

Pöttmes, February 28, 2026

Terms and Conditions for Online Competitions

Important Notice:

This English version is provided for convenience purposes only. In the event of discrepancies or inconsistencies, the German version of the Terms and Conditions shall prevail.

1. Scope

These Terms and Conditions apply to all competitions conducted by Müller Motorcycle AG, Rudolf-Diesel-Straße 30, 86554 Pöttmes, Germany (hereinafter referred to as the “Organizer”).

By participating in the competition, each participant agrees to these Terms and Conditions.

2. Participation

2.1 Eligibility

Participation is open to any natural person acting in their own name who is at least 18 years of age.

Participants who have reached the age of 16 but are not yet of legal age may only participate with the consent of their legal guardians.

2.2 Exclusion

Persons under the age of 16 and legally incapacitated persons are excluded from participation.

2.3 Disqualification

The Organizer reserves the right to exclude participants who violate these Terms and Conditions or who attempt to gain an unfair advantage through improper influence or manipulation of the competition.

In such cases, the Organizer may subsequently exclude participants, revoke prizes and reclaim awarded prizes.

2.4 Participation Period

Participation is only possible within the period specified in the competition description. Each participant may participate only once in an identical competition.

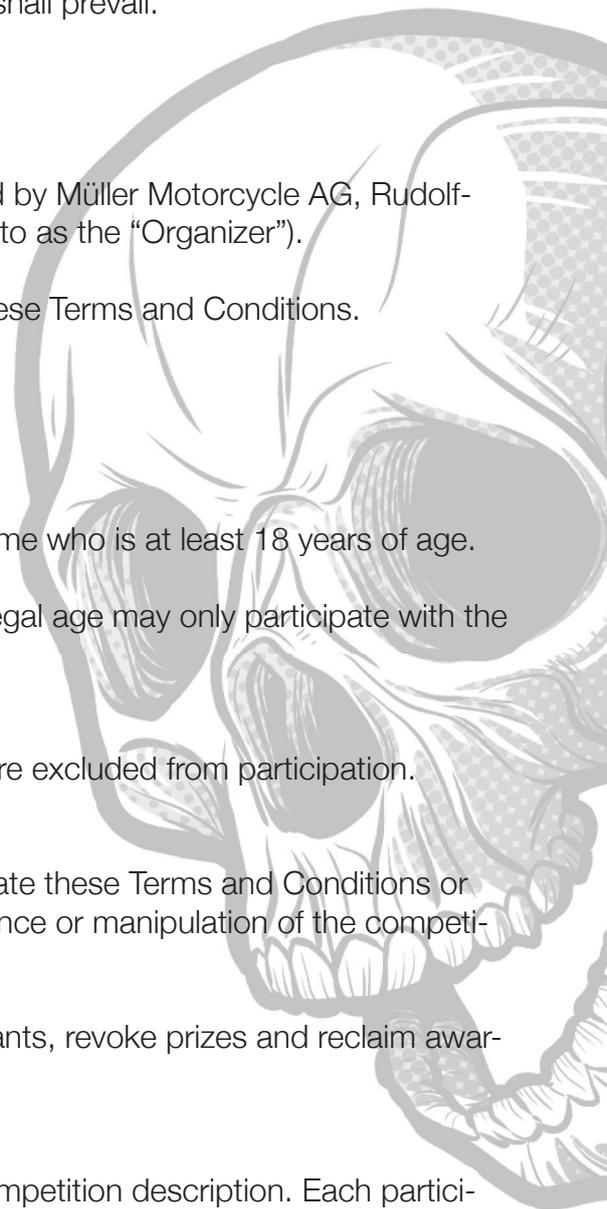
2.5 Excluded Persons

Employees of the Organizer and employees of companies involved in the competition, as well as their immediate family members, are excluded from participation.

2.6 Participation Period

The competition begins on March 1, 2026 at 6:00 PM CET and ends on October 31, 2026 at 6:00 PM CET.

Central European Time (CET/CEST) shall apply.



Submissions received after the participation deadline will not be considered.

For the evaluation of social media performance, only interactions generated within the first 30 days after publication of the respective video will be considered.

If publication occurs less than 30 days before October 31, 2026 at 6:00 PM CET, only interactions generated up to that date will be considered. In such cases, the engagement evaluation period shall be shortened accordingly.

