

## BE FORWARD's Happy 17<sup>th</sup> Anniversary Campaign Terms and Conditions

NO PURCHASE IS NECESSARY TO ENTER OR WIN.

**1. Eligibility:** The Happy 17th Anniversary Campaign is open only to those who sign up through BE FORWARD's Campaign page during the campaign period. The campaign is only open to legal residents of eligible countries and is void where prohibited by law. Employees of BE FORWARD, their respective affiliates, subsidiaries, advertising and promotion agencies, suppliers and their immediate family members and/or those living in the same household of each are not eligible to participate in the Campaign. The Campaign is subject to all applicable federal, state and local laws and regulations. Void where prohibited.

**2. Agreement to Rules:** By participating, you agree to be fully unconditionally bound by these Rules, and you represent and warrant that you meet the eligibility requirements set forth herein. In addition, you agree to accept the decisions of BE FORWARD, as final and binding as it relates to the content. The Campaign is subject to all applicable federal, state and local laws.

**3. Campaign Period:** Entries will be accepted online starting on March 17<sup>th</sup>, 2021 and ending on April 19<sup>th</sup>, 2021. All online entries must be received by April 19<sup>th</sup> at 11:00AM, Japan Standard Time (JST).

**4. How to Enter:** The Campaign must be entered by submitting an entry using the online form provided on BE FORWARD's website. The entrants must agree to receive marketing and promotional emails as a condition of their entry. The entrants must enter only once and must fill in the information requested. The entrants must not enter more times than indicated by using multiple email addresses, identities or devices in an attempt to circumvent the rules. If you use fraudulent methods or otherwise attempt to circumvent the rules, your submission may be removed from eligibility at the sole discretion of BE FORWARD.

**5. Prizes:** Prizes are paid in the form of BE FORWARD Points (BF Points). BF Points cannot be exchanged for cash, and cannot be used for import duties, taxes and handling fees. One (1) winner will be selected to receive the Grand Prize of 2,000 BF Points. Five (5) winners to receive the 2nd Prize of 1,000 BF Points, and 11 winners will be selected to receive the 3<sup>rd</sup> Prize of 300 BF Points each.

One (1) BF Point is equivalent to \$1 US Dollar. BF Points can only be redeemed with available items on BE FORWARD's websites:

Vehicles: <https://www.beforward.jp>

Autoparts: <https://autoparts.beforward.jp>

For the vehicles' website, BF Points can only be used for orders placed via BUY NOW.

Learn more about BUY NOW: <https://www.beforward.jp/support/buynow>

Unredeemed Points will automatically expire after one (1) year from the date when points are awarded.

**6. Odds:** The odds of winning will depend on the number of eligible entries received.

**7. Winner selection and notification:** Winners will be selected in a random drawing under the supervision of BE FORWARD. Winners of the 2<sup>nd</sup> and 3<sup>rd</sup> Prize will be announced on the BE FORWARD's website weekly, every Thursdays (March 25<sup>th</sup>, April 1<sup>st</sup>, April 8<sup>th</sup>, and April 15<sup>th</sup>, 2021). The Grand Prize winner will be announced on April 22<sup>nd</sup>, 2021.

Potential winners will be notified via the email address that the entrant used to enter the Campaign.

Grand Prize winner is required to send an email confirmation to BE FORWARD stating their acceptance of the prize on or before the deadline stated in the winner notification email. Winners should also agree to have their name and country posted on the BE FORWARD website and SNS pages, and if necessary, do a winner's interview for to be used for BE FORWARD's promotional materials.

BE FORWARD shall have no liability for any winner's failure to receive notices due to winners' spam, junk e-mail or other security settings or for winners' provision of incorrect or otherwise non-functioning contact information. If the selected winner cannot be contacted, is ineligible, fails to respond within the specified period required by BE FORWARD on the winner notification email, fails to comply with the preceding conditions, or fails to timely return a completed and executed declaration and acceptance of liabilities and as required, BE FORWARD reserves the right to forfeit the prize and if time permits, select other potential winners.

