

Terms and Conditions

Hisense Smart TVs Fifa World Cup 2026™ Offering



1. Campaign Organizer and Promoter

This Hisense and e& Smart TV Campaign and Raffle Draw (the "Campaign") is organized and promoted by Emirates Telecommunications Group Company PJSC ("e&") in collaboration with Hisense Middle East FZE ("Hisense"), the Campaign applies to purchase of selected Hisense Smart television models purchased by eligible participants through participating e& stores, outlets and authorised sales channels in the United Arab Emirates (UAE) during the applicable Campaign Period.

Unless expressly stated otherwise in these Terms and Conditions:

- Hisense is the sole provider and sponsor of the Campaign benefits, gifts, and the grand prize.
- e& acts solely as a marketing, promotional and distribution channel for the Campaign; and does not assume any responsibility beyond what is explicitly stated herein.
- e& shall only be responsible for the following:
 - Crediting eligible customers with applicable Smiles Points.
 - Sharing TOD World Cup promo codes with eligible customers through SMS.
 - Arranging delivery of the official football item to eligible customers on behalf of Hisense until stocks last; and
 - Conducting the raffle draw, selecting the lucky winner of grand prize and contacting the selected winner, where applicable.

Except for the responsibilities expressly allocated to e& in these Terms and Conditions, all other Campaign elements, including the gifts, grand prize, travel arrangements, match attendance arrangements, prize administration, and related fulfilment, shall be the sole responsibility of Hisense.

2. Campaign Period

- The Campaign will run from 13 April 2026 to 10 June 2026 (the "Campaign Period"), unless extended, amended, suspended or terminated earlier at the sole discretion of e& and Hisense in accordance with the applicable laws and these Terms and Conditions.
- Entries or purchases made outside the Campaign Period shall not qualify for any Campaign benefit.

3. Campaign Overview

Eligible customers who purchase selected Hisense Smart TV models during the Campaign Period through participating e& stores, outlets or authorized sales channels may receive one or more promotional benefits depending on the TV model purchased (the "Offer"), including:

- A TOD World Cup membership with an approximate value of AED 550.
- Smiles Points ranging from 4,750 to 95,000 points, depending on the eligible TV tier; and/or
- An official World Cup football with an approximate value of AED 199.

In each case subject to the eligible model purchased, stock availability, these terms and conditions and the eligibility table in Clause 16.

In addition, certain eligible purchases made during the Raffle Eligibility Period may qualify for automatic entry into the raffle draw for the grand prize, as further described in Clauses 4.5 and 16.

4. Raffle Draw Eligibility Period

Eligibility for entry into the raffle draw applies only to qualifying purchases of eligible Hisense TV models made between 13 April 2026 and 10 May 2026 (the "Raffle Eligibility Period").

Any purchase made outside the Raffle Eligibility Period shall not qualify for the raffle draw entry, even if made during the wider Campaign Period.

5. Eligibility Criteria

This Campaign is open only to individuals who:

- Are residents of the United Arab Emirates.
- Are 18 years of age or older at the time of purchase; and
- Purchase an eligible Hisense Smart TV model, as specified in these Terms and Conditions, through participating e& stores, outlets, or authorized channels during the applicable Campaign Eligibility Period.
- Each qualifying purchase of an eligible raffle model shall constitute one (1) raffle entry.
- Multiple qualifying purchases may result in multiple raffle entries.
- Returned, cancelled, refunded, reversed, fraudulent, unpaid or non-compliant purchase shall not qualify for any

Campaign benefit or raffle entry, and any related benefit or entry may be cancelled or withdrawn.

6. Grand Prize

There will be one (1) grand prize winner. The grand prize is sponsored and provided solely by Hisense and consists of a paid trip to the United States of America (USA) to attend a FIFA World Cup 2026 quarter-final match, including:

- One (1) match ticket for the quarter-final match.
- One (1) round-trip economy class flight ticket to the USA; and
- One (1) night of hotel accommodation in the USA.

Unless expressly confirmed otherwise by Hisense in writing, the grand prize does not include any other costs or expenses including visas, passport costs, insurance, meals, local transport, airport transfers, taxes, personal expenses, additional accommodation, or any other incidental or ancillary costs.

All travel arrangements, booking details, itinerary, match allocation, and related fulfilment shall be determined solely by Hisense, and e& shall have no involvement or liability in this respect.:

7. Winner Selection and Announcement

- The winner shall be selected through a random raffle draw conducted in accordance with the applicable laws and regulatory requirements.
- The draw is expected to take place, and the winner is expected to be announced on or before 20 May 2026, or such other date as may be determined in accordance with applicable requirements.
- The selected winner shall be contacted using the contact details registered at the time of purchase.
- If the selected winner cannot be reached within a reasonable attempts or fails to respond within the period specified by Hisense and/or e&, or fails to provide requested information or supporting documentation, or is found to be ineligible or in breach of these Terms and Conditions, Hisense reserves the right to disqualify that winner and select an alternative winner in accordance with the applicable process and requirements.

