LG Sound Suite r/DolbyAtmosContent Program

How to Enter

1. Subject to the terms and conditions set forth in the T&C, the participant will enter the Event in the following steps:

2. The Event will be run on the official r/DolbyAtmosContent subreddit community from **12:00AM June 19, 2026 (PDT) to 12:00AM July 10, 2026 (PDT).**

   Submit the Google Form linked in the Event announcement post on r/DolbyAtmosContent (https://www.reddit.com/r/DolbyAtmosContent/) to enter the Event.

3. The odd of winning will increase if you are identified as an active user based on your Reddit user profile. You will be identified as an active user if your Reddit profile shows at least 6 months of post and comment history.

Announcement of Winners and Prize

1. The winner(s) will be selected out of the participants who have successfully completed the steps explained in item 2 of 'How to Enter' and those who are identified as active user in accordance with item 3. In order to choose the final winners from qualified entries, LG will carefully review each participant's response to each question, submitted through the Google Form.

2. The winner(s) of the Event will be announced on **12:00AM July 16, 2026 (PDT)** on the r/DolbyAtmosContent subreddit community.

3. The winner(s) and their respective prizes of each quest in the Event are as follows:

Winner	Number of Winners	Prize
LG Immersive Suite 7 Pro Tester	1	- Immersive Suite 7 Pro

*Note: There will be 1 winners in total for the Event. For inquiries on the prize, please contact sunholee@lgcns.com

4. The winners will receive a direct message from u/LG_UserHub to fill out the necessary information for prize delivery, such as name, address, email, phone number, etc.

* u/LG_UserHub is the Reddit user ID of the official r/LG_UserHub subreddit website's representative

5. If a winner does not respond to the direct message within three (3) days from the initial contact, he or she will be deemed to have forfeited the prize.

Privacy

You can find the Privacy Policy through the link provided in the r/DolbyAtmosContent Event Announcement post.

TERMS AND CONDITIONS

1. GENERAL

1.1. These Terms and Conditions ("**T&C**") apply to LG OLED TV Campaign and all related events (each referred to as an **"Event"**) conducted by LG Electronics Inc., with its offices located in LG Twin Tower, 128 Yeoui-daero, Yeongdeungpo-gu, Seoul, 07336, Korea.

1.2. The T&C form a binding legal agreement between the participant and LG Electronics Inc. ("LG") with respect to the Event. The participants' submission of an entry in the Event constitutes their agreement to the T&C. For the avoidance of any doubt, the Event is in no way sponsored, endorsed, or administered by, or associated with, Reddit, YouTube, Facebook, Instagram, or X. YouTube is a trademark of YouTube, LLC, Facebook is a trademark of Facebook, Inc., Instagram is a trademark of Instagram, LLC, and X is a trademark of X Corp.

1.3. LG may post specific rules for the Event (**"Rules"**) on the Event posting, which will become a part of these T&C with respect to the Event.

1.4. The language used for the Event including all communications via direct message will be English.

1.5. All timeline, deadline and schedules related to the Event shall mean the corresponding time in the [Pacific Daylight Time Zone].

2. ELIGIBILITY

2.1. Except where prohibited by law, this promotion is open to eligible participants worldwide who are over the age of 18 and have reached the age of majority in their jurisdiction at the time of entry. Participants who reside in any country sanctioned by the United States, the European Union, the United Nations are not eligible to enter or win. Promotion is void in Quebec State of Canada, North Korea and Cuba.

2.2. Unless otherwise noted, no purchase of any LG product is required to enter or win a prize.

2.3. An individual may not participate in the Event and will be immediately disqualified and forfeit any prize if he or she is

(A) an employee, director, contractor, officer, of LG or its affiliates (involved in relation to the Event); or

(B) an immediate family member (including a parent, sibling, child, spouse, or life partner) of the individuals listed in subsection (A) above or a member of their household.

(C) an advisor, consultant, agency or judge in relation to the Event

2.4. In order to enter the Event and receive a prize, the individual must

(A) have a valid Reddit user ID and profile

(B) comply with all prize claim requirements;

(C) submit a form to claim the prize in accordance with the T&C; and

(D) not tamper in any way with the prize claim.

2.5. A person who has not reached the age of majority according to the laws of his or her jurisdiction may not enter the Event or receive a prize. If the participant is found to have not reached such age, he or she shall be disqualified from the Event and receiving any prizes.

3. PRIZES

3.1. The winners will receive a direct message from u/LG_UserHub to fill out the necessary information for prize delivery, such as name, mailing address, phone number, etc.

3.2. The participant will be deemed to have forfeited the prize if:

(A) the participant cannot be contacted using the contact information provided by the participant within seven (7) days of notifying the winner.

(B) the prize is returned to LG

3.3. The prize is not transferable or exchangeable and cannot be taken as cash. The prize must be taken as offered and cannot be varied. LG accepts no responsibility for any variation in prize value.

3.4. Subject to the terms and conditions herein, LG reserves the right to request all participants to produce (within a reasonable period of time) appropriate Reddit user account or other documentation (to LG's reasonable satisfaction) in order to confirm each participant's identity, age, residential address and email address, eligibility to enter and any information submitted by the participants in entering the promotion, before issuing the prize. If the documentation required by LG is not received by LG (or its nominated agent) or an entry has not been verified or validated to LG's satisfaction within the time requested, that participant's entry will become invalid.

3.5. If any prize becomes unavailable for any reason beyond LG's reasonable control, then a similar prize of equal or greater value will be awarded in lieu, subject to the approval of relevant regulatory authorities.

4. DISQUALIFICATION

4.1. LG reserves in its absolute discretion the right to verify the validity and nature of entries, and to disqualify any entry or participant if the participant, in the opinion of LG:

(A) provides false information in relation to eligibility;

(B) includes objectionable content, profanity, potentially insulting, inflammatory or defamatory statements;

(C) tampers with the entry process;

(D) is not in accordance with the T&C; or

(E) is engaged in conduct in entering the Event which is fraudulent, misleading, deceptive or generally damaging to the proper conduct, goodwill or reputation of the Event and/ or LG.

4.2. LG reserves the right to disqualify the Google Form entry submitted by the participant if the content contains any offensive, obscene, or objectionable material-in LG’s reasonable opinion, and the participant will be informed accordingly.

4.3. LG may disqualify any participant in accordance with Articles 4.1 and 4.2 after a prize has been awarded in which event the participant shall immediately return the prize at his or her expenses within ten [10] days from the date of notification of disqualification by LG.

5. OWNERSHIP AND RIGHT OF SUBMISSIONS

5.1. The participant retains all rights to the Content submitted.

5.2. For any submissions made to the Event, the participant grants LG, for a period of two (2) years from submission, a non-exclusive, worldwide, royalty-free license to use, reproduce, display, share, and create derivative works of such submission on the Company's websites, official social media channels (including Reddit, YouTube, Instagram, Facebook, and X), and for marketing, promotional, and archival purposes. The Company may also create and publish derivative works based on the Content through its official accounts.

6. REPRESENTATIONS AND WARRANTIES

6.1. Each participant warrants and represents that

(A) they meet the residency and age requirements at the time of entry;

(B) they will not submit any content that

(a) is unlawful or fraudulent;

(b) is in breach of any intellectual property, privacy, publicity or other rights; or

(c) is defamatory, obscene, derogatory, pornographic, sexually inappropriate, violent, abusive, harassing, threatening, objectionable with respect to race, religion, origin, gender or otherwise unsuitable for publication.

(C) they will obtain full prior consent from any person who has jointly created or has any rights in the Content, to the uses and terms herein;

(D) their Content shall not contain viruses or cause injury or harm to any person or entity; and

(E) they will comply with all applicable laws and regulations, including without limitation, (i) the terms of service and policies of the platform on which the content is published (e.g., Reddit); (ii) those governing copyright, content, defamation, privacy, publicity and the access or use of other’s computer or communication systems;

6.2. Without prejudice to any other terms herein, the participant agrees to indemnify and hold harmless LG from any loss, expenses and claims which may arise out of any breach of the preceding participant’s representation and warranties.

