

FUJIFILM INSTAX SQUARE SQ1™ Holiday Sweepstakes

Official Sweepstakes Rules

1. NO PURCHASE NECESSARY TO ENTER OR WIN. A purchase will not increase your chances of winning. The FUJIFILM INSTAX SQUARE SQ1™ Holiday Sweepstakes (the “Sweepstakes”) is being conducted by FUJIFILM North America Corporation, 200 Summit Lake Drive, Valhalla, NY USA 10595, FUJIFILM Canada Inc., 600 Suffolk Ct., Mississauga, ON L5R 4G4, and their promotional agencies (the “Sponsors”). THIS SWEEPSTAKES IS IN NO WAY SPONSORED, ENDORSED, OR ADMINISTERED BY, OR ASSOCIATED WITH, INSTAGRAM OR ANY OTHER SOCIAL MEDIA SITE. BY PARTICIPATING IN THIS SWEEPSTAKES, YOU ARE PROVIDING YOUR INFORMATION TO FUJIFILM NORTH AMERICA CORPORATION AND FUJIFILM CANADA INC., AND NOT TO INSTAGRAM OR ANY OTHER SOCIAL MEDIA ORGANIZATION.

2. Sweepstakes Period and Eligibility. The Sweepstakes begins and entries will be accepted commencing as of 9 a.m. on Tuesday, December 15 2020. The Sweepstakes will close and no more entries will be accepted after Sunday, December 20, 2020 at 11:59 EDT (the “Sweepstakes Deadline,” and the period between December 15 and December 20, 2020 while the Sweepstakes is in effect is referenced herein as the “Sweepstakes Period”). Random drawings to select 10 winners from among all eligible entries received as at the end of the Sweepstakes Period are anticipated to occur on or about Monday, December 21, 2020 at Sponsor’s U.S. headquarters. A total of 10 winners will be chosen at random at that time from among all eligible entries received, with prize winners notified and the verification process commenced promptly thereafter. The verified winners will be announced in the comments of the Instagram post @fujifilm_instax_northamerica soon thereafter

The Sweepstakes is open only to legal residents of the USA and Canada (excluding Quebec) who are at least 16 years of age at time of entry and who hold a valid Instagram account. Employees and the immediate family members of Sponsor are not eligible to enter or win. Void in Puerto Rico, the Canadian province of Quebec and wherever prohibited by law. This Sweepstakes is subject to all applicable laws.

Limit 1 entry into this Sweepstakes per U.S. or Canadian (excluding Quebec) resident, per Instagram account or per email address. All valid entries received will be aggregated for the drawing on December 21, 2020. The 10 Sweepstakes winners will be selected from all valid entries that have been received during the Sweepstakes Period. Limit 1 prize per person, per Instagram account and per email address.

3. How to Enter. To participate in the Sweepstakes you must (i) be a U.S. or Canadian (excluding Quebec) resident at least 16 years of age with a valid Instagram account and (ii) properly and fully complete the Sweepstakes Registration and Entry Form located at <https://a.pgtb.me/p949w0> including providing your name, email address, street address, and contact phone number, and certifying as to your eligibility at time of entry. Entrants also are requested (but not required) to (iii) follow @fujifilm_instax_northamerica at some point in time during the Sweepstakes Period, and (iv) use hashtag #instaxHOLIDAYSWEEPSTAKES in the comments section of at least one post made to your Instagram account during the Sweepstakes Period. To fill out the Sweepstakes Registration and Entry Form, entrants must navigate to <https://a.pgtb.me/p949w0>. Entrants will also be asked to certify on the Sweepstakes Registration and Entry Form as to (i) and then as to which of (iii) and (iv) above they have

complied with. Eligible entrants not wishing to meet (iii) and/or (iv) regarding Instagram following and tagging / comment posting may simply fill out the Sweepstakes Registration and Entry Form and certify as specified (meeting the requirements set forth in (i) and (ii) above). All entries and entrants (including Instagram account activity) are subject to verification by Sponsors. NOTE THAT THIS IS A GAME OF CHANCE AND YOUR INSTAGRAM ACTIVITY, INCLUDING YOUR FOLLOWING AND TAGGING OF FUJIFILM_INSTAX_NORTHAMERICA AND HASH TAGGING #instaxHOLIDAYSWEEPSTAKES HAS NO BEARING, DIRECTLY OR INDIRECTLY, ON YOUR CHANCES OF WINNING A PRIZE OFFERED IN THIS SWEEPSTAKES.

