Terms & Conditions

Promotion		Status		
Skey Newman Pepsi Reading Festival		Draft		
Client	**Brand**	**Agency**	**Project Number**	
Click here to enter client.	Pepsi	Fuse	PV20614	
Type	**Today's Date**	**Version**	**Style**	**Editor**
Instant Win	27/08/2026	4	Standard	GL

Short Summary Terms & Conditions:

18+ only. Daily Entry Periods: 11:00 – 2145 each day on 28/08/26, 29/08/26 & 30/08/26. Entry: Visit the Pepsi Activation Site at Reading Festival & enter the Karaoke booth (max. 6 people p/group. Select a Skye Newman track to find out instantly if you have won. Perform selected song to receive your prize. Prizes: 3 (1 per Entry Period x signed Skye Newman Pepsi Bottle (up to 6 per group). Max 1 entry per person per day. Max 1 prize per person. See www.promoterms.com/PepsiReading for full T&Cs.

Full Terms & Conditions

1. This Promotion is open to those aged 18 or over, excluding the Promoter's agents and anyone professionally associated with this Promotion.

2. Entrants must ensure that their participation (including acceptance of any prize) is lawful in accordance with the laws of their country of residence. This Promotion is void where void under local national laws. The Promoter will not be taken to make any representations, express or implied, as to the lawfulness of any individual's participation, or as to any other aspect of any Promotion.

3. This Promotion is void where prohibited by law.

4. No purchase necessary.

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5. **Promotion Period:** Enter between 11:00 and 21:45 BST each day on the follow dates (each a "Daily Entry Period"):
    a. Friday 28 August 2026;
    b. Saturday 29 August 2026; and
    c. Sunday 30 August 2026.

To Enter: Visit the Pepsi Activation Promotional Site at Reading Festival and enter the Karaoke booth (maximum 6 participants per group). Select a Skye Newman track to find out instantly if you have won. Perform selected song to receive your prize.

6. **Further Entry Details & Conditions:**
    a. **Moderation:** The Promoter reserves the right to reject any participant whose actions at Pepsi Activation Promotional Site, in the reasonable opinion of the Promoter:
        i. are in breach of the Terms & Conditions;
        ii. are offensive, harmful, objectionable, promote any political agenda or are otherwise prejudicial including with respect to race, religion, origin or gender, or could reflect negatively upon the name, reputation or goodwill of the Promoter or any brand partner; or
        iii. are drunkenly, made intoxicated or under the influence of drugs, are abusive or threatening, make or incite racial abuse, are anti-social or damage the venue.

7. Maximum of 1 entry is permitted per person during the Promotion Period. No person may win more than 1 Prize.

8. **The Prize:** There will be 1 prize available per day, 3 in total over the Promotion Period. Each winner will receive 1 of the following prizes:
    a. Friday 28th August 2026: 1 x of up to 6 signed Skye Newman Pepsi bottles.
    b. Saturday 29th August 2026: 1 x of up to 6 signed Skye Newman Pepsi bottles.
    c. Sunday 30th August 2026: 1 x of up to 6 signed Skye Newman Pepsi bottles.

9. **Further Prize Details & Conditions:**
    a. The winners must provide their surname and country of residence to the Brand Ambassador.
    b. By participating in the Promotion, entrants agree that the Prize is awarded on an "as is" basis, and that the Promoter makes no representations or warranties of any nature with respect to the Prize.

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c. The Prize must be taken as stated and no compensation will be payable if a winner is unable to use the Prize as stated. The winner will be liable for all costs and expenses not stated relating to claiming the prize.
d. Any pictures depicting the prizes on any media including press advertisements, posters or TV commercials are indicative only and the actual prizes may vary from the depictions. The Promotion does not constitute an endorsement or recommendation of the products or services being offered as prizes.

10. **Winner Selection:** During the Promotion Period, 1 "winning moment" (days, hours, minutes, seconds) per Entry Period, 3 in total, have been randomly selected by an independent verification service. The first valid entry on or after that winning moment will be awarded the Prize. All 3 Prizes are available to be won.

11. **Winner Notification & Prize Claiming:** The provisional winning entrants will be informed instantly by a Brand Ambassador and will receive their Prize immediately. Any claims that don't meet these requirements or are received after the Promotion Period will be void and invalid.