7. RELEASE OF LIABILITY AND INDEMNIFICATION

7.1. As consideration for entering an Event, all participants agree to RELEASE, DISCHARGE AND COVENANT NOT TO SUE LG and each of its respective direct and indirect affiliates, divisions, parent and subsidiary companies, officers, employees, shareholders, representatives, managers, members, directors, owners, agents, insurers, attorneys, predecessors, successors, and assigns thereof (collectively, the Released Parties), to the maximum extent permitted by applicable law, from claims, damages or losses directly arising out of their participation in the Event, excluding any liability that cannot be excluded or limited under applicable consumer protection laws, , except to the extent caused by the gross negligence or willful misconduct of the Company, to the extent legally permissible.

7.2. Additionally, as consideration for entering the Event, all participants agree to INDEMNIFY, HOLD HARMLESS, AND DEFEND the Released Parties from and against third-party claims, damages or losses arising out of the participant's breach of this T&C or violation of applicable law, except to the extent caused by the gross negligence or willful misconduct of the Company, to the extent legally permissible.

8. DISCLAIMER

LG shall not be responsible for any problems which affect, or result from, participation or attempted participation in the Event, except to the extent caused by the gross negligence or willful misconduct of LG and to the extent legally permissible. This includes, but is not limited to, the following problems:

(i) Incorrect, incomplete or inaccurate entry information;

(ii) Human errors;

(iii) Failures, omissions, interruptions, deletions or defects of any wireless network, telephone network, internet service, computer systems, servers, utility providers, or software;

(iv) Inability to send a text-message;

(v) Identity theft;

(vi) Tampering, destruction or unauthorized access to, or alteration of, entries or computer data;

(vii) Network hackers or other unauthorized access to LG's computer network;

(viii) Data that is processed late or incorrectly or is incomplete or lost due to wireless network, telephone network, computer or electronic malfunction or traffic congestion on wireless or telephone networks;

(ix) Printing errors;

(x) Equipment malfunctions; and

(xi) Late, misdirected, lost, misplaced, illegible, mutilated or postage-due entries.

9. TAXES

9.1. LG will be responsible for any customs tax or taxes which may be incurred in relation to the delivery of the prizes that LG is required under Korean laws and regulations to withhold. For avoidance of doubt, LG will not be responsible for any other taxes, duties or fees which may incur to the participant according to the laws of his or her jurisdiction.

9.2. All prizes set forth in the Rules will be net of any taxes LG is required by law to withhold.

10. PERSONAL DATA

10.1. By participating in the Event, participants consent to LG's collection, use, processing and storage of their personal information (including but not limited to name, Reddit username, mailing address, phone number, email address, and any other information submitted in connection with the Event) for the purposes of administering the Event, delivering prizes, verifying eligibility, and communicating with participants regarding the Event.

10.2. LG will handle all personal information in accordance with its Privacy Policy and in compliance with applicable data protection laws and regulations, including but not limited to the General Data Protection Regulation (GDPR) for participants located in the European Economic Area, and the California Consumer Privacy Act (CCPA) for California residents. Personal data will be retained only for as long as necessary to fulfill the purposes described above, unless a longer retention period is required by applicable law.

10.3. Participants have the right, where applicable under relevant data protection laws, to request access to, correction of, or deletion of their personal information, to object to or restrict processing, and to withdraw consent at any time. Such requests may be directed to [sunholee@lgcns.com]. Please note that withdrawal of consent may affect the participant's ability to receive prizes or participate in the Event.

10.4. LG may share participants' personal information with its affiliates, service providers, and third parties as necessary to administer the Event, deliver prizes, or comply with legal obligations. LG will take reasonable measures to ensure that such third parties protect the personal information in a manner consistent with this T&C and applicable laws.

11. MISCELLANEOUS

11.1. If any term (or part of a term) of these T&C is invalid, illegal or unenforceable, the rest of the rules will remain in effect.

