

WORLD BEEF CHAMPIONSHIP CHALLENGE TERMS & CONDITIONS

The following terms and conditions (“Terms and Conditions”) are applicable to the World Beef Championship Challenge (the “Challenge”) conducted by Buona Beef LLC (“Buona”) through its Buona Rewards Program mobile application (the “App”). By participating in the Challenge, you agree to be bound by these Terms and Conditions. Any violation of these Terms and Conditions by a participant may result in ineligibility for challenge prize awards and/or revocation of a prize within Buona’s sole discretion.

- 1) Prizes; Italian Beef Products; Terms and Conditions. Prizes will be awarded to eligible participants in accordance with the following tiers (a-e below). Each eligible participant who purchases the minimum number of Italian Beef products (as defined herein) during the Challenge Period, will meet the criteria for the corresponding tier (each a “Prize Tier”). Prizes will consist only of Buona Rewards Bonus Points added to the member’s Buona Rewards Program account within twenty-four (24) hours of reaching the applicable Prize Tier. All Prizes awarded will be subject to the general Buona Rewards Program Terms and Conditions for use at Buona Beef restaurant locations, through the App or online at Buona.com, including expiration of any unused Buona Rewards Bonus Points granted hereunder. Buona Rewards Bonus Points awarded in conjunction with this Challenge are not transferable to other Buona Rewards members or accounts, may not be used for any purpose other than redemption through the Buona Rewards App at a Buona Beef Restaurant location, or the Buona.com website and have no cash value.

For purposes of this Challenge, “Italian Beef Products” shall mean any regular size or larger Italian Beef sandwich, any regular size or larger Italian Beef and Italian Sausage combo sandwich, any regular size or larger Saucy Beef Sandwich, any Italian Beef only or Italian Beef and Italian Sausage bowl, any regular size or larger Vegan Beef sandwich or combo, or any Vegan Beef or Vegan Beef and Italian Sausage bowl.

A) **Challenger** – Purchase of 5 or more Italian Beef Products during the Challenge Period – **PRIZE:** 2,400 Buona Rewards Bonus Points.

B) **Contender** – Purchase of 10 or more Italian Beef Products during the Challenge Period – **PRIZE:** 4,000 additional Buona Rewards Bonus Points (for a total of 6,400 Bonus Points upon reaching this tier).

C) **Finalist** – Purchase of 25 or more Italian Beef Products during the Challenge Period – **PRIZE:** 15,000 additional Buona Rewards Bonus Points (for a total of 21,400 Bonus Points upon reaching this tier).

D) **World Championship** – Purchase of 50 or more Italian Beef Products during the Challenge Period – **PRIZE:** 40,000 additional Buona Rewards Bonus Points (for a total of 61,400 Bonus Points upon reaching this tier).

E) **World Champion.** Make the highest number of eligible Italian Beef Product purchases during the Challenge Period. **Prize:** Receive one (1) world championship belt from Buona for recipient's exclusive use. Winner will also receive a monthly reward added to the winner's Buona Rewards account for a period of three (3) years. Each monthly reward will have a value up to but not exceeding \$40 and shall be issued in Buona's sole discretion. Each monthly reward will be valid for a one-time use only during the month in which it is awarded. Each monthly reward expires at the end of the calendar month in which it was awarded and does not roll over. The monthly reward will be applied to the Buona Rewards account within five (5) days of the start of each calendar month during the three (3) year period beginning with July 2026. None of the monthly rewards awarded hereunder will be valid for catering or third-party delivery orders. For purposes of clarification, there will be only one "World Champion" winner. If multiple eligible participants purchase the exact same number of Italian Beef Products during the Challenge Period, the eligible participant that reached the highest purchase number earliest in time during the Challenge Period will be declared the winner. In the event of a tie, Buona may decide to flip a coin to determine a single winner.

Bonus Points awarded through this Challenge are awarded incrementally and accumulate across tiers.

For clarification purposes, the maximum total number of Buona Rewards Bonus Points an eligible participant may receive for participation in this Challenge is 61,400.

****Note:** Purchases of larger size Italian Beef Products and/or purchases of Italian Beef Products with additional toppings will not increase or otherwise affect Prize Tier qualifications for this Challenge. However, the purchase of larger size Italian Beef Products will still count toward Buona Rewards Program points under the general Terms and Conditions applicable to the Buona Rewards Program.

