

Klarna Small Business Initiative Official Rules:

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN.

1. Description of Competition - Klarna Inc. (the “Sponsor”) is offering the “Small Business Impact Initiative” contest (the “Competition”) and will award one hundred (100) prizes via a judged selection of eligible entrants. The Competition begins at 12:00 AM U.S. Eastern Time (“ET”) on May 10, 2021 and ends at 11:59 PM ET on May, 31 2021 (“Competition Period”).

By participating in this Competition, each entrant unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of the Sponsor, which shall be final and binding in all respects. By participating in the Competition, participants agree to release, discharge and hold harmless the Sponsor and promotional partners from any and all damages whether direct or indirect, which may be due to or arise out of participation in the Competition or any portion thereof, or the acceptance, use/misuse or possession of prizes. The Competition is not associated with, sponsored by, or endorsed by any company other than the Sponsor.

2. Eligibility - The Competition is open to businesses that (1) make less than or equal to three million (\$3M) USD in annual revenue; (2) are based in the United States and organized under the laws of any state within the United States or the District of Columbia (“Merchant”); (3) have a live e-commerce shop built on a [platform that has the ability to integrate with Klarna](#)¹; (4) may only sell products that abide by Klarna’s [ethical standards](#)² and neither Merchant nor Merchant’s products may fall into a [prohibited or restricted category](#);³ (5) minimum order value to qualify for our Installments product is \$35; (6) maximum order value to qualify for our Pay in 4 product is \$1,000. Klarna reserves the right to refuse to integrate with or otherwise provide services to any businesses that do not meet Klarna’s underwriting or other standards, in Klarna’s sole discretion. To be eligible to win, Merchant must meet these eligibility requirements.

Klarna is required to adhere to KYC/AML regulations, and will collect information about your business and majority owners within your business.

Employees and close family members of the Sponsor or its affiliates are not eligible to participate in this Competition. Void where prohibited.

3. How to Enter - To enter the Competition you must:

1. Submit an application via [landing page link](#), providing information on your business, the goods you sell, and reasons why COVID-19 has affected your business.
2. Check box on landing page that you accept these Official Rules.

¹ <https://www.klarna.com/us/business/platforms-and-partners/>

² https://cdn.klarna.com/1.0/shared/content/policy/ethic/en_gb/merchant.pdf

³ https://cdn.klarna.com/1.0/shared/content/policy/ethic/en_gb/merchant.pdf

All entrants will be entered to win one (1) of one hundred (100) prizes. Only one (1) entry per business is permitted.

Entries that appear fraudulent, duplicative, generated by bot, or otherwise created in a way that the Sponsor determines is designed to obtain an unfair advantage in the Competition will be disqualified in the sole discretion of the Sponsor.

4. Prize - One hundred (100) winner(s) will be selected pursuant to the judging criteria listed in Section 5, and each will receive (1) free Klarna services (no monthly variable fee or service fees) for one (1) year from the date of integration or until July 31, 2022 (whichever is earlier); and (2) free media services on the Klarna owned network valued at \$40,000 USD by internal Klarna rate cards, including placements such as emails, app placements, and other Klarna-owned channels. The \$40,000 USD marketing mix will be decided on and valued by Klarna's internal marketing team based on internal rate cards. The winner will not select their own marketing placements. The award is not transferable, refundable, or otherwise redeemable for cash value.

All federal, state, local, business and other taxes on prizes are the sole responsibility of the winner.

5. Winner Selection - The Sponsor will review all eligible entries and select one hundred (100) winning entries. Determination of the prize winner shall be made by the Sponsor at its sole discretion, and such determination shall be final and binding.

The prize winner will be chosen based on the following criteria, as determined by the Sponsor:

1. Eligibility, as described in Section 2, above;
2. Creativity and originality of submission explaining how Covid-19 has affected your business. We are looking for the most compelling responses, good or bad.