11.2. This T&C shall be governed by the laws of the State of New York, United States. Any dispute arising out of or in connection with this T&C shall be brought in the state or federal courts located in New York, United States, without prejudice to any rights a participant may have under mandatory consumer protection laws of their jurisdiction.

11.3. For further questions, please direct any inquiry related to the Event to jiyoung1106@lgcns.com

12. WINNER'S LIST

For a copy of the list of winners, send a self-addressed stamped envelope to the following address: LG CNS America Inc., 920 Sylvan Ave. Englewood Cliffs, NJ 07632 US

For further event-related questions, you may direct your inquiry to the e-mail address: jiyoung1106@lgcns.com

13. DISCLOSURE OF MATERIAL CONNECTIONS

13.1. **Mandatory Disclosure**: Any participant ("Participant") who receives product support, financial compensation, prizes, event invitations (including coverage of travel and accommodation expenses), content production support, or any other economic benefits from LG Electronics Inc. ("the Company") in connection with this event must clearly and conspicuously disclose their relationship with the Company when publishing any posts or content regarding the relevant products or services.

13.2. **Disclosure Requirements**: All disclosure statements must meet the following requirements.

· **Placement**: The disclosure must be placed at the beginning of the post content and must be visible without the user having to click "See More" or other expansion links.

· **Specificity**: The specific nature of the benefit received from the Company (e.g., free product, travel expense support, etc.) must be clearly stated.

· **Clarity**: The disclosure must be written in clear and plain language that allows an average reader to immediately understand the relationship without any deceptive or ambiguous content.

13.3. **Approved Language**: Participants must use the following standard templates or similar language pre-approved by the Company, depending on the situation.

· **For Free Product Support**: *"[Disclosure: I received this product for free from LG for review purposes. All opinions expressed are my own based on my personal experience.]"*

· **For Event Invitation & Travel Support**: *"[Disclosure: LG invited me to attend this event and covered my accommodation as well as part of my travel expenses in connection with this review. All opinions are my own.]"*

· **For Event Invitation & Product Support**: *"[Disclosure: LG invited me to attend this event, covered my travel expenses, and provided me with this product in connection with this review. All opinions are my own based on my actual experience.]"*

· **For Paid Partnerships**: *"[Disclosure: This is a paid partnership with LG. I received compensation in connection with this post. All views are my honest and independent opinion.]"*

14. PROHIBITED PRACTICES

14.1. Participants are strictly prohibited from the following actions when creating content.

· Publishing posts without a clear disclosure statement regarding the material connection with the Company.

· Using only hashtags (e.g., #sponsored, #gifted) as a disclosure while omitting a clear text-based explanation within the post body.

· Portraying a free or sponsored product as a personal purchase or disguising a sponsored post as organic, non-sponsored content.

· Hiding or obscuring the disclosure statement by using small font sizes, or colors similar to the background.

· Modifying or removing the original disclosure statement after publication without the Company's prior written consent.

· Writing or publishing reviews for products or services that the Participant has not actually used or experienced.

·Having a third party write the review or allowing the Company or an agency to ghostwrite or edit the review's core opinions.

15. TRUTHFULNESS & EDITORIAL INDEPENDENCE

15.1. All posts must be written truthfully based on the Participant's actual and direct experience. Reviews must not be created for products that have not been used.

15.2. Participants have the right to express their honest opinions, including negative feedback. The Company shall not compel the reflection of specific opinions or request the modification of subjective evaluations. However, the Company may request corrections for factual errors, violations of FTC guidelines, or breaches of these Terms and Conditions.

16. MONITORING AND CORRECTIVE ACTION

16.1. The Company has the right to monitor Participants' posts to ensure compliance with FTC guidelines and these Terms and Conditions.

16.2. Upon discovery of non-compliance, the Company will notify the Participant in writing with a request for corrective action. The Participant must promptly modify the post or raise a legitimate objection upon receiving the request.

16.3. If the Participant fails to take corrective action or raise a legitimate objection, the Company may take measures including, but not limited to, requesting deletion of the post, disqualifying the Participant from the event, recovering any provided prizes or benefits, or suspending future program participation.