12. Provided no objection is received from the winners, a winners list containing the surname and country of residence of the winners will be made available by the Promoter 4 weeks after the close of the Promotion Period, for a period of 8 weeks. It will be made available by emailing pepsicouclticketsfuseint.com. Winners can object to their details being published by notifying the brand ambassador or emailing pepsicouclticketsfuseint.com. Without prejudice, the Promoter will provide winner information to the Advertising Standards Authority when requested by them.

13. The Promoter may request that the winners participate in publicity arising from the Promotion. Participation is at the winner's discretion and is not a condition of Prize Acceptance.

14. The Promoter seeks to run a fair and secure promotion and prevent abuse and cheating. If you enter in a way that is not consistent with these Terms & Conditions, your entry (and any of your associated aliases) will be disqualified. Any Prize awarded may be void and recoverable, and the Promoter reserves the right to bar you from entering future promotions for a period of at least six months. For this reason, the Promoter reserves the right at any point to:

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a. Verify the eligibility of entrants the provisional winner through multiple means by requesting such information it consider reasonably necessary for this purpose. Entry or a Prize may be withheld until verification is completed.

b. Disqualify entries that are not made directly by the individual entering the Promotion.

c. Disqualify entrants who tamper with the entry process.

d. Disqualify entries which, in some other way, do not meet the requirements of these Terms & Conditions.

e. Cancel, modify or suspend the Promotion should it not be capable of running as planned for reasons including but not limited to tampering, unauthorised intervention, fraud, dishonesty, technical failures, or any other causes beyond the control of the Promoter which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Promotion.

15. The Prize is not transferable or exchangeable and cannot be redeemed for monetary value or for any other form of compensation. If for any reason the Prize or any element of the Prize is not available, the Promoter reserves the right, at its sole discretion to substitute that Prize or element of the Prize for another of equal or greater value.

16. The Promoter and its associated agencies and companies are not liable for any loss (including, without limitation, indirect, special or consequential loss or loss of profits), expense or damage which is suffered or sustained (whether or not arising from any person's negligence) in connection with this Promotion (PV20614) or accepting or using the/a Prize(s), except for any liability which cannot be excluded by law. Nothing will exclude the Promoter's liability for death or personal injury as a result of its negligence.

17. The Promoter will not be liable for any delay or failure to comply with its obligations for reasons beyond its reasonable control arising from but not limited to Acts of God, global or regional epidemic or pandemic, adverse weather conditions, fire, industrial dispute, war, terrorist activity, hostilities, political unrest, riots, civil commotion, plague or other natural calamities, or any other circumstances.

18. All personal data supplied for this Promotion will be used solely for the purpose of this Promotion by the Promoter and/or by any agent appointed by it to assist with running

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the Promotion. By entering the promotion, participants agree that their information may be processed and used by the Promoter for the purpose of the Promotion or any associated publicity. The Promoter may share participants' data with connected third parties for promotion administration and prize fulfilment purposes. Personal data will not be disclosed to an unconnected third party unless your positive consent has been obtained. Your personal data will be handled in accordance with the Promoter's privacy policy, available at: https://www.pepsicoprivacypolicy.com/en

19. Pursuant to articles 15-21 of the GDPR, you can exercise the rights of consultation, modification, cancellation and oblivion, limitation of data processing or you can oppose to the processing of your data for legitimate reasons or for informational and promotional purposes, by writing to the data controller at the aforementioned mailing address or online via https://www.pepsicoprivacypolicy.com/en website. In case of revocation of the consent given, which can be presented at any time, it is understood that this does not affect the lawfulness of the handle of the data based on the previously expressed consent or on alternative mechanisms to the consent permitted by law.

20. If any part/s of these Terms & Conditions are legally ruled to be invalid, illegal or unenforceable, the remainder will not be affected and will continue in full force and effect.

21. By entering, you will be deemed to have agreed to be bound by these Terms & Conditions.

22. If there is a discrepancy between these Terms & Conditions and those in any promotional material, these Terms & Conditions will prevail.

23. These Terms & Conditions are governed by English law, and their interpretation and application will be subject to the non-exclusive jurisdiction of the courts of England and Wales.

Promoter: PepsiCo International Limited, 7th Floor, 1 Station Hill Square, Reading, Berkshire, England, RG1 1LN.

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1. This document has been created for a specific promotion. If used for a different promotion, it may not be fit for purpose.

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2. Changes made to this document will not be binding on PromoVeritas unless agreed in writing by us. It is the Client's responsibility to inform us of any such changes, as this may affect the legality, operation and delivery of the Promotion.

3. Unauthorised copying of this document in whole or in part will constitute an infringement of copyright.