3. Conduct of the Competition

3.1 Participation Requirements

Eligible participants are natural persons who have purchased at least one Müller product during the participation period.

Participation requires that the participant creates and publishes their own video featuring the purchased product. The video must present and describe the product, including its type, purpose and function.

The product (e.g. clutch assist device, lowering kit, internal throttle) may be introduced, promoted, creatively presented or demonstrated in terms of its benefits.

The Organizer must be clearly tagged in the published post.

Additionally, the published video must be submitted via email to the participation email address specified by the Organizer, including the participant's full name.

At the time of submission, the participant must indicate the social media platform that shall be used for engagement evaluation.

Timely receipt of this email is decisive for valid participation.

The participant warrants that they are the author of the submitted video and hold all necessary rights to image, audio and music material.

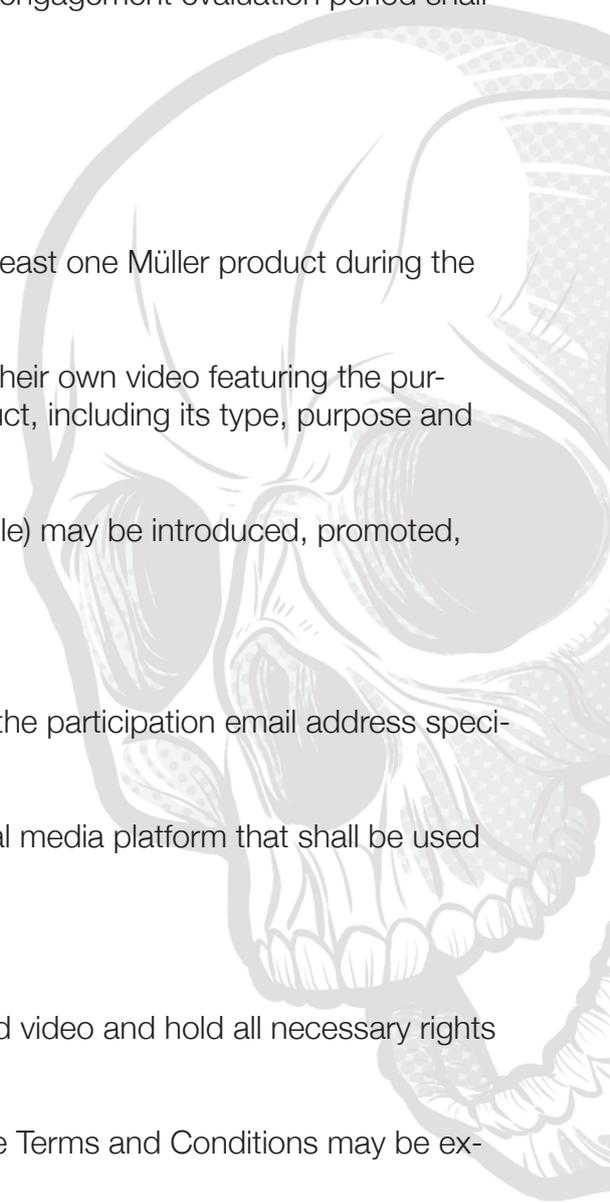
Videos that violate statutory provisions, third-party rights or these Terms and Conditions may be excluded.

The Organizer reserves the right to exclude participants in cases of violations or suspected manipulation.

The Organizer is entitled to publish submitted contributions in connection with the competition.

3.2 Determination of Winners

All participants meeting the requirements set out in Sections 2 and 3 by the time of winner selection will be considered.



Winners will be determined by the Organizer after the participation deadline.

3.3 Evaluation and Winner Selection

Winners will be determined based on a combined scoring system consisting of:

- 70% Jury Evaluation
- 30% Social Media Performance

a) Jury Evaluation (70%)

A jury appointed by the Organizer evaluates eligible submissions based on:

- Creativity and originality
- Presentation and benefits of the Müller product
- Quality of production (e.g. video, sound, editing)
- Authenticity and brand alignment

Evaluation is carried out independently and based on uniform assessment standards.

b) Social Media Performance (30%)

Performance on social media is also considered.

Relevant interactions generated within the first 30 days after publication (e.g. likes, comments, shares) will be taken into account.