2) Challenge Details:

A. **Eligibility:** The Challenge is open to all Buona Rewards members who are legal residents in the United States and are 13 years of age or older at the time of entry. Minors under the age of 18 must obtain permission from their parent or legal guardian

to enter. Employees of Buona, their affiliated entities, including their immediate family members (spouse, parent, child, sibling, and their respective spouses), are not eligible to participate in the Challenge.

- B. Challenge Period: The Challenge will run from May 1 – May 31, 2026 (the “Challenge Period”). No purchases made by an eligible participant outside of the Challenge Period will be applied toward meeting a Prize Tier.
- C. How to Enter: Purchase the minimum required number of Italian Beef Products from Buona either through the Buona Rewards Program App at Buona Beef Restaurant locations or directly through Buona.com during the Challenge Period. No Italian Beef Product purchases through a third-party delivery service, a regional or national distributor online distributor, a commercial vendor of Italian Beef Products other than Buona (i.e., Jewel, Costco, etc.) or via the Buona catering ordering system will qualify as an eligible Italian Beef Product for purposes of this Challenge.
- D. General Liability Release/Force Majeure: By participating in the Challenge, participants agree to release, indemnify, and hold harmless Buona, and their affiliates, subsidiaries, and their respective agents, representatives, officers, directors, and employees from any and all liability, loss, damage, claim, or cause of action, including, but not limited to, injury, death, or damages arising out of or in connection with the entrant’s participation in the Challenge, or the acceptance, possession, use or misuse of any Prize. Buona reserves the right, in its sole discretion, to modify, suspend, or terminate the Challenge in the event that it becomes impossible to administer due to circumstances beyond its control, including, but not limited to, acts of God, war, terrorism, civil unrest, labor disputes, natural disasters, or any other event (collectively “Force Majeure”). This also includes situations where the Challenge is technically impaired or corrupted, or when fraud, technical problems, failures, or malfunctions, or other causes beyond Buona’s control have destroyed, significantly undermined, or impaired the integrity, administration, security, proper play, and/or feasibility of the Challenge as contemplated herein. In such cases, Buona may, at its discretion, award Prizes based on the applicable tier reached by a participant prior to the event causing such modification, suspension, or termination.
- E. Taxes. The value of any prize awarded by Buona as a result of the Contest may be reported for tax purposes as required by law. All applicable local, state, federal or other taxes of any kind are the sole responsibility of the prize winner and Buona shall not be responsible for payment of any taxes based on the value of the prize awarded as a result of this Contest. The winner is solely responsible for the payment of any

expenses associated with the receipt or use of any prize awarded by Buona which are not specifically identified as the responsibility of Buona in these Terms and conditions.

- F. **Prize Recipient Notification and Award:** The recipient of any Prize (each a “Prize Recipient”) will be notified via the email address or phone number provided during registration for the Buona Rewards App or directly in the App within twenty-four (24) hours of the purchase of an Italian Beef Product that meets a Prize Tier. Prize Recipients are not responsible for providing any response, notification or verification to Buona in order to receive their Prize. Buona holds no responsibility for any recipient notification that goes missing, is intercepted, or fails to be received by a Prize Recipient for any reason. A Prize Recipient may be requested to fill out and return a Declaration of Eligibility, a Release of Liability, and, where legally allowed a Consent to Publicity (collectively, “Prize Recipient Documentation”). If a Prize Recipient is below the age of majority in their place of residence (a “minor”), Buona has the option to either award the Prize to the minor Prize Recipient’s parent or legal guardian or require the parent or legal guardian to acknowledge and sign the Prize Recipient Documentation on behalf of the minor. If any potential winner (or, for a minor, the minor’s parent or legal guardian) does not sign and submit all Prize Recipient Documentation within the timeframe by Buona, the Prize Recipient may be disqualified, and the Prize may be rescinded by Buona in its discretion.
- G. **Tampering and Disputes:** Tampering with process or the operation of the Challenge is strictly prohibited and may result in disqualification. Any purchases or other actions that, in the sole discretion of Buona, appear to be fraudulent, generated by a script, macro, bot, or any other automated means, or intended to undermine the legitimate operation of the Challenge will be void. In the event of any dispute regarding the identity of an eligible participant, the authorized account holder of Buona Rewards account will be deemed the eligible participant. Buona reserves the right to require proof of identity, such as a copy of the eligible participant’s driver’s license, or verification of the eligible participant’s home address or email address before awarding any Prize.
- H. **Prize Delivery/Use:** Buona is not responsible for any technical delays or difficulties associated with the Prize Recipient’s receipt of the applicable Buona Rewards Program Bonus Points to his or her Buona Rewards Program account. Buona is also not responsible for a Prize Recipient’s inability to use a Prize whether due to Buona location unavailability or closure, proximity to the nearest Buona location, participant ineligibility, Buona.com website disruption or Force Majeure.

