines that the token has been forged, defaced or tampered with in any way. Such actions are also in violation of the Code of Conduct below and may result in the imposition of legal sanctions (in addition to withholding of prize.)

If token or prize is lost or stolen after provision to Participant, it will NOT be replaced and in such case, Sponsor/Administrator, and “Squid Game” brand ambassadors expressly disclaim any liability under any legal theory.

CODE OF CONDUCT

WITHOUT LIMITING THE FOREGOING, AN INDIVIDUAL MAY BE (AS APPLICABLE) EJECTED FROM THE EVENT, DENIED THE OPPORTUNITY TO PARTICIPATE IN ONE OR MORE OF THE ELIMINATION CHALLENGES; REQUIRED TO RETURN ANY TOKEN OR PRIZE WON (AND, IN ALL CASES, MAY BE SUBJECT TO LEGAL SANCTIONS), IF “SQUID GAME” BRAND AMBASSADORS DETERMINE IN THEIR SOLE DISCRETION THAT SUCH PARTICIPANT:

- (A) IS UNDER THE INFLUENCE OF ALCOHOL OR DRUGS;
- (B) IS SMOKING TOBACCO (INCLUDING E-CIGARETTES) AT THE LOCATION OF THE Event;
- (C) IS CARRYING A FIREARM OR OTHER WEAPON OF ANY KIND;
- (D) IS ACTING IN AN ANTI-SOCIAL, OBNOXIOUS, RAMBUNCTIOUS, ABUSIVE OR THREATENING MANNER TOWARD ANY PERSONS, INCLUDING “SQUID GAME” BRAND AMBASSADORS, OTHER PARTICIPANTS AND/OR SPECTATORS, INCLUDING HECKLING OR INTERFERING WITH OTHER PARTICIPANTS IN WALKING/RUNNING THE 4.56K COURSE, PARTICIPATING IN ANY ELIMINATION CHALLENGE OR ATTEMPTING TO “CUT THE LINE” IN CONJUNCTION WITH CHECK-IN;
- (E) FAILS TO COMPLY WITH GOVERNMENTAL MANDATES OR OTHER THIRD-PARTY REQUIREMENTS DESIGNED TO PREVENT THE SPREAD OF COVID-19 (SUCH AS, MASK-WEARING, SOCIAL DISTANCING,) OR
- (F) IS ATTEMPTING TO DEFRAUD “SQUID GAME” BRAND AMBASSADORS, SPONSOR, AND/OR ADMINISTRATOR OR TO CHEAT WHEN PARTICIPATING IN WALKING/RUNNING THE 4.56K COURSE, PARTICIPATING IN ANY ELIMINATION CHALLENGE , AS WELL AS WALKING/RUNNING THE 4.56K COURSE OR PARTICIPATING IN ANY ELIMINATION CHALLENGE IN CONTRAVENTION OF THE INSTRUCTIONS OF “SQUID GAME” BRAND AMBASSADORS.

5. Prizes, Approximate Retail Value ("ARV"):



One Thousand One Hundred (1,100)† winners ("Prize Winners") will each receive one (1) ticket to an advanced screening of "Squid Game" Season 2 from 10pm-11pm PT on December 12, 2024 (immediately following the conclusion of the final Elimination Challenge). Approximate Retail Value: \$10 each. The advanced screening of "Squid Game" Season 2 will take place in a location in Los Angeles, CA within 2-3 miles of the location where the Event was held. The specific location of the advanced screening will be provided to prize claimants when they redeem their tokens for tickets to the advanced screening as per Section 5 above. Prize winners are responsible for their own transportation to the screening.

Ticket to advanced screening of "Squid Game" Season 2 is subject to terms and conditions as provided therewith. Without limitation, the ticket is valid only for the prize winner and is not transferable; attendees at the advanced screening are prohibited from recording from of "Squid Game" Season 2; and will be ejected from the venue hosting the advanced screening if he/she/they engage in an recordation of "Squid Game" Season 2 or engage in any inappropriate, anti-social, obnoxious, rambunctious conduct or fail to follow the instructions of venue personnel. No food, beverages or concessions will be provided along with ticket to advanced screening.

Prizes are not transferable. No prize substitution is permitted except in the sole discretion of Sponsor/Administrator for an alternate prize of comparable value. Prizes are not redeemable or exchangeable for cash. Any and all unspecified expenses in conjunction with accepting/using prize (including travel to and from venue hosting the advanced screening) as well as any taxes are the sole responsibility of prize winner.

†Only the indicated number of prizes are available to be won. Should more prizes be claimed due to programming, mechanical or other error of any kind, Sponsor/Administrator will award prizes for such affected Elimination Challenge[s] (excluding those prizes already awarded) in a random drawing from among eligible prize claimants for such affected Elimination Challenge[s].

ANY PRIZES THAT ARE UNCLAIMED OR FORFEITED FOR ANY REASON MAY NOT BE AWARDED.

6. **Force Majeure.** "Squid Game" brand ambassadors/Sponsor/Administrator reserves the right to postpone, cancel, suspend or otherwise modify the Event due to inclement weather, pandemic/epidemic, fraud, unauthorized human intervention, riot, strike, civil commotion, governmental action, materials shortage or any other occurrence beyond their reasonable control. In such case, to the extent feasible, "Squid Game" brand ambassadors/Sponsor/Administrator will endeavor to conduct the Event and make the prizes available in a manner determined by "Squid Game" brand ambassadors/Sponsor/Administrator in their sole discretion to be fair, appropriate and consistent with these Official Rules. Notice of such action by "Squid Game" brand ambassadors/Sponsor/Administrator will be posted at the Event to the extent feasible.
7. **Conditions and Additional Limitations of Liability.** As noted above, each Participant agrees: (a) to be bound by these Official Rules and the decisions of Sponsor/Administrator, Administrator and "Squid Game" brand ambassadors, which shall be final in all respects; and (b) to release, discharge and hold harmless Sponsor/Administrator, "Squid Game" brand ambassadors, Probability LLC, Eventbrite Inc., HudsonGrey Inc., each of their respective advertising and promotion agencies, each of the foregoing entities' respective parent, subsidiary, related, affiliated and successor companies, and each of their respective officers, directors, agents, representatives and employees, as well as the cast/crew of "Squid Game" Season 2 (collectively, the **"Released Parties"**) from any and all actions, claims, injury, loss or damage, including, without limitation, death and bodily injury, arising in any manner, directly or indirectly, in whole or in part, from attending the Event, running/walking the 4.56K course, participating

in any Elimination Challenges, or any Event-related activity, and/or from acceptance, receipt, use or misuse of the prize.

Without limiting the foregoing, Sponsor/Administrator makes no warranty, representation or guarantee of any kind regarding any prize, including the warranty of merchantability or fitness for intended purpose.

8. **Disputes: Arbitration/Choice Of Law:** To the fullest extent permitted by law, Participant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with the Event or the awarding of the prizes shall be resolved individually, without resort to any form of class action, and exclusively by the courts within the County of Los Angeles, State of California, with such courts having personal jurisdiction over them, with Participant waiving any right of forum non conveniens, change of venue or any like right; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with participating in this Event, but in no event attorneys' fees; and (3) under no circumstances will Participant be permitted to obtain awards for, and Participant 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 as well as waiving any rights to an injunction or other forms of equitable relief. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the Participant and Sponsor/Administrator in connection with the Event shall be governed by, and construed in accordance with, the laws of the State of California, without giving effect to any choice of law or conflict of law rules (whether of the State of California or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of California.