Connections 2023 Commerce Keynote Sweepstakes ("Sweepstakes") Official Rules

1. **NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED.**

2. **AGREEMENT TO OFFICIAL RULES:** Participation in the Sweepstakes constitutes entrant's full and unconditional acceptance of these official rules ("Official Rules") and the decisions of the judges, administrators and Sponsor, which are final and binding in all aspects.

3. **ENTRY PERIOD:** The Sweepstakes sponsored by Salesforce, Inc. ("Sponsor") begins on June 7, 2023 12:30 PM and ends on June 8, 2023 11:59 PM ("Entry Period"). Sponsor's computer will be the official clock for the Sweepstakes. All entries must be received during the Entry Period to be eligible to enter the Sweepstakes or win a prize. All times in these Official Rules are Central Time (CT).

4. **ELIGIBILITY:** The Sweepstakes is open to individuals who (i) are legal residents of the 50 United States (incl. D.C.); (ii) are 18 years of age or older or who have reached the age of majority in their jurisdiction of residence as of the date of entry; and (iii) have registered to attend Salesforce's Connection 2023 event scheduled to occur on June 7-8, 2023 in person or virtually on Salesforce+ ("Event") .

Employees, contractors, consultants, officers, directors and agents (and their immediate families and household members regardless of where they live), or members of the same households, whether related or not, of Sponsor, its parent, divisions, subsidiaries, agents, promotional partners, advertising/promotion agencies, and prize suppliers ("Sweepstakes Entities") are not eligible to participate in the Sweepstakes or win any prize. **Employees or officials of any government entity are not eligible to participate or win any prize.** Failure to meet the eligibility requirements will result in an entry being invalid and forfeiture of any prize. Sponsor reserves the right to disqualify any entrant that Sponsor determines could potentially reflect negatively on Sponsor's image. VOID WHERE PROHIBITED OR RESTRICTED BY LAW. Sweepstakes is subject to applicable laws.

5. **TO ENTER:** During the Entry Period, eligible participants must (a) attend the Commerce Keynote presentation for the Event scheduled to occur on June 7, 2023 from approximately 12:30 PM to 1:20 PM ("Keynote") or watch the Keynote on Salesforce+ when it is broadcast and (b) fill out and submit an the Keynote entry form made available by Sponsor via a QR code displayed during the Keynote live stream and/or recording.

Any Sweepstakes submissions must not (i) violate any third party rights, including, but not limited to, copyrights, trademark rights, or rights of privacy and publicity; (ii) contain

defamatory statements; (iii) include threats to any person, place, business or group; or (iv) be obscene, indecent or objectionable. If applicable, individuals who are disqualified from completing the entry form or survey because of any screening questions, or who fail to complete the entry form or survey for any other reason, may not enter the Sweepstakes. There is a limit of one (1) entry per person during the Entry Period, regardless of the method of entry. Entry information becomes the property of Sponsor and will not be acknowledged or returned. Entries will be disqualified if they are late, incomplete and/or in excess of the stated entry limits. Any entries attempted through the use of agencies or robotic, repetitive, automatic, programmed or similar methods will be void.

6. **PRIZE DETAILS AND CONDITIONS:** If your prize includes a gift card or certification voucher, those prizes will be subject to any gift card or voucher terms and conditions set forth by the issuer, including without limitation expiration dates and associated fees. If your prize includes a gift card to the Trailhead Store, Sponsor will award the prize either as a Trailhead e-Certificate or as a promo code to the Trailhead Store, depending on the winner's location and availability. Any prize details not specified herein will be determined by Sponsor in its sole discretion. Prizes are not transferable, assignable or refundable and cannot be substituted for cash. Prizes must be accepted as awarded. Sponsor reserves the right to substitute prizes of equal or greater monetary value to the prizes if for any reason any prize cannot be awarded as contemplated in these Official Rules.

Sponsor is not responsible for lost or stolen prize elements. Prizes may be reported as income to a winner and the winner will be responsible for all taxes associated with the receipt of any prize. Winners may be required to complete required tax forms or other documents requested within the time period stipulated by Sponsor. Winners may be responsible for any costs and expenses not listed herein. Winners will receive their prizes within ninety (90) days of the relevant closing date unless notified otherwise. Proof of identity, age and/or legal residence may be required to claim the prize. Failure to comply with any of the requirements set forth in the Official Rules may result in disqualification or forfeiture of the prize.

7. **WINNER NOTIFICATION AND ANNOUNCEMENT:** Sponsor will select the first one-hundred and thirty-six (136) entries from among all eligible entries received during the Entry Period. After the Sweepstakes Entry Period ends, the potential winner(s) will be notified by or before August 18, 2023 via the postal mail address provided in the Keynote entry form. If a potential winner cannot be contacted within five (5) days after the first attempt to contact the winner by delivering the prize, the Sponsor may select an alternate potential winner from the remaining eligible entries.

