

2025 UGG Season Prize Draw Official Rules

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Eligibility: 2025 UGG Season Prize Draw (the "Prize Draw") is open only to legal residents of the United Kingdom ("UK") who are at least eighteen (18) years old at the time of entry and (a) UGG Rewards members or (b) agree to become UGG Rewards members by entering the Prize Draw. The Prize Draw consists of a "Grand Prize Draw" and an "Instant Win Game". Employees of Deckers Outdoor Corporation ("Sponsor"), Merkle Inc. ("Administrator"), and their parent and affiliate companies as well as the immediate family (spouse, parents, siblings, and children) and household members of each such employee are not eligible to participate (the "Entrant's Eligibility"). The Prize Draw is subject to all applicable laws and regulations and is void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules. Sponsor's and Administrator's decisions are final and binding in all matters related to the Prize Draw. Winning a Prize is contingent upon fulfilling all requirements set forth herein.

2. Sponsor: Deckers Europe Limited, 130 Shaftesbury Avenue, London, W1D 5EU United Kingdom
Administrator: Merkle Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075 U.S.A.

3. Timing: The Prize Draw begins on September 23, 2025 at 5:00 a.m. British Summer Time (BST) and ends on October 21, 2025 at 4:59 a.m. BST (the "Prize Draw Period"). Administrator's servers are the official time-keeping devices for the Prize Draw.

4. How to Earn Entries into the Grand Prize Draw: No purchase is necessary to enter the Prize Draw and entry is free. During the Prize Draw Period, you must register (Entry Method 1) to participate in the Prize Draw and earn your first entry. You can earn up to an additional forty-four(44) entries during the Prize Draw Period by following the directions as described below in Entry Method 2 or by playing the Instant Win Game as set forth in Entry Method 3 and Section 7.A. below.

Entry Method 1 – Registration: Visit the "[Prize Draw Site](#)" and confirm your country of residency (U.S. or UK). Next, follow the links and instructions to accurately complete and submit the registration form including your first and last name (initials are not sufficient), email address (if you are already an UGG Rewards member, the email address associated with your UGG Rewards account) and agreement to these Official Rules. Membership in UGG Rewards is free. If you are not an UGG Rewards member when registering for this Prize Draw, you will automatically become a member by completing the registration form and accepting the UK UGG Rewards [Terms and Conditions](#) and [Privacy Policy](#).

Note: By joining UGG Rewards, you agree to receive communications with information or carefully selected commercial opportunities from Sponsor or its subsidiaries as it relates to UGG Rewards. Sponsor will hold any personal details it is entitled to hold on its own or a duly authorized agent's database for the purposes of optimizing its commercial offering to consumers, actual or potential. Any individual (or duly authorized person) may elect to exclude the name and email address of that individual from all lists used by Sponsor by submitting a removal request in writing to Sponsor at customerserviceuk@ugg.com or by clicking "unsubscribe" in any communications. PLEASE VISIT SPONSOR'S PRIVACY POLICY ON THE WEBSITE LISTED IN SECTION 13 BELOW.

By fully completing and submitