

Competition Terms

STAEDTLER SE, Moosäckerstrasse 3, 90427 Nuremberg, Germany, is running a competition called “International Creative Challenge” on its website. The competition can be accessed at www.staedtler.com/creativechallenge. STAEDTLER SE is offering the Participant the opportunity to take part in the competition only in accordance with the following terms.

By entering the competition, the Participant accepts these competition terms:

1. Organiser

The organiser of the competition is STAEDTLER SE, Moosäckerstrasse 3, 90427 Nuremberg, Germany (hereinafter referred to as "**STAEDTLER**").

Tel.: +49 (0) 911 9365 - 0

info.de@staedtler.com

2. Eligibility to participate

2.1 The competition is open to persons who are at least 18 years old at the time of entry and who are permanent residents of one of the following countries:

- Argentina
- Belgium
- Brazil
- Canada
- Chile
- Colombia
- Dominican Republic
- Ecuador
- France
- Germany
- Guatemala
- Hong Kong
- Italy
- Japan
- Luxembourg
- Malaysia
- Netherlands
- Peru
- Portugal
- South Africa
- Republic of Korea (ROK)
- Spain

- Thailand
- United Kingdom of Great Britain & Northern Ireland and the Republic of Ireland
- USA

2.2 Employees of STAEDTLER and its affiliated companies as defined by Section 15 et seq. German Stock Corporation Act (AktG), their relatives and other persons involved in the design and implementation of this competition shall not be eligible to enter the competition.

2.3 Participation shall only be possible online at www.staedtler.com/creative-challenge.

2.4 Participation in the competition shall be free of charge and shall not depend on the purchase of goods or services.

3. How the competition works

3.1 The competition shall begin at 0:00 on 1st August 2026 and end at 23:59 on 31st October 2026 (hereinafter referred to as the "**Competition Period**").

3.2 To enter the competition, the Participant must use analogue creative materials (e.g. crayons, watercolours, chalks, acrylic paints) to create a picture related to the theme of "Around the World".

The service provider Drimify t/a Drimlike Ltd, 6 Dryden Road, Loanhead, Scotland, EH20 9LZ, shall assist us in carrying out the competition. The images that the Participant wishes to enter into the competition must therefore be uploaded to the Drimify website (<https://www.staedtler.com/upload2026>).

The contract that is required under data protection law (data processing contract) has been concluded with the service provider.

3.3 Each Participant may enter the competition multiple times, but only one prize is possible per Participant.

3.4 Prizes and Jury

The competition shall feature several award categories. Each category shall be evaluated independently and shall recognize distinct aspects of creative excellence.

- **Most Creative Interpretation**

This category shall award the entry that reinterprets the given theme in the most original, imaginative, and unexpected way.

Prize: The winner shall receive STAEDTLER products worth €500 (or equivalent value in local currency), a certificate, and a €1,500 travel voucher.

Jury: Kalliopi Lyviaki

- **Most Skillful Composition**

This category shall recognize the artwork that demonstrates the highest level of technical skill, composition, and overall execution.

Prize: The winner shall receive STAEDTLER products worth €500 (or equivalent value in local currency), a certificate, and a €1,500 travel voucher.

Jury: Emma Towers-Evans

- **Most Outstanding Use of STAEDTLER Products**

This category shall award the entry that demonstrates exceptional creativity and skill in the use of STAEDTLER products.

Prize: The winner shall receive STAEDTLER products worth €500 (or equivalent value in local currency), a certificate, and a €1,500 travel voucher.

Jury: STAEDTLER Headquarters

Important: To be eligible for this category, the STAEDTLER products used must be visible in the uploaded image.

- **Country Winners**

Each participating country shall select one national winner.

Prize: Each national winner shall receive STAEDTLER products worth €500 (or equivalent value in local currency) and a certificate.

Jury: A national jury shall be appointed in the respective participating country.

3.5 Popular Choice Award

In addition to the winners selected by the juries, a public vote shall determine the “Popular Choice” award.

During the submission phase and for a period of two weeks following its conclusion, visitors to the competition website shall be entitled to vote for their favourite artwork.

Each visitor shall be permitted to cast a maximum of one vote per submitted artwork and a maximum of three votes in total. The artwork receiving the highest number of valid votes shall be declared the winner of the “Popular Choice” award.

Prize: The winner shall receive STAEDTLER products worth €500 (or equivalent value in local currency), a certificate, and a €1,500 travel voucher.

3.6 All winners shall be determined by 17th November 2026. The winners shall be informed by email about how to claim their prize. If a winner does not respond within 14 days after being notified of their win, they shall forfeit their entitlement to the prize. In this case, STAEDTLER shall be entitled to select another winner from among the participants. STAEDTLER does not accept any liability if the notification of the prize is lost during electronic transmission and/or does not reach the winner for reasons beyond STAEDTLER's control.

3.7 The winners shall receive their prize by post. STAEDTLER does not accept any liability if the prize is lost in the post and/or does not reach the winner for reasons beyond STAEDTLER's control.

3.8 Prizes shall not be negotiable, exchangeable or transferable. STAEDTLER shall have the right to replace a prize with another prize of equal value. A full or partial cash payment of the prizes or any substitute for the prize shall not be possible. Prize claims cannot be transferred.

3.9 Each picture created by a Participant must be related to the theme of the competition, and must not be immoral or punishable under criminal law, or violate applicable law or third-party property or personal rights in any other way. The Participant confirms that the image that they have created is free from copyrights, ancillary copyrights or other third-party rights. Digital or AI-generated content shall not be permitted to participate. The Participant shall indemnify STAEDTLER against all claims by third parties that are asserted on the basis of the entries provided by the participant.