By entering, you agree to be bound by these Official Rules and the decisions of the Sponsors, which shall be final in each instance. INTERNET ACCESS AND A VALID INSTAGRAM ACCOUNT IS REQUIRED TO ENTER. Entries without all of the requirements completed will be disqualified. In addition, all late, lost, or otherwise incomplete entries are not considered valid entries and shall be disqualified. Proof of your submission of entry is not proof of the Sponsors' receipt and the Sponsors' designated computer will be the official record keeping device for all submissions and entries applicable to the Sweepstakes. Any attempt at or form of entry other than as expressly specified in these Official Sweepstakes Rules (including but not limited to automated entry) is strictly prohibited and will result in disqualification. No correspondence about submissions will be answered. No responsibility is assumed for lost, late, stolen or misdirected mail or entries or any failure or unavailability of hardware, software, electronic communications or Internet uploading or other connections. Sponsors are also not responsible for failed, partial or garbled computer transmissions or for failed transmissions or electronic or device malfunctions of any kind.

4. Sweepstakes Entries and Submissions. Sponsors reserve the right to disqualify any entries which Sponsors, at their sole discretion, determine do not meet the eligibility requirements outlined in these Official Sweepstakes Rules. If the integrity of a Sweepstakes is compromised in any manner, Sponsors reserve the right to modify that Sweepstakes and conduct a drawing based on all entries received that are unaffected by the problem, and/or to terminate that Sweepstakes. Sponsors reserve the right to disqualify any person who attempts to tamper with any given Sweepstakes, to harass or interfere with any other entrant, or otherwise acts in an inappropriate or unsportsmanlike way, all as determined by Sponsors in their absolute discretion. Submissions shall be void if they contain errors or do not comply strictly with all requirements in these Official Sweepstakes Rules

In no event will any personal information provided to Sponsors in connection with this Sweepstakes be shared with any third party for third party use. By participating in the Sweepstakes, entrants agree to all of the terms and conditions of the privacy policies and website terms and conditions of the Sponsors located on the site associated with the entry URL, which are incorporated into these Official Sweepstakes Rules by reference as applicable. By entering you agree to be bound by these Official Sweepstakes Rules and you acknowledge that the decisions of the Sponsors shall be final and binding in all respects.

5. Prizes. The following prize packages will be awarded to the 10 selected prize winners. Odds of winning depend upon the number of eligible entries received during the Sweepstakes Period. Limit one prize per person/prize winner per Instagram account and per email address. Prize package consists of

An INSTAX SQUARE SQ1™ Instant Camera Prize Bundle that includes:

- **One (1) FUJIFILM INSTAX SQUARE SQ1™ Instant Camera (color of Sponsor's choosing) (USD ARV: \$119.95, CDN ARV: \$159.99)**
- **One (1) FUJIFILM INSTAX Square Twin Film Pack (USD ARV: \$19.99, CDN ARV \$22.99)**

Total ARV of each prize package offered is USD \$139.94, and CDN \$182.98. Total ARV of all 10 prizes to be awarded in connection with this Sweepstakes is USD \$1,399.40, CDN \$1,829.80

Prize winner must provide a valid U.S. or Canada Street address (no P.O. boxes) for prize shipment/delivery. Prize may not be redeemed for cash, substituted or transferred by any winner; however, if any prize or prize component becomes unavailable or otherwise at Sponsors' option the Sponsors reserve the right to unilaterally substitute a prize or prize component of equal or greater value. Taxes and any other expenses relating to the provided prize are the sole responsibility of winners, if and as applicable. You are not an official Sweepstakes prize winner until you are successfully validated, you have received an official notification of your winning status from the Sponsors, and you have provided all necessary information and documentation requested by Sponsors, including a signed and returned Affidavit of Eligibility and Liability Release as referenced below if and as determined to be necessary by Sponsors. Canadian prize winners must answer the provided mathematical skill-testing question as referenced below. Subject to Sponsor's right to cancel or terminate this Sweepstakes, all prizes will be awarded in connection with this Sweepstakes.