To ensure fairness, engagement is evaluated relative to account size.

If a video is published on multiple platforms, one main platform must be designated at submission. Interactions across multiple platforms will not be aggregated.

The specific weighting and calculation methodology remain within the discretion of the Organizer.

3.4 Verification of Social Media Performance

The Organizer may independently determine relevant engagement figures.

Participants must provide appropriate proof (e.g. screenshots) upon request. Failure to provide proof within a reasonable timeframe may result in exclusion from engagement evaluation.

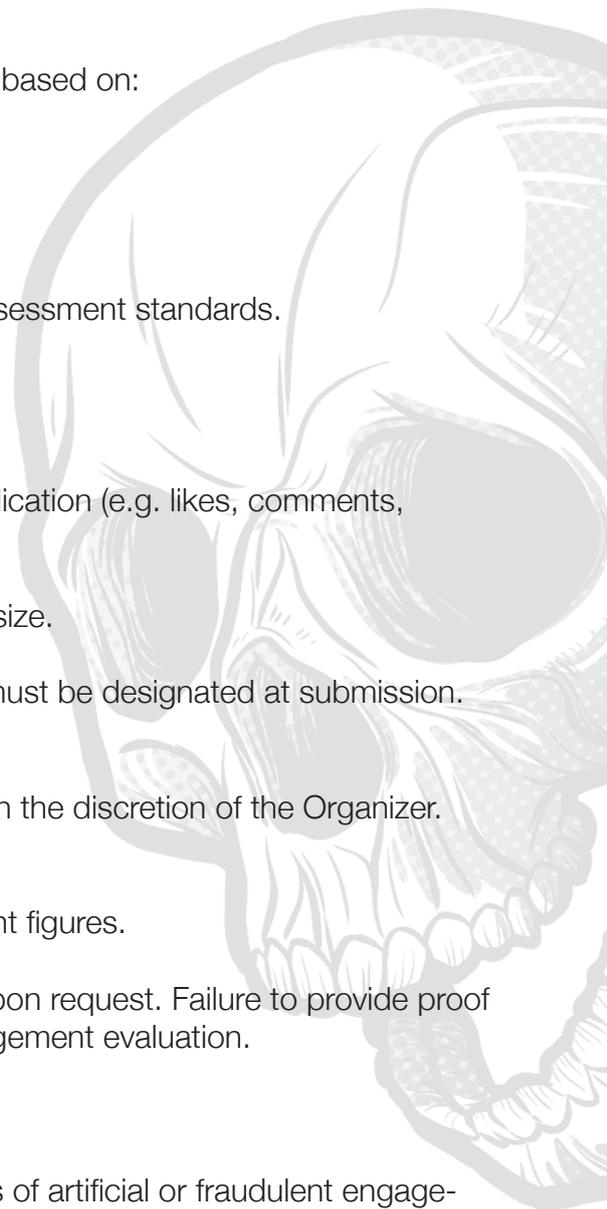
3.5 Protection Against Manipulation

The Organizer reserves the right to exclude submissions in cases of artificial or fraudulent engagement.

This includes:

- Purchased interactions
- Automated services or bots
- Engagement groups
- Artificial reach inflation

Only organic engagement will be considered.



3.6 Prize

Prizes are non-transferable and may not be exchanged.

4. Prize Handling

4.1 Notification

Winners will be notified via email.

They must confirm acceptance within one month and provide required bank details. Otherwise, the claim expires and a replacement winner may be selected.

4.2 Incorrect Contact Details

The Organizer is not responsible for incorrect contact information.

4.3 Prize Payment

Prizes are paid exclusively via bank transfer in Euro (EUR).

Currency conversion is handled by the recipient's bank. The Organizer assumes no responsibility for exchange rate fluctuations or bank fees.

5. Liability for Defects

The Organizer shall only be liable for damages caused by intent or gross negligence.

6. Early Termination

The Organizer may terminate or modify the competition if proper execution cannot be guaranteed for technical or legal reasons.