Sponsor will not be liable for any potential prize notification that is lost, intercepted, or not received by any potential winner for any reason. If a potential winner is unable to accept the prize or any portion of the prize for any reason, Sponsor shall have no further obligation to such potential winner. There is a limit of one (1) prize per entrant. Unless stated otherwise in these Official Rules, you need not be present to win. To win a prize, entrants in Canada must correctly answer a mathematical skill-testing question to be administered in a manner to be determined by Sponsor. **In order to receive a prize**, **the winner may be required to**

sign a Declaration of Eligibility, Liability and Publicity Release (unless prohibited by law).

8. **ODDS OF WINNING:** Odds of winning will depend on the number of valid entries received during the Entry Period.

9. **GENERAL CONDITIONS:** Sweepstakes Entities are not responsible for incomplete, late, lost, misdirected or postage-due entries or mail, or for any technical malfunction, human error, lost or delayed data transmission, omission, interruption, deletion, and defect or line failure in connection with any telephone network, computer equipment, software or any combination thereof. Entries are void if unreadable, inaccurate, and incomplete, mutilated, tampered with, forged, mechanically reproduced, irregular in any way or otherwise not in compliance with these Official Rules. Sweepstakes Entities make no warranties, and hereby disclaim any and all warranties, express or implied, concerning any prize furnished or made available in connection with the Sweepstakes. Although Sponsor attempts to ensure the integrity of the Sweepstakes, Sweepstakes Entities are not responsible for the actions of entrants or other individuals in connection with the Sweepstakes, including entrants' or other individuals' attempts to circumvent the Official Rules or otherwise interfere with the administration, security, fairness, integrity or proper conduct of the Sweepstakes. Sweepstakes Entities are not responsible for injury or damage to entrant's or to any other person's computer(s), wireless devices, other equipment or person(s), related to or resulting from participation in the Sweepstakes or downloading materials from or using any website. In the event of any conflict between any details contained in these Official Rules and details contained in any Sweepstakes advertising materials, the details of the Sweepstakes as set forth in these Official Rules shall prevail. In the event that the operation, security, or administration of the Sweepstakes is impaired in any way, Sponsor may, in its sole discretion, either: (a) suspend the Sweepstakes to address the impairment and then resume the Sweepstakes; or (b) award the prize at random from among the eligible entries received up to the time of the impairment. Screenshots or any other evidence of entry submission will not be deemed receipt of any such entry. Entry must be made by the entrant and via the means described herein. You are not a winner until your entry has been verified and you have complied with these Official Rules. In the event of a dispute as to any online entry, if any, the authorized account holder of the e-mail address used to enter the Sweepstakes will be deemed to be the entrant. The "authorized account holder" is the natural person who is assigned to an email address by an internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted email address.

10. **CONDUCT:** BY ENTERING AND PARTICIPATING IN THIS SWEEPSTAKES, YOU: (A) FULLY AND UNCONDITIONALLY AGREE TO BE BOUND BY THESE OFFICIAL RULES AND BY ALL DECISIONS OF SPONSOR (WHICH DECISIONS SHALL BE FINAL AND BINDING IN ALL RESPECTS), INCLUDING WITHOUT LIMITATION DECISIONS REGARDING ELIGIBILITY, WINNERS AND THE INTERPRETATION OF TERMS USED IN THESE OFFICIAL RULES; (B) REPRESENT AND WARRANT THAT ALL INFORMATION PROVIDED BY YOU IN CONNECTION WITH THE SWEEPSTAKES IS TRUE, ACCURATE AND COMPLETE; AND (C) AGREE TO COMPLY WITH ALL FEDERAL, STATE, LOCAL, TERRITORIAL, AND PROVINCIAL LAWS AND REGULATIONS. SPONSOR RESERVES THE RIGHT, AT ANY TIME AND AT ITS SOLE DISCRETION, TO DISQUALIFY AND/OR DEEM INELIGIBLE TO PARTICIPATE IN THIS SWEEPSTAKES OR ANY FUTURE SPONSOR PROMOTIONS, ANY INDIVIDUAL IT SUSPECTS:

(A) TO BE TAMPERING WITH THE ENTRY PROCESS OR THE OPERATION OF THE SWEEPSTAKES OR ANY WEBSITE; (B) TO BE ACTING IN VIOLATION OF THE OFFICIAL RULES OR SPONSOR'S PRIVACY POLICY OR OTHER TERMS, CONDITIONS OR GUIDELINES; (C) TO BE ACTING IN BAD FAITH OR IN A DISRUPTIVE MANNER, OR WITH THE INTENT TO ANNOY, ABUSE, THREATEN OR HARASS ANY OTHER PERSON; (D) TO HAVE FAILED TO AGREE TO THESE OFFICIAL RULES; OR (E) TO BE IN VIOLATION OF THESE OFFICIAL RULES. ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY INTERNET SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF THESE OFFICIAL RULES AS WELL AS CRIMINAL AND CIVIL LAWS. SHOULD SPONSOR BELIEVE OR BECOME AWARE THAT SUCH AN ATTEMPT HAS BEEN, IS BEING, OR WILL BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES FROM ANY RESPONSIBLE ENTRANT(S) AND OTHER RESPONSIBLE INDIVIDUAL(S) IN THE ATTEMPTED DAMAGE TO THE FULLEST EXTENT PERMITTED BY LAW, INCLUDING WITHOUT LIMITATION CRIMINAL PROSECUTION.

11. **RELEASE, LIMITATION OF LIABILITY, AND INDEMNIFICATION:** By participating in the Sweepstakes, you agree to release, indemnify and hold harmless Sponsor, its parent, its subsidiaries, affiliates, and each of their respective officers, directors, employees, and agents from and against any claim or cause of action arising out of participation in the Sweepstakes or receipt or use of any prize, including, but not limited to: (a) unauthorized human intervention in the Sweepstakes; (b) technical errors; (c) printing errors; (d) late or undelivered mail; (e) errors in the administration of the Sweepstakes; or (f) injury or damage to persons or property. You waive the right to claim any attorney's fees and any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages. You agree that in any cause of action, the Sweepstakes Entities, and each of their respective officers, directors, employees, representatives, agents, shareholders, successors and assigns liability will be limited to the cost of entering and participating in the Sweepstakes.

12. **PRIVACY AND PUBLICITY:** Any information you submit as part of the Sweepstakes will be treated in accordance with Sponsor's Privacy Statement, currently located at https://www.salesforce.com/company/privacy/full_privacy/. If you are a resident of Japan: (a) you acknowledge that any information you submit as part of the Sweepstakes will be treated in accordance with salesforce.com, inc.'s Privacy Statement, currently located at https://www.salesforce.com/company/privacy/full_privacy/ and Sponsor's Privacy Policy, currently located at https://www.salesforce.com/jp/company/personalinfo/; (b) you consent to the transfer of your personal information to other countries, including the United States, for the purpose of hosting and processing the information as set forth in the Privacy Statement; (c) you understand that these countries may not have the same data protection laws as Japan; and (d) you also consent to the sharing of your personal information with third party vendors for the purpose of verification and prize fulfillment in the event that you are chosen as a potential winner.

Except where prohibited, each potential winner consents to the use of their respective name, voice, photograph and/or likeness for promotional purposes in any media without further payment or compensation, and may be required to provide a signed release acknowledging such consent.

13. **SEVERABILITY:** If any provision of these Official Rules is found to be unlawful, void, or for any reason unenforceable, then that provision shall be deemed severable from these Official Rules and shall not affect the validity and enforceability of any remaining provisions. Headings and captions are used in these Official Rules solely for convenience of reference and shall not be deeded to affect in any manner the meaning or intent of these Official Rules or any provision thereof.

14. **DISPUTES:** Except where prohibited, entrant agrees that any and all disputes, actual or alleged claims, and causes of action at law or in equity, ("Claims") will be resolved individually, without resort to any form of class action. Claims arising out of or relating to this Sweepstakes, including without limitation, the interpretation of the Official Rules or any prize awarded will be resolved by applying the laws of California, without regard to conflict of laws. Claims will be solely and exclusively brought in the state or federal courts located in San Francisco, California.

15. **SWEEPSTAKES RESULTS:**To receive the name, city and state of the winner, you can send an email to jmeenaskshi@salesforce.com with the name of this sweepstakes in the subject line. Requests must be received within four (4) weeks of the end of the Entry Period.

16. **STATEMENT OF COMPLIANCE:** To the extent this Sweepstakes is open to residents of the Netherlands, Sponsor is in compliance with the Dutch Code for Promotional Games of Chance.

17. **NO SOCIAL MEDIA ENDORSEMENT:** This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with any social media platform, including but not limited to Facebook, Twitter or LinkedIn. You understand that by using and interacting with any social media platform, you are subject to the terms, conditions, and policies that govern the use of those sites. You should therefore review their applicable terms and policies, including privacy and data gathering practices, before using and interacting with those sites.

18. **SPONSOR CONTACT**: Salesforce, Inc. Salesforce Tower, 415 Mission Street, 3rd Floor, San Francisco, CA 94105, United States. All rights reserved.

19. **PRIZE AND PRIZE VALUE**: One-hundred and thirty-six (136) winners will each receive one (1) Salesforce branded YETI Rambler 26 oz water bottle (approximate retail value $51.20). Total ARV of all prizes is $6,963.20. All currency listed in these Official Rules is in USD.