3.10 STAEDTLER shall have no obligation to check participants' entries for potential infringements of third-party rights. However, STAEDTLER reserves the right to exclude and delete images that do not comply with the above requirements.

3.11 STAEDTLER shall be entitled to exclude participants from the competition without stating any reasons if they violate applicable law or the present competition terms, provide false, misleading or fraudulent information, use unfair means and/or attempt to manipulate the result.

3.12 Verification of Originality and Submission of Original Artwork

In the event of winning, STAEDTLER SE reserves the right to request reasonable proof of the originality and authenticity of the submitted artwork.

Such proof may include, without limitation:

- submission of the original physical artwork,
- work-in-progress materials (e.g., sketches, drafts, preliminary versions),

- photographic or video documentation of the creation process, or
- other suitable evidence demonstrating that the artwork was created by the participant and without the use of artificial intelligence (AI), where AI-generated content is prohibited under these Terms and Conditions.

If requested, the winner agrees to send the original physical artwork to an address designated by STAEDTLER within a reasonable period of time. Unless otherwise agreed per e-mail or in writing, shipment to STAEDTLER shall be made at the participant's own cost and risk and the return of the physical artwork to the participant and the shipment shall be made at the cost of STAEDTLER.

If a participant fails to provide sufficient proof of originality, fails to submit the requested original artwork, or if STAEDTLER determines that the artwork violates these Terms and Conditions (including any prohibition of AI-generated content), STAEDTLER reserves the right to disqualify the participant and withdraw the prize. In such case, an alternative winner may be selected.

3.13 STAEDTLER reserves the right to terminate the competition early, with future effect, or to modify it or these Competition Terms, while safeguarding the rights of previous participants and in accordance with reasonable criteria, particularly due to external circumstances and constraints. Such external circumstances and constraints include, in particular, technical problems, changes in the law, circumstances beyond STAEDTLER's control, and mandatory measures taken by third parties or by law.

3.14 STAEDTLER is also entitled to exclude participants who, without express permission, use multiple email addresses, social media accounts, or similar means to increase their chances of winning; who technically manipulate the contest or its conduct; or who otherwise violate these Competition Terms or applicable laws, at any time without prior notice and in accordance with the criteria of reasonableness.

4. Rights of use

The Participant agrees that their submissions may be published by STAEDTLER, its affiliated companies and collaboration partners and other third parties in online and offline (e.g. on corporate websites, social media channels, at the Point of Sale (POS), in print media and press). This applies to reporting on the prize draw/contest, its processing and promotion and the presentation of the submissions. Such publication may take place without limitation as to time or location. For these purposes, STAEDTLER shall also be entitled to reproduce, distribute, make publicly available, edit and to grant rights to third parties. In doing so, STAEDTLER shall respect and safeguard the participants' personal rights. Any statutory rights of withdrawal or revocation to which participants may be entitled shall remain unaffected.

5. Disclaimer of Warranty

STAEDTLER notes that the availability and functionality of the contest cannot be guaranteed. The contest may be terminated or removed due to external circumstances or constraints, without this giving rise to any claims by participants against STAEDTLER. This may include technical issues, rule changes, or decisions made by platforms such as social networks, if the contest is hosted on or in connection with them.

5. Data protection

6.1 By entering the competition and providing their first name and/or surname and/or social media account, the Participant is granting their consent (Art. 6 (1) a) GDPR) to the following, which can be withdrawn at any time: in the event that the Participant wins the competition, STAEDTLER, its affiliated companies may publish the Participant's first name and/or last name and/or social media account in online and offline media (e.g. on the STAEDTLER corporate website, social media channels) as the winner. The Participant may withdraw this consent at any time by sending a message to [datenschutz\(at\)staedtler.com](mailto:datenschutz(at)staedtler.com).

6.2 If personal data of participants (e.g. name, age, email address, postal address) is collected during the competition, STAEDTLER shall otherwise only process this data for the purpose of organising and conducting the competition (Art. 6 (1) b) GDPR).

To this end, STAEDTLER is supported by service providers in the performance of its tasks. The necessary contractual arrangements regarding data protection have been concluded with all service providers. These include, in particular, shipping service providers, as well as international STAEDTLER subsidiaries and external distribution partners who gain access to personal data in the course of organizing, executing, or participating in the jury process.

Your personal data will only be transmitted to jury members or subsidiaries in third countries (outside the European Union or the European Economic Area) to the extent necessary to conduct the competition. Data protection requirements are complied with in this regard as well.

All personal data shall be deleted after the competition has been completed. Further data protection information can be found at <https://www.staedtler.com/intl/en/legal/privacy-policy/>.

6.3 The Participant has the right to access the personal data stored by STAEDTLER concerning the Participant, as well as the right to correct, delete or restrict the processing of such data. To exercise these rights, please use the contact options listed under No. 1.

Furthermore, the Participant has the right to lodge a complaint with a data protection supervisory authority. The supervisory authority responsible for STAEDTLER is the Bavarian Data Protection Authority (BayLDA), Promenade 27, 91522 Ansbach. A

complaint can also be made to the relevant authority at the Participant's place of residence.

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6.5 If data was also collected for other purposes as part of the competition, its processing is governed by the privacy policy available at www.staedtler.com (e.g., in the case of subscribing to a newsletter as part of a competition).

7. Applicable law

Unless the national law at the Participant's place of residence mandatorily prescribes the application of the national law, German law shall apply, to the exclusion of conflicts of law.