

TERMS AND CONDITIONS

FIVE30 Transformation Contest and Sweepstakes

OVERVIEW:

By participating in the FIVE30 Transformation Contest (“Contest”) and Sweepstakes (“Sweepstakes”) sponsored by PURE Gen Holdings, Inc. (“the Company” or “PURE”), you accept and agree to be bound by these terms and conditions. IBOs participating in the FIVE30 Transformation Contest and Sweepstakes must also comply with all obligations set forth in the IBO Agreement.

The Contest and Sweepstakes are valid for Customers and IBOs in the United States and Canada who are at least 18 years old (“Contest Participant” or “Sweepstakes Participant”). IBOs must be in good standing at the time of earning or receiving any Contest or Sweepstakes award and while participating in the Contest or Sweepstakes. An IBO in good standing is compliant with the IBO Agreement and has not received a compliance sanction that is unresolved, including but not limited to a sanction for probation, suspension, or termination. Additionally, any notice for breaches of the Non-Solicitation, Non-Competition, Confidentiality, or Proprietary Information provisions of the IBO Agreement will result in forfeiture of any Contest or Sweepstakes.

FIVE30 TRANSFORMATION CONTEST AND SWEEPSTAKES DETAILS:

Contest and Sweepstakes Period

The Contest and Sweepstakes begins November 23, 2021 and ends on February 28, 2022.

Contest and Sweepstakes Details

Contest: Customers and Independent Business Owners (IBOs) may enter the FIVE30 Transformation Contest by (1) purchasing a product order of 155 PV¹ or more each during the Contest Period and (2) submitting “Before” and “After” photos (which meet the Photo Requirements set forth below) and an accompanying product testimonial, about the PURE product used, to the Company on or before February 28, 2022.

The Company will select 10 Grand Prize Winners who will each receive a Contest Award of \$530 USD.

Prize Winners will be chosen based on the following criteria and weight of criteria:

- (1) 40% = the clarity and quality of the “Before” and “After” photos;
- (2) 40% = the inspirational quality of the testimonial; and
- (3) 20% = the creativity of the entry

¹ Product Volume (PV) is the amount of volume assigned to each product.

Judging will take place on March 11, 2022 and will include all entries received by the Company on or before the February 28, 2022 entry deadline. Winners will be announced on or around March 14, 2022.

Judges will include a committee of PURE employees, comprised of Nutrition and Health professionals and Sales and Marketing professionals with degrees, studies, or work experience in Nutrition, Health, Sales and Marketing. The Judges will make their subjective determinations based upon the criteria set forth above.

Contest Awards will be awarded within 30 days of the Contest winners being announced. Contest winners will be contacted by the PURE Marketing Department to claim a Contest Award. Contest Awards are not transferable and will be forfeited if rejected by the winner or not accepted by the winner on or before December 31, 2022.

Sweepstakes: Customers and Independent Business Owners (IBOs) may enter the FIVE30 Transformation Sweepstakes (1) by entering the FIVE30 Transformation Contest as set forth above or (2) by liking the PURE IBO Community Facebook page* and posting a comment about their favorite PURE product on the PURE IBO Community Facebook page any time within the Contest and Sweepstakes Period set forth above. Only one (1) Sweepstakes giveaway entry is allowed per Sweepstakes Participant. **THERE IS NO PURCHASE OR PAYMENT OF ANY KIND REQUIRED TO ENTER OR WIN THIS SWEEPSTAKES.**

Throughout the Contest and Sweepstakes Period, the Company will select a total of 20 prize winners from the Sweepstakes Participants. The Prize Winners will each receive a \$200 product credit ("Sweepstakes Award").

Winners of a Sweepstakes Award will be selected randomly on one or multiple dates after December 1, 2021, using a third-party random name selector tool.

20 prize winners total will be selected, and the odds of winning will be determined by the number of entries at the time of the random selection. Sweepstakes Participants will remain in the Sweepstakes until they win a prize or until the Sweepstakes ends on February 28, 2022. A Sweepstakes Participant may win both a Sweepstakes Award and a Contest Award if that Participant met all of the entry requirements for both the Sweepstakes and the Contest.

Sweepstakes Awards will be awarded within 30 days of the Sweepstakes winners being announced. Sweepstakes winners will be contacted by the PURE Marketing Department to claim a Sweepstakes Award. Sweepstakes Awards are not transferable and will be forfeited if rejected by the winner or not accepted by the winner on or before December 31, 2022.

*This sweepstakes is in no way sponsored, endorsed, administered by, or associated with Facebook, and all entries posted on the PURE IBO Community Facebook page and any copyright subsisting in those entries will become and remain the property of PURE who may publish or cause to be published any one of the entries received.

Photo Requirements

All submitted “Before” and “After” photos must meet the following requirements:

- Must be 150 MB or less and be in .jpg, .jpeg, .gif, .tif or .png format;
- Must be wholly original to the Contest Participant, and Contest Participant must have the rights, title, and interest necessary to utilize the photos for the Contest in compliance with these Terms and Conditions;
- Must not have been submitted previously in a promotion of any kind or exhibited or displayed publicly through any means, including, but not limited to, posted on Contest Participant’s own social channels;
- Must not contain commercial or corporate logos, advertising, brand names, artwork, insignia, or slogans, other than those approved by the Company and used in accordance with these Terms and Conditions. For the avoidance of doubt, the photos must not contain any commercial or corporate logos, advertising, brand names, artwork, insignia or slogans of the Company;
- Must not include a prominent depiction of any copyrighted material (including but not limited to music, video games, films, books, television programming, etc.), and must not infringe upon any third-party trademarks (including, without limitation, those of the Company);
- Must not contain material which is sexually explicit, obscene, pornographic, violent, self-mutilating, promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation or age, illegal, offensive, threatening, profane, or harassing;
- Must not contain material that infringes or violates any applicable laws or regulations or any right of a third party including (1) patent, trade secret or other proprietary or contractual rights; (2) right of privacy or publicity; or (3) any confidentiality obligation;
- Must not include another person (other than the Contest Participant’s Immediate Family Members) from whom Contest Participant has not obtained legally binding written permission to display such person’s likeness or any other identifying features in connection with the photos;
- Must not contain any derogatory references to the Company or any of its products or services.

Further Qualification Details

By entering the FIVE30 Transformation Contest, each Contest Participant grants to the Company and its affiliates and agents the absolute, perpetual and worldwide right and license to use, to record, photograph, publish, reproduce, advertise, display, edit, and sell in any manner for all purposes, his/her name, photograph, likeness, voice testimony, biographical information, image and other information related to the IBO's business with the Company

(collectively the "Likeness") in marketing, promotional, advertising and training materials, whether in print, radio or television broadcasts (including cable and satellite transmissions) audio and videotapes on the Internet or in other media ("Publicity Materials") for an unlimited number of times without compensation, in perpetuity. Each Contest Participant waives any right to inspect or approve any Publicity Materials including or accompanying his/her Likeness. Each Contest Participant further releases the Company from any liability or obligation that may arise as a result of the use of his/her Likeness, including without limitation, claims for invasion of privacy, infringement of right of publicity and defamation (including libel and slander). A Contest Participant may withdraw his/her authorization of any use of his/her Likeness that has not already been publicized by providing written notice to the Company. Each Contest Participant agrees that any information given by the Contest Participant, including his/her testimonial, is true and accurate.

"Before" photos should be taken prior to beginning use of any products ordered during the FIVE30 Transformation Contest, and "After" photos should be taken on or before February 28, 2022, the last day of the Contest Period.

All determinations and decisions as to awarding a Contest or Sweepstakes, are solely at PURE's discretion. PURE reserves the right to discontinue, cancel or modify the FIVE30 Transformation Contest and Sweepstakes at any time and in its sole discretion without notice.

Participants in CO, MD, NE, and ND are not required to make any purchase to enter the Contest. Participants in these states may enter the Contest by submitting Before/After photos and product testimonials to the Company on or before February 28, 2022.

All applicable taxes are the responsibility of the Contest or Sweepstakes recipient. The value of the award will be included as reportable income in a 1099 issued to the award recipient.

The FIVE30 Transformation Contest and Sweepstakes is sponsored by PURE Gen Holdings, Inc., ("PURE") – 7164 Technology Dr., Ste. 100, Frisco, TX 75033.

THIS CONTEST AND SWEEPSTAKES IS VOID WHERE PROHIBITED BY LAW.