CLINIQUE BIRTHDAY x MAGNOLIA BAKERY SWEEPSTAKES

OFFICIAL RULES (the "Official Rules")

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THE SWEEPSTAKES. A PURCHASE OR PAYMENT WILL NOT IMPROVE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED BY LAW.

THESE OFFICIAL RULES CONTAIN A RELEASE OF LIABILITY IN SECTION 10(a) AND VARIOUS LIMITATIONS AND EXCLUSIONS OF LIABILITY IN SECTION 10(e) and SECTION 10(f).

1. ENTRY PERIOD. This [Clinique Birthday Sweepstakes] (this "**Sweepstakes**") is sponsored and administered by Clinique Laboratories, LLC ("**Clinique**" or "**Sponsor**"). The Sweepstakes entry period begins on September 14th, 2026 at 9:00 AM Eastern Time (ET) and ends on September 17th, 2026 at 11:59 PM ET (the "**Entry Period**"). The Sponsor's computer is the official clock for the Sweepstakes. This Sweepstakes is governed by and shall be subject to these Official Rules. By entering the Sweepstakes, all participants agree to be bound by the terms and conditions herein, all applicable laws in connection with his or her participation in the Sweepstakes, and by the decisions of Sponsor, which shall be final and binding on all matters pertaining to this Sweepstakes. Certain restrictions may apply.

2. SITE POLICIES. Participation in the Sweepstakes is also governed by the terms and policies pertaining to Sponsor's website at: www.clinique.com (the "**Sweepstakes Site**"), which may be viewed on the Sweepstakes Site. The collection, use, and disclosure of information obtained online from entrants in the Sweepstakes is governed by Sponsor's Privacy Policy, which may be viewed at https://www.clinique.com/customer-care/general-info/privacy-policy (such privacy policy and the Sweepstakes Site terms and policies are referred to in these Official Rules as the "**Policies**"). In the event there is an inconsistency between the Policies or any Sweepstakes promotional materials and the terms and conditions of these Official Rules, these Official Rules shall prevail and govern with respect to any matter pertaining to the Sweepstakes. By entering the Sweepstakes, each entrant also agrees to comply with any and all applicable laws in connection with his or her participation in the Sweepstakes. Entry in the Sweepstakes does not constitute entry into any other promotion, contest, or sweepstakes.

3. ELIGIBILITY. This Sweepstakes is open only to natural persons who, as of the time of entry, are (a) legal residents of the fifty (50) United States or the District of Columbia (U.S. territories and possessions, including Puerto Rico, U.S. Virgin Islands and Guam, are excluded); and (b) eighteen (18) years of age or older or the legal age of majority in the entrant's state of residence if higher than age 18. The officers, directors, employees, contractors, and agents of the Sponsor and its respective affiliates, advertising and promotion agencies, and any other company or organization involved with the development, promotion, sponsorship, or operation of the Sweepstakes (collectively "**Promotion Entities**"), and the immediate families and those living in the same household of any of the above (whether or not related), are not eligible. All federal, state and local laws, rules and regulations apply to this Sweepstakes. Void where prohibited or restricted by law.

4. HOW TO ENTER.

a. **No purchase or payment is necessary and a purchase or payment does not increase or improve chances of winning.** During the Entry Period, an entrant may enter the Sweepstakes by: (i) following both the @clinique and @magnoliabakery Instagram profiles; (ii) liking and saving the Instagram post published by Sponsor promoting this Sweepstakes; and (iii) submitting one (1) comment tagging two (2) friends using their valid Instagram handles (each tagged friend must have an active Instagram account at the time of entry) to the post published by Sponsor on Instagram promoting the Sweepstakes. For every additional comment that an entrant comments to the post tagging two (2) different friends not previously tagged by that participant in a prior entry, the entrant will receive one (1) additional entry. Subject to the requirements of this Section 4(a), there is no limit on the number of entries that entrants may submit during the Entry Period.

b. Each entry must be made by the entrant on Instagram. Entries made by any other individual or any entity, and/or originating at any other Internet web site or email address, including but not limited to commercial Sweepstakes subscription notification and/or entering service sites, will be declared invalid and disqualified for this Sweepstakes. The use of any device to automate the entry process is prohibited.