6. Selection and Notification of Winner and Prize Acceptance. Each Sweepstakes prize winner will be selected at random in a random drawing held by Sponsors on or about Monday, December 21, 2020 at Sponsor's offices at 200 Summit Lake Drive, Valhalla, NY USA 10595 from among all eligible entries received during the Sweepstakes Entry Period. Potential prize winners will be notified by telephone or email and may at Sponsors' option be required to sign, and return if and as requested, an Affidavit of Eligibility and Liability Release document confirming the winner's identification and eligibility and releasing Sponsor from liability relating to the prize awarded. Also, in order to be validated, each potential prize winner that is a resident of Canada (and/or his or her parent or guardian in the event the prize winner is below the age of majority in his/her province of residence) may be required to answer a mathematical skill-testing question. Documents returned by fax or electronically will have the same force and effect as original documents. If such documents are not returned within three (3) business days of the date sent, or if any prize notification is returned as non-deliverable or any winner is found to be ineligible or not in compliance with these Official Sweepstakes Rules, disqualification may result and that winner's applicable prize will be awarded to a selected alternate. In the event of a dispute as to identity of any entrant, the actual individual named on the Sweepstakes Entry Form will be deemed to be the official entrant unless otherwise determined by the Sponsor. Sponsors, their parent and affiliated companies, and their respective directors, officers, employees, representatives and agents, shall not be responsible for any liability or any injury, loss or damage of any kind to or of any person or property (including, without limitation, death of

any person), arising in whole or in part, directly or indirectly, from the acceptance, possession, use or misuse of a prize, or for participation in this Sweepstakes or any Sweepstakes-related activity. The Limited Product Warranty that accompanies each element of any prize awarded will be the sole remedy available to the prize winners regarding the prize that is provided in connection with this Sweepstakes

7. Void Where Prohibited, Disputes and Availability of Official Rules. The Sweepstakes is void where prohibited. Disputes relating to the Sweepstakes shall be commenced exclusively within the state of New York, U.S.A., governed by the laws of the state of New York, U.S.A. without regard to conflict of law provisions, and will be resolved by binding arbitration before an arbitrator appointed by the American Arbitration Association, provided that applicable law will be applied in any adjudication or arbitration proceeding. The Official Sweepstakes Rules will be posted at https://www.instaxus.com/sweepstakes/Instax_SQ1_Holiday_Sweeps_Rules.pdf at all times during the Sweepstakes Period.

8. Right to Cancel or Suspend Sweepstakes. If for any reason the Sweepstakes is not capable of running as planned, including without limitation due to technical failures, or any other causes beyond the control of Sponsors that corrupt or affect the administration, security, fairness, integrity, or proper conduct of the Sweepstakes, Sponsors reserve the right to disqualify any individual who tampers with the entry process, who exceeds the limitations on entry, who does not meet the eligibility requirements, and/or to cancel, terminate, modify or suspend the Sweepstakes without liability, and/or to randomly select the winners from among all valid entries received to date that are unaffected by the problem, if any.

9. Prize Winners. The names of all Sweepstakes prize winners may be obtained by sending a SASE to: FUJIFILM INSTAX SQUARE SQ1™ Holiday Sweepstakes Prize Winner's List, FUJIFILM North America Corporation, 200 Summit Lake Drive, Valhalla, NY 10595 by February 15, 2021.

This Sweepstakes is not in any way sponsored, endorsed or administered by Instagram or any other social media site.