The winners will be notified via email and asked to confirm prize acceptance by providing required details within ten (10) calendar days of notification. If the winner fails to confirm acceptance, the Prize is forfeited and Sponsor will select the winner as soon as reasonably practicable in accordance with the criteria set forth above.

If selected, Winner must complete the form for integration by July 31, 2021. Failure to do so will result in forfeiture of prize.

Entrants grant Sponsor the right to use and publish winner's proper name and state of operation online and in press in connection with the Competition. Acceptance of a prize constitutes permission for Sponsor to use the winner's name and likeness, trademarks, and other intellectual property solely for advertising and promotional purposes as Sponsor so determines without notice or further compensation, except where prohibited by law. Prize recipient shall not be permitted to (a) specify the types of marketing that Klarna will give as a prize; (b) redeem the prize for cash; (c) transfer prize to another individual or business.

6. Release - Your entry into the Competition confirms that you own all necessary rights to provide the intellectual property constituting your entry. As a condition of entering the Competition, you hereby grant the Sponsor, the supplier and their affiliates irrevocable, perpetual royalty-free rights to reproduce, modify and republish any material created as a result of entry into the Competition, including but not limited to your competition entry, photographs, sound recordings and video recordings and acknowledge you will not be entitled to any fee for such use.

7. Personal Information - The Sponsor may disclose personal information of entrants or their representatives to suppliers and affiliates in order to administer or otherwise run the Competition. Personal information collected during the Competition Period may be used for direct marketing purposes for marketing conducted via the internet email, and Klarna's app. All personal information will be handled in accordance with the Sponsor's Privacy Policy available here <https://us.portal.klarna.com/privacy-policy>.

8. Other Details - Sponsor is not responsible for technical failures of any kind, including but not limited to the malfunctioning of any computer, cable, network, hardware, software, or web site, including Merchant's website or e-commerce platform. Sponsor reserves the right to disqualify any entrant where the Sponsor deems the entrant is attempting to commit fraud or violate these Official Rules. Sponsor reserves the right to terminate, cancel, suspend and/or modify the Competition, if any fraud, virus or other technical problem corrupts the administration, security, or proper play of the Competition, as determined by Sponsor in its sole discretion. In such event, Sponsor reserves the right to award the prize at random from among the eligible entries received up to the time of the impairment. The Competition and the rights and obligations of Sponsor and entrants will be governed by and controlled by the laws of the State of Ohio, applicable to contracts made and performed therein without reference to the applicable choice of law provisions.

9. Dispute Resolution

(a) All disputes arising out of or related to the Promotion or these Terms and Conditions shall be finally settled under the Commercial Arbitration Rules of the American Arbitration Association before a single arbitrator appointed in accordance with such rules. In the event a dispute relates primarily to the Promotion or these Terms and Conditions, the parties will use the Expedited Procedures under the AAA Commercial Arbitration Rules. The arbitration shall take place in Columbus, Ohio.

(b) The parties shall keep confidential: (i) the fact that any arbitration occurred, (ii) any awards awarded in the arbitration, (iii) all materials used, or created for use in, in the arbitration, (iv) all other documents produced by another party in the arbitration and not otherwise in the public domain, except, with respect to each of the foregoing, to the extent that disclosure may be legally required (including to protect or pursue a legal right), or to enforce or challenge an arbitration award before a court or other judicial authority.

(c) The arbitrator shall award to the prevailing party, if any, its costs and expenses, including its attorneys' fees. The prevailing party shall also be entitled to its attorneys' fees and costs in any action to confirm and/or enforce any arbitration award in any judicial proceedings.

Information About the Winner/Official Rules - For the name of the winners send a stamped self-addressed envelope for receipt no later than July 30, 2021 to Small Business Impact Initiative, PO Box 8116, Columbus, OH 43201. For Official Rules, send a self-addressed stamped envelope to the above address marked for receipt by May 21, 2021. Residents of VT may omit postage on the self-addressed envelope. The name of the Winner may be posted, and the Official Rules will be posted on the Klarna website or app.