8. Prize Conditions

The grand prize:

- Is non-transferable.
- Is non-exchangeable; and
- May not be resold, assigned, or redeemed by any person, or otherwise dealt with any person other than the confirmed eligible winner, unless otherwise determined solely by Hisense.

The winner must:

- Hold a valid passport.
- Meet all visa, immigration, health, travel and entry requirements applicable to travel to the United States (USA); and
- Comply with any additional travel, event attendance, or documentation requirements notified by Hisense or any relevant authority.

Hisense alone shall be responsible for all decisions relating to prize fulfilment, travel booking, scheduling, documentation requirements, and match attendance arrangements.

9. Alternative Prize / Compensation

If the winner is unable, unwilling, or deemed ineligible to travel to the United States (USA) for any reason, including visa refusal, immigration restrictions, insufficient documentation, regulatory restrictions, health issues, or any other reason, Hisense reserves the right, at its sole discretion, to:

- Disqualify the winner and arrange the selection of an alternative winner; or
- Provide a cash equivalent or other alternative prize or benefit substantially similar value.

Any such replacement, compensation, or alternative benefit shall be determined solely by Hisense, and e& shall have no responsibility in connection with the same.

10. Exclusive Gifts

Depending on the eligible Hisense Smart TV model only if purchased between 13 April till 10 June 2026, customers may receive one or more of the following promotional gifts:

- Smiles Points.
- A TOD World Cup Plan / membership or promo code; and/or
- An official World Cup football,

Subject always to the specific model eligibility, stock availability, Campaign rules, and any eligibility table in Clause 16.

11. Smiles Points

Selected Hisense Smart TV models are eligible for Smiles Points ranging from 4,750 to 95,000, depending on the applicable TV model.

Crediting of Smiles Points

- For prepaid customers, the applicable Smiles Points will be credited directly to the eligible account.
- For postpaid customers and e& Home (eLife) customers, the applicable Smiles Points will be credited by the end of the relevant month in accordance with the applicable billing cycle.

e&'s responsibility in relation to the Smiles Points is limited to crediting the applicable points to eligible customers in accordance with these Terms and Conditions. Smiles Points remain subject to the applicable Smiles programmed terms and redemption rules. However, e& shall not be responsible for any other Campaign element or for any claim relating to the value, utility, or use of any other prize or benefit.

12. TOD World Cup Membership

Selected Hisense Smart TV models are eligible for a TOD World Cup 2026 membership or promo code with an approximate value of AED 550.

Redemption

The applicable promo code will be sent by SMS to eligible customers approximately one week before the relevant World Cup event, or within such other period as determined by Hisense or the relevant service provider.

TOD membership, subscription, activation, availability and use shall be subject to the applicable third-party providers Terms and Conditions.

13. Liability & Responsibility

e&'s role in relation to this Campaign is limited to:

- Crediting applicable Smiles Points to eligible customers.
- Sending TOD World Cup promo codes to eligible customers by SMS.
- Arranging the physical delivery of the official football promotional item to eligible customers on behalf of Hisense, while stocks last; and
- Where applicable under the Campaign mechanics, conducting the raffle draw, selecting the grand prize winner and contacting the selected winner.

Except for the matters expressly listed above, e& shall not be responsible for:

The organization, administration or fulfilment of the Campaign or its benefits, all of which shall remain the responsibility of Hisense and/or relevant third-party providers, as applicable.

e& shall not be liable for:

- The provision, supply, quality, condition, suitability, merchantability, warranty, repair, replacement, delay, after-sales support or fulfilment of any Hisense TV, football, gift, prize or other product supplied by or on behalf of Hisense.
- The grand prize and any substitute prize or any prize fulfilment arrangements.
- Any visa application, immigration process, denied boarding, travel restriction, flight, accommodation, transport, itinerary, event scheduling or match attendance matter.
- The provision, activation, redemption, interruption, availability, terms of performance of any TOD membership, subscription or promo code benefit, save for the sending of the relevant promo code by SMS.
- Any cancellation, postponement, restriction, rescheduling or unavailability affecting any event or travel arrangement or prize component.
- Any act, omission, default or negligence of Hisense, or any other third-party supplier or service provider.
- Any indirect, incidental or consequential loss, or any loss, damage, cost or expense suffered in connection with the Campaign or any prize, except where such liability cannot lawfully be excluded.

For the avoidance of doubt:

- Hisense shall be solely responsible for the Campaign benefits, gifts, raffle draw, grand prize, travel package, TOD membership benefit and the quality, warranty, defects, after-sales support service and the quality and fulfilment of Hisense Smart TVs, the football prize and any other products or prizes supplied by or on behalf of Hisense.
- All claims relating to such matters must be directed to Hisense, except for claims relating solely to e&'s operational responsibilities expressly set out under these Terms and Conditions, namely the crediting of Smiles Points, the sending of TOD promo codes by SMS, the

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delivery of the football and where applicable, the selection and contacting of the grand prize winner.

14. Official World Cup Football

Selected Hisense Smart TV models are eligible to receive an official FIFA World Cup football, subject to availability.

The footballs are available in limited stock quantities and shall be provided on a first-come, first-served basis, while stocks last.

Delivery of the football will be arranged to eligible customers at the time of TV fulfillment or within such fulfillment process as may be applicable. For clarity:

- The football is a promotional item provided by Hisense; and
- e&'s role is limited to arranging delivery of that item to the customer on behalf of Hisense.

15. Force Majeure

- If the Campaign or raffle draw or any Campaign benefit is affected by an event beyond the reasonable control of e& or Hisense, including but not limited to any act of God, government restrictions, pandemics, travel restrictions, technical failures, network outages, system interruption, or event cancellation, e& and/or Hisense may to the extent permitted by law, modify, suspend, postpone or cancel the affected part of the Campaign.
- Neither e& nor Hisense shall be liable for any delay, interruption, or failure arising from such events, except to the extent liability cannot lawfully be excluded.

16. Eligible Models and Benefits

TV Screen Size	SIC	Model	Smiles Points	TOD World Cup Plan	FIFA World Cup Football	Raffle Draw Eligibility*
55"	4122110118	55E6Q	4,750	No	No	No
58"	4122110136	58E6Q	4,750	No	No	No
65"	4122199772	65E7Q	4,750	No	No	No
75"	4122110814	75E6Q	9,500	No	No	No
75"	4122199884	75E7Q	14,250	Yes	Yes	Yes
85"	4122110196	85E6Q	14,250	Yes	Yes	Yes
85"	4122199982	85E7Q	14,250	Yes	Yes	Yes
85"	4122110895	85E8Q	14,250	Yes	Yes	Yes
98"	4122110724	98E7Q	14,250	Yes	Yes	Yes
100"	4122110763	100E8Q	19,000	Yes	Yes	Yes
65-300"	4120911234	C2 ULTRA	19,000	Yes	Yes	Yes
80-150"	4120911215	PX3 PRO	19,000	Yes	Yes	Yes
80-200"	4120911775	L9Q	95,000	Yes	Yes	Yes
110"	4122110828	110UX	95,000	Yes	Yes	Yes
116"	4122199900	116UX	95,000	Yes	Yes	Yes

*Raffle draw eligibility applies only to qualifying purchases made between 13 April 2026 and 10 May 2026.

17. Verification and Disqualification

Hisense reserves the right, and e& may assist where necessary, to verify the identity, age, residency, purchase details, account status, and eligibility of any participant.

Hisense may disqualify any participant who:

- Provides false, misleading, or incomplete information.
- Breaches the Campaign Terms and Conditions.
- Tampers with the campaign process.
- Engages in fraudulent, abusive, misleading, or unlawful conduct; or
- Otherwise fails to satisfy the applicable eligibility criteria.

All decisions by Hisense regarding eligibility, qualification, and prize fulfillment shall be final, subject to applicable law.

18. No Warranties

All gifts, prizes, and benefits are provided on an "as is" and "as available" basis by or on behalf of Hisense, without any representation or warranty by e&, whether express or implied, except to the extent such warranty or liability cannot lawfully be

excluded under applicable law.

19. Amendment, Suspension, or Cancellation

Hisense and e& reserve the right to amend, suspend, or cancel the Campaign, or amend these Terms and Conditions at any time and at their discretion, and subject to any required regulatory approval or applicable legal requirements.

Any such amendment, suspension, or cancellation shall, where applicable, be communicated through appropriate channels.

20. Personal Data

By participating in the Campaign, customers acknowledge and agree that their personal information in connection with this Campaign may be collected, used, processed, and shared between e&, Hisense, and their relevant service providers to the extent necessary for Campaign administration, eligibility verification, customer contact, prize and benefit fulfillment, and related operational purposes of the Campaign, compliance with applicable legal and regulatory requirements. Each e& and Hisense shall process personal data only to the extent relevant to its role in the Campaign and in accordance with the applicable privacy and data protection laws and requirements.

Where personal data is shared with third party service providers or transferred outside the UAE, such sharing or transfer shall be subject to appropriate safeguards and applicable legal requirements.

e& shall only be responsible for processing personal data activities carried out by it within the scope of its limited role under these Terms and Conditions.

21. Acceptance of Terms

By participating in this Campaign, each customer is deemed to have read, understood, and agreed to be bound by these Terms and Conditions.

22. Governing Law and Disputes

These Terms and Conditions shall be governed by the laws of the United Arab Emirates.

Any dispute arising out of or in connection with this Campaign or these Terms and Conditions shall be subject to the jurisdiction of Dubai Court.