c. Entrants are prohibited from using more than one (1) Instagram profile or multiple identities to enter the Sweepstakes more than once. If it is found or suspected that an entrant is using more than one Instagram profile or multiple identities to participate in the Sweepstakes, then that entrant, in Sponsor's sole and absolute discretion, may be disqualified.

d. In the event of a dispute as to an entrant's entry, the natural person who is the authorized account holder of the Instagram account will be deemed to be the entrant, but only if that person is otherwise eligible to enter the Sweepstakes. The "authorized account holder" is the natural person assigned to the Instagram account. Each potential Winner may be required to show proof of being the authorized account holder. If a dispute cannot be resolved to Sponsor's satisfaction, the winning entrant may be deemed ineligible. If the entrant's Instagram account is set to "private," such entrant's entry may not be visible and thus may not be received by the Sponsor. Each entrant's entry must be set to "public" within Instagram in order to be trackable.

e. All entries must comply with the Instagram Terms of Use, any applicable submission requirements located on Instagram, and any other requirements set forth in these Official Rules.

f. Each entry must comply with these Official Rules and all applicable laws.

g. All entries must be received by the end of the Entry Period. All entries become the property of the Sponsor and will not be acknowledged or returned. Proof of transmission of an entry does not constitute proof that it was received. Incomplete, unreadable, late, or unintelligible entries are void and will be disqualified. False, fraudulent or deceptive entries or acts shall render entrants ineligible. Entries that do not comply with these requirements (as determined by Sponsor in its sole discretion) are void and will be disqualified. Entrants may be required to submit proof of compliance with these requirements, and failure to provide such proof on request may, in Sponsor's sole discretion, disqualify an entrant's entry.

h. By entering the Sweepstakes, each entrant represents and warrants to Sponsor that: (i) the entrant's entry(ies) meets all of the requirements in this Section 4; (ii) the entrant meets all the eligibility requirements for the Sweepstakes; and (iii) The entrant has complied with these Official Rules and all applicable laws in entering and participating in the Sweepstakes.

5. WINNER SELECTION: Five (5) entries will be selected as the winners (each, a "**Winner**") by random drawing on or around September 18th, 2026.

6. CHANCES OF WINNING: The chances of winning a prize depend on the number of eligible entries received during the Entry Period. Sponsor cannot predict or guarantee any specific number of eligible entries for this Sweepstakes. **A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.**

7. PRIZE(S). Subject to the terms and conditions of these Official Rules, each Winner will receive a kit consisting of the following Clinique and Magnolia Bakery products:

- $100 gift card to Magnolia Bakery (valid for in-store use only at a Magnolia Bakery location in the U.S.)
- Clinique Dramatically Different Moisturizing Lotion+ 125ml (estimated retail value USD $34.00)
- Clinique Almost Lipstick in Black Honey (estimated retail value USD $25.00)
- Clinique Almost Lipstick in Pink Honey (estimated retail value USD $25.00)
- Clinique Almost Lipstick in Nude Honey (estimated retail value USD $25.00)
- Clinique Moisture Surge Active Glow Serum 50ml (estimated retail value USD $65.00)
- Clinique Moisture Surge 100H Hydrator 75ml (estimated retail value USD $65.00)

The total approximate retail value of each product kit is $339.00. **The total approximate retail value of all prizes is one thousand six hundred and ninety-five dollars (USD $1,695.00)**.

Gift cards may only be used in-store at participating Magnolia Bakery locations in the U.S. Each entrant's acceptance and use of any gift card prize is subject to all eligibility criteria, expiration dates, service or dormancy fees, use restrictions, and all other terms and conditions (if any) imposed by the issuer or provider of any such gift card. Neither Sponsor nor any of its respective parents, subsidiaries, or affiliates, is responsible for disclosing or explaining to the entrants any of terms and conditions associated with the use of any gift card, or for any Winner's failure to comply with such terms and conditions. If a Winner does not comply with all of those terms and

conditions, or if a Winner does not have access to a participating location, such Winner may not be able to obtain the maximum value, or any value, from the gift card.

8. GENERAL PRIZE CONDITIONS: All details and other restrictions of the prizes not specified in these Official Rules will be determined by Sponsor in its sole discretion. Neither entry in the Sweepstakes nor the receipt of any prizes is intended to, and shall not be deemed to, create any employment or similar contract or relationship between Sponsor and any entrant or Winner. No prize is exchangeable, assignable, or otherwise transferable, except at Sponsor's sole and absolute discretion. Sponsor reserves the right to substitute for any prize one or more items or services of equal or greater value in its sole discretion. In no event will more than the stated number of prizes be awarded. Each Winner shall be solely responsible for all federal, state, and/or local taxes (including income, VAT, customs duties, and withholding taxes), and the reporting consequences thereof, for any other fees or costs associated with the applicable prize(s), and for any other liabilities incurred in connection with any prize.

9. PRIZE NOTIFICATION.

a. Each Winner will be notified via direct message on Instagram on or around September 18th, 2026 (a "**Prize Notification**"). Each potential Winner will have three (3) days to respond in writing to the Prize Notification, including providing any requisite information to accept their prizes. Each Winner may be required to execute and return required notarized affidavit of eligibility/release of liability within 30 days of notification. Sponsor shall have no liability for any Prize Notification that is lost, intercepted, or not received by a potential Winner for any reason. In order to claim a prize, the potential Winner may be required to verify for Sponsor his or her permanent address and social security or taxpayer identification number, for purposes of compliance with tax regulations.

b. Failure to respond to Prize Notifications, return all required forms within 30 days or comply with any other provision of these Official Rules may result in the Winner being disqualified and an alternate Winner selected. If a Prize Notification or a prize is returned as undeliverable for any reason, an alternate Winner may be randomly selected by the Sponsor from the pool of remaining eligible entrants as described in these Official Rules. With respect to each prize, Sponsor may successively attempt to contact up to five (5) potential Winners in accordance with such procedure, and if there is still no confirmed Winner of a prize after such attempts have been made, Sponsor may announce an alternate means for awarding that prize. All expenses incurred in association with acceptance or use of any prize or prize component that are not specifically provided for herein are solely the responsibility of the applicable Winner. Prizes are not transferable, assignable, or redeemable for cash. All of Sponsor's decisions are final. Any difference between the actual value of any prize and the approximate retail value set forth in these Official Rules may not be claimed and will not be awarded. The value of a prize may be taxable to each Winner as income. All federal, state and local tax liabilities related to receiving a prize are the responsibility of the Winners.

10. GENERAL.

a. Release. By entering the Sweepstakes, each entrant releases, holds harmless, and waives all claims against the Promotion Entities for any and all injuries, claims, damages, losses, costs, or expenses of any kind (including without limitation attorney's fees) that may occur, directly or indirectly, in whole or in part, from: (i) acceptance, receipt, use, or misuse of any prize or parts thereof; (ii) participation in this Sweepstakes; (iii) any breach or other violation by such entrant of these Official Rules, the Policies, or applicable laws; or (iv) any use of an entrant's personal information and entries as permitted under these Official Rules**.**

b. Disqualification. Sponsor reserves the right in its sole discretion to disqualify any entrant who Sponsor finds, in its sole discretion, to be tampering with the participation process or the operation of the Sweepstakes or the Sweepstakes Site, to be acting in violation of these Official Rules, to be acting in an unsportsman-like or disruptive manner, or with the intent to disrupt or undermine the legitimate operation of the Sweepstakes, or to annoy, abuse, threaten or harass any other person, and Sponsor reserves the right to seek damages and other remedies from any such person to the fullest extent permitted by law.

c. Termination or Cancellation. If for any reason, this Sweepstakes is not capable of running as planned, or if this Sweepstakes or any social media platform or web site associated therewith (or any portion thereof) becomes corrupted or does not allow the proper playing of the Sweepstakes and processing of entries in

accordance with these Official Rules, or if infection by computer virus, bugs, tampering, unauthorized intervention, actions by entrants, fraud, technical failures, or any other causes, in the Sponsor's sole opinion, corrupts or affects the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, Sponsor reserves the right, at its sole discretion, to disqualify any individual implicated in such action and/or to cancel, terminate, modify, or suspend this Sweepstakes or any portion thereof. In the event this Sweepstakes is cancelled, the Sponsor reserves the right to conduct a random drawing to award all remaining prizes from among all eligible, non-suspect online entries received prior to the time of the action or event warranting such cancellation. If such cancellation, termination, modification, or suspension occurs, notification will be posted on the Sweepstakes Site or on the @clinique Instagram profile.