The receipt by winners of the prize offered in this Campaign is conditioned upon compliance with any and all laws and regulations. ANY VIOLATION OF THESE OFFICIAL RULES BY ANY WINNER (AT BE FORWARD'S SOLE DISCRETION) WILL RESULT IN SUCH WINNER'S DISQUALIFICATION AS WINNER OF THE CAMPAIGN AND ALL PRIVILEGES AS WINNER WILL BE IMMEDIATELY TERMINATED.

**8. Rights Granted by you:** By entering this campaign you understand that BE FORWARD, anyone acting on behalf of BE FORWARD, or its respective licensees, successors and assigns will have the right, where permitted by law, without any further notice, review or consent to print, publish, broadcast, distribute, and use, worldwide in any media now known or hereafter in perpetuity and throughout the World, your entry, including, without limitation, the entry and winner's name, portrait, picture, voice, likeness, image or statements about the Campaign, and biographical information as news, publicity or information and for trade, advertising, public relations and promotional purposes without any further compensation.

**9. Terms:** BE FORWARD reserves the right, in its sole discretion to cancel, terminate, modify or suspend the Campaign should (in its sole discretion) a virus, bugs, non-authorized human intervention, fraud or other causes beyond its control corrupt or affect the administration, security, fairness or proper conduct of the Campaign. In such case, BE FORWARD may select the recipients from all eligible entries received prior to and/or after (if appropriate) the action taken by BE FORWARD. BE FORWARD reserves the right at its sole discretion to disqualify any individual who tampers or attempts to tamper with the entry process or the operation of the Campaign or website or violates these Terms & Conditions.

BE FORWARD has the right, in its sole discretion, to maintain the integrity of the Campaign, to void multiple entries from the same user from different IP addresses; multiple entries from the same computer in excess of that allowed by campaign rules; or the use of bots, macros or scripts or other technical means for entering.

Any attempt by an entrant to deliberately damage any website or undermine the legitimate operation of the campaign may be a violation of criminal and civil laws and should such an attempt be made, BE FORWARD reserves the right to seek damages from any such person to the fullest extent permitted by law.

By entering the Campaign, you agree to receive email newsletters periodically from BE FORWARD. You can opt-out of receiving this communication at any time by clicking the unsubscribe link in the newsletter.

**10. Limitation of Liability:** By entering you agree to release and hold harmless BE FORWARD and its subsidiaries, affiliates, advertising and promotion agencies, partners, representatives, agents, successors, assigns, employees, officers and directors from any liability, illness, injury, death, loss, litigation, claim or damage that may occur, directly or indirectly, whether caused by negligence or not, from (i) such entrant's participation in the campaign and/or his/her acceptance, possession, use, or misuse of any prize or any portion thereof, (ii) technical failures of any kind, including but not limited to the malfunctioning of any computer, cable, network, hardware or software; (iii) the unavailability or inaccessibility of any transmissions or telephone or Internet service; (iv) unauthorized human intervention in any part of the entry process or the Promotion; (v) electronic or human error which may occur in the administration of the Promotion or the processing of entries.

**11. Disputes:** THIS CAMPAIGN IS GOVERNED BY THE LAWS OF JAPAN WITHOUT RESPECT TO CONFLICT OF LAW DOCTRINES. As a condition of participating in this Campaign, participant agrees that any and all disputes which cannot be resolved between the parties, and causes of action arising out of or connected with this Campaign, shall be resolved individually, without resort to any form of class action, exclusively before a court located in Tokyo, Japan having jurisdiction. Further, in any such dispute, under no circumstances will participant be permitted to obtain awards for, and hereby waives all rights to claim punitive, incidental, or consequential damages, including reasonable attorneys' fees, other than participant's actual out-of-pocket expenses (i.e. costs associated with entering this Campaign), and participant further waives all rights to have damages multiplied or increased.

**12. Sponsor:** The sponsor of the Campaign is:

BE FORWARD CO., LTD.  
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