- I. **Consent to Use Likeness and Information in Challenge Promotion:** By your participation in this Challenge you consent to the use by Buona and/or its third-party media partner of your name (or a portion thereof), likeness and other identifiable information in the promotion of the Challenge on social media, on the Buona.com website and/or through email communication. Such promotional material may include a “leaderboard” identifying those eligible participants who have achieved certain Prize Tiers during the Challenge Period, as well as other basic demographic information regarding any eligible participant (residence area, age, gender, use of specific Buona locations). You also consent to your participation in certain promotional activities as may be requested by Buona or its third-party media partner during and/or after the Challenge Period including video, photographs and/or interviews both on camera or in print. You hereby release and forever waive your rights over any media obtained (video, photo or audio) by Buona and/or its third-party media partner as a result of your participation in this Challenge and agree to forever defend, indemnify and hold Buona and/or its third-party media partner harmless from the collection, editing and/or use or distribution of such media content.
- J. **Governing Law/Jurisdiction:** All issues and questions concerning the construction, validity, interpretation, and enforceability of these Terms and Conditions or the rights and obligations of entrants or Buona in connection with the Challenge shall be governed by and construed in accordance with the internal laws of the State of Illinois without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other state’s laws.
- K. **Arbitration Provision:** By participating in the Challenge, entrants agree that any dispute, claim, or controversy arising out of or relating to the Challenge, these Terms and Conditions, or the breach, termination, enforcement, interpretation, or validity thereof, including the determination of the scope or applicability of this agreement to arbitrate, shall be determined by arbitration in the State of Illinois, before a single arbitrator. The arbitration shall be administered by the American Arbitration Association (AAA) in accordance with its Commercial Arbitration Rules and the Supplementary Procedures for Consumer-Related Disputes (the “AAA Rules”) then in effect, except as modified by this Arbitration Provision. The AAA Rules are available at www.adr.org or by calling the AAA at 1-800-778-7879. Judgment on the award rendered by the arbitrator may be entered in any court having jurisdiction thereof. This Arbitration Provision shall not preclude parties from seeking provisional remedies in aid of arbitration from a court of appropriate jurisdiction. The arbitrator shall, in the award, allocate all or part of the costs of the arbitration, including the fees of the arbitrator and the reasonable attorneys’ fees of the prevailing party, as the arbitrator

deems appropriate. Eligible participants agree that any arbitration shall be limited to the dispute between the participant and Buona. To the full extent permitted by law, (a) no arbitration shall be joined with any other proceeding; (b) there shall be no right or authority for any dispute to be arbitrated on a class-action basis or to utilize class action procedures; and (c) there shall be no right or authority for any dispute to be brought in a purported representative capacity on behalf of the general public or any other persons.

- L. Prizes must be redeemed and used as specified and as allowed, prohibited or restricted by these Terms and Conditions as well as the Terms and Conditions of the Buona Rewards Program generally. Prizes are not refundable, replaceable, or exchangeable for cash. Failure to use Buona Rewards Bonus Points awarded as a Prize through this Challenge within one (1) year from the date of award may result in expiration and forfeiture of such Buona Rewards Bonus Points in Buona's sole discretion and regardless of the general Terms and Conditions of the Buona Rewards Program for use and/or expiration. Buona reserves the right to void and/or rescind any Prize awarded if the Prize Recipient violates these Terms and Conditions.
- M. Miscellaneous: By participating in the Challenge, eligible participants agree to be bound by these Terms and Conditions and the decisions of Buona, which are final and binding in all matters relating to the Challenge. Entrants also agree to abide by all federal, state, and local laws and regulations with regard to their participation in the Challenge as well as the receipt and use of any Prize awarded.