d. Remedies. Any attempt by an entrant or any other individual to deliberately damage any web site or undermine the legitimate operation of this Sweepstakes is a violation of criminal and/or civil laws and should such an attempt be made, the Sponsor reserves the right to seek damages and other remedies from any such person to the fullest extent permitted by law.

e. Limitation of Responsibilities for the Promotion Entities. The Promotion Entities and each of their respective affiliates, subsidiaries, parent corporations and advertising and promotional agencies, and all of their officers, directors, shareholders, employees and agents are not responsible for:

i. any incorrect or inaccurate entry information; human errors; technical malfunctions; failures, omissions, interruptions, deletions or defects of any telephone network, computer online systems, computer equipment, servers, providers, or software, including without limitation any injury or damage to entrant's or any other person's computer relating to or resulting from participation in the Sweepstakes;

ii. theft, tampering, destruction, or unauthorized access to, or alteration of, entries; data that is processed late or incorrectly or is incomplete or lost due to telephone, computer or electronic malfunction or traffic congestion on telephone lines or the Internet or any web site (including the Sweepstakes Site) or for any other reason whatsoever;

iii. printing or other errors; or any entries which are late, lost, incomplete, misdirected, stolen, mutilated, illegible, or any combination thereof;

iv. the acceptance, receipt, possession and/or use or misuse of any prize (or any portion of any prize);

v. any use of an entrant’s personal information and entries as permitted under these Official Rules; or

vi. any other events beyond Sponsor’s reasonable control.

The foregoing release and limitations do not include claims, injuries, damages, liabilities, costs, expenses, or losses related to personal injury, death, or damage to or loss of property of an entrant to the extent that such claims or losses occur, directly or indirectly, in whole or in part, from the negligence of one or more of the Promotion Entities.

f. Limitation of Liability. NO SPONSOR OR ANY OTHER PROMOTION ENTITY, SHALL BE LIABLE FOR ANY SPECIAL, INDIRECT, INCIDENTAL, OR CONSEQUENTIAL DAMAGES ARISING OUT OF THE SWEEPSTAKES, ANY PRIZE, OR THESE OFFICIAL RULES, HOWSOEVER CAUSED, WHETHER ARISING IN TORT, CONTRACT, STRICT LIABILITY, OR OTHER LEGAL THEORY, AND REGARDLESS OF WHETHER SUCH PROMOTION ENTITY WAS ADVISED OF THE POSSIBILITY OF SUCH DAMAGES, AND ALL SUCH DAMAGES ARE HEREBY DISCLAIMED AND EXCLUDED. ALL PRIZES ARE PROVIDED AWAY “AS IS.” THE PROMOTION ENTITIES DO NOT MAKE AND HEREBY DISCLAIM ANY WARRANTIES, CONDITIONS, REPRESENTATIONS OR GUARANTEES, WHETHER EXPRESS, IMPLIED, OR STATUTORY (INCLUDING WITHOUT LIMITATION ANY IMPLIED OR STATUTORY WARRANTY OF MERCHANTABILITY OR SATISFACTORY QUALITY, FITNESS FOR A PARTICULAR PURPOSE, TITLE, OR NON-INFRINGEMENT) WITH REGARD TO THE SWEEPSTAKES OR ANY PRIZE.

g. Governing Law; Dispute Resolution. All disputes concerning the Sweepstakes, the construction, validity, interpretation, and enforceability of these Official Rules, or the rights and obligations of each entrant and any Promotion Entity in connection with these Official Rules or the Sweepstakes shall be governed by, and construed in accordance with, the laws of the State of New York and applicable United States federal law, without giving effect to any choice of law or conflict of law rules that would cause the application of the laws of any other jurisdiction. By entering the Sweepstakes, each entrant agrees that: (i) any and all disputes, claims, and causes of action arising out of or connected with the Sweepstakes, or any prizes awarded, will be resolved individually, without resorting to any form of class action, and solely and exclusively in a federal or state court located in New York, New York; entrant submits to sole and exclusive personal jurisdiction and venue of said courts for any such dispute and irrevocably waives any and all rights to object to such courts on any basis, including improper venue and inconvenience of the forum; and (ii) any and all claims, judgments and awards will be limited to actual out-of-pocket costs incurred, including costs associated with entering the Sweepstakes, but in no event attorneys' fees; and (iii) under no circumstances will any entrant be permitted to obtain any award for, and by entering each entrant waives all rights to claim, punitive, special, incidental or consequential damages and any and all rights to have damages multiplied or otherwise increased, and any other damages, other than for actual out-of-pocket expenses. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU.

h. Use of Personal Information. Any entry information (including personal data) collected from the Sweepstakes shall be used in a manner consistent with the consent given by entrants at the time of the entry, with these Official Rules and with the Sponsor's Privacy Policy. In the event there is an inconsistency between the Sponsor's Privacy Policy or any Sweepstakes promotional materials and the terms and conditions of these Official Rules, these Official Rules shall prevail and govern with respect to any matter pertaining to the Sweepstakes. All personal information collected from the Sweepstakes (including without limitation, an entrant's name, biographical data, and city and state of residence) may be used for the administration of the Sweepstakes. Except to the extent prohibited by applicable laws, each Winner grants to Sponsor and each of its respective designees the right to publicize such Winner's name and address (city and state of residence), photo (if provided), and prize information in connection with the Sweepstakes, in any media now known or hereafter devised, throughout the world, in perpetuity, without additional compensation or consideration, notification or permission. If an entrant objects to the publication or making available of their name, address (city and state of residence), photo (if provided), and prize information, the entrant must contact the Sponsor at cliniquepartnerships@clinique.com. In such circumstances, the Sponsor may still provide the information and winning entry to third parties (e.g. regulators) where required by applicable Law, such as for tax reporting purposes or to show that a valid award took place.

i. License Grant. By submitting an entry, each entrant irrevocably grants Sponsor and its designees the unconditional, irrevocable, and perpetual right and permission, royalty-free, to use the entry and any other artwork, work of authorship, data, ideas, information, images, content, or materials included in such entry, in any media now known or hereafter devised, throughout the world for purposes of advertising and promoting the Sweepstakes and related activities, as well as for any and all other uses in connection with furthering the mission of Sponsor. Sponsor is not obligated to use any of the above-mentioned artwork, works of authorship, data, ideas, information, images, content, or materials, but if Sponsor does so, Sponsor may edit them in Sponsor's sole discretion, and all such uses will be without further obligation or compensation. Each entrant waives all intellectual property rights, privacy/publicity rights or other legal or moral rights that might preclude the Sponsor's use of the entry or exercise of any rights granted to Sponsor as stated in this paragraph, and each entrant agrees not to sue or assert any claim against the Promotion Entities with respect to any such use.

11. SPONSOR: The Sponsor and administrator of the Sweepstakes is Clinique Laboratories, LLC. For questions about the Sweepstakes, please contact Attn: Clinique Laboratories, LLC, 767 Fifth Avenue, New York, NY 10153, or send an email to cliniquepartnerships@clinique.com.

12. NO ENDORSEMENT: Nothing contained in these Official Rules or in any of the Sweepstakes materials should be construed as an endorsement by Sponsor of any third party, product, or service.

13. SOCIAL MEDIA PLATFORMS: The Sweepstakes may be advertised on or accessed through one or more social media platforms. However, the Sweepstakes is in no way sponsored, endorsed, or administered by, or

associated with, any such platforms. Entrants agree to comply with all terms and policies governing such platforms in connection with the Sweepstakes.

14. WINNERS LIST/OFFICIAL RULES. To obtain written notice of the Winners for the Sweepstakes, send a self-addressed stamped envelope (Vermont residents may omit the return postage) to Attn: Clinique, 767 Fifth Avenue, New York, NY 10153, or send an email to cliniquepartnerships@clinique.com. All such requests must refer to the Sweepstakes and be received no later than six (6) months after the end of the Entry Period.