7. Applicable Law

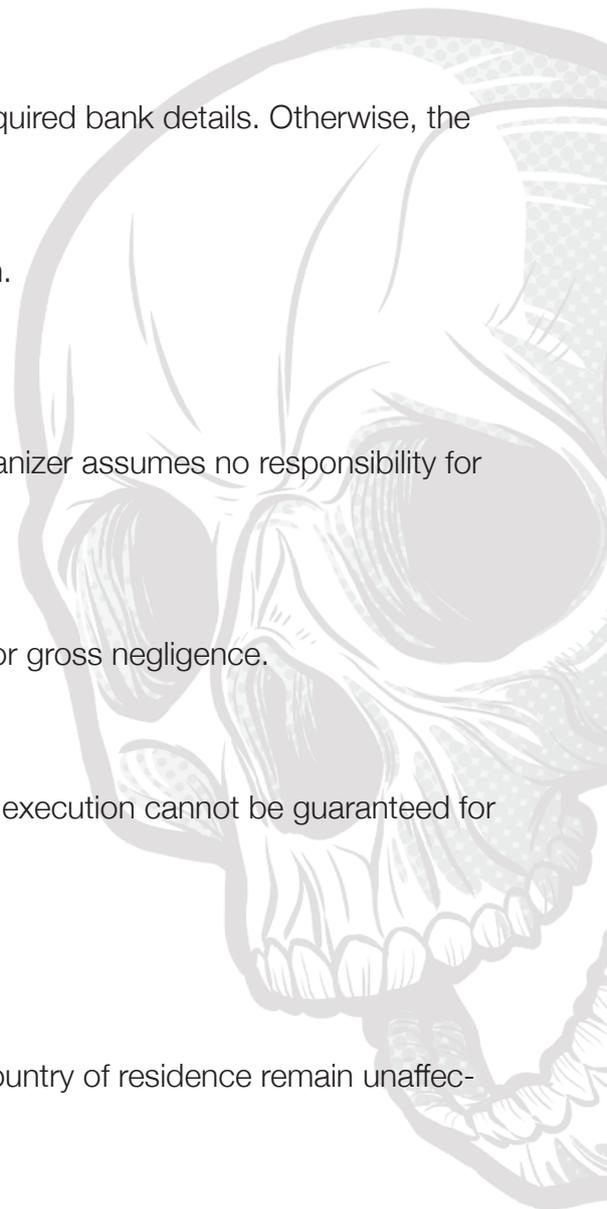
The laws of the Federal Republic of Germany apply.

Mandatory consumer protection provisions of the participant's country of residence remain unaffected.

8. Additional Provisions for U.S. Participants

The following provisions apply to participants residing in the United States:

- The competition is void where prohibited or restricted by law.
- Participants are solely responsible for any federal, state, or local taxes associated with the acceptance or receipt of a prize.
- This competition is in no way sponsored, endorsed, administered by, or associated with Meta (including Facebook and Instagram), YouTube, or TikTok.



9. Data Protection

The entity responsible for data processing in connection with the competition is:

Müller Motorcycle AG
Rudolf-Diesel-Straße 30
86554 Pöttmes
Germany

9.1 Processing of Personal Data in Connection with the Competition

We process your personal data for the proper conduct and administration of the competition and, in particular, for the delivery of prizes.

For the purpose of conducting the competition, we collect and store the following data:

- Link to the submitted video
- Social media profile name
- First and last name of the participant

For the purpose of prize delivery, we additionally collect the postal address and bank details of the winner(s), if necessary. These data may be transmitted to a service provider commissioned by us for prize fulfillment.

No further transfer of personal data to third parties will take place unless required by law.

The legal basis for the processing of personal data in connection with the competition is Article 6(1)(b) GDPR (performance of a contract or implementation of pre-contractual measures).

If we publish the first and last name of a winner on our website, social media channels, or other platforms (e.g., online shop), this will only be done based on the winner's prior explicit consent pursuant to Article 6(1)(a) GDPR.

9.2 Storage Period

After completion of the competition, personal data processed in connection with the competition will be deleted no later than three months after the end of the competition, unless:

- a valid consent for further processing (e.g., newsletter subscription) has been granted,
- or
- we have a legitimate interest in retaining the data (e.g., for legal defense or compliance purposes).

9.3 Your Data Protection Rights

Under applicable data protection law, you are entitled to the following rights:

Right of Access (Art. 15 GDPR)

You have the right to obtain information about your personal data processed by us, including:

- the purposes of processing
- the categories of personal data concerned

- recipients or categories of recipients
- planned storage duration
- existence of rights to rectification, erasure, restriction or objection
- existence of a right to lodge a complaint with a supervisory authority
- origin of your data (if not collected directly from you)
- existence of automated decision-making, including profiling

Right to Rectification (Art. 16 GDPR)

You have the right to request the correction of inaccurate personal data and the completion of incomplete personal data stored by us.

Right to Erasure (Art. 17 GDPR)

You have the right to request the deletion of your personal data where the conditions set out in Art. 17(1) GDPR are met.

However, this right does not apply where processing is necessary:

- for exercising the right of freedom of expression and information
- for compliance with a legal obligation
- for reasons of public interest
- for the establishment, exercise or defense of legal claims

Right to Restriction of Processing (Art. 18 GDPR)

You have the right to request restriction of processing where:

- you contest the accuracy of the data
- processing is unlawful but you oppose erasure
- we no longer need the data but you require it for legal claims
- you have objected to processing and verification is pending

Right to Notification (Art. 19 GDPR)

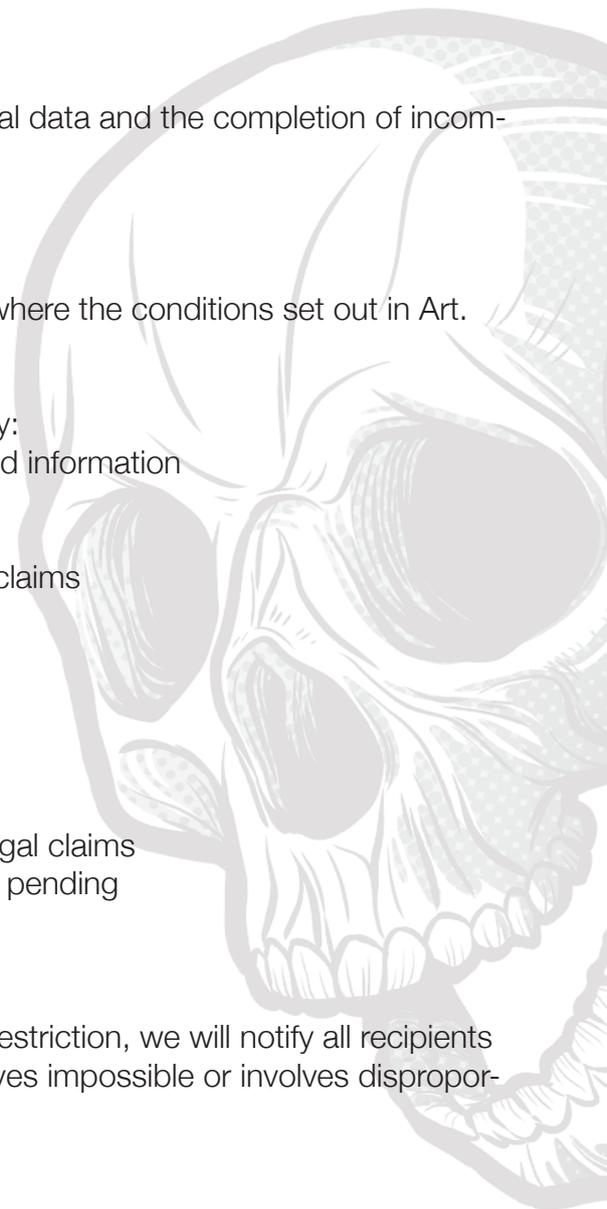
Where you have exercised your right to rectification, erasure, or restriction, we will notify all recipients to whom your personal data has been disclosed, unless this proves impossible or involves disproportionate effort.

Right to Data Portability (Art. 20 GDPR)

You have the right to receive your personal data in a structured, commonly used and machine-readable format or to request transfer to another controller, where technically feasible.

Right to Withdraw Consent (Art. 7(3) GDPR)

You have the right to withdraw your consent at any time with future effect. Withdrawal does not affect the lawfulness of processing based on consent before its withdrawal.



Right to Lodge a Complaint (Art. 77 GDPR)

If you believe that the processing of your personal data violates the GDPR, you have the right to lodge a complaint with a supervisory authority, in particular in the Member State of your residence, place of work, or place of the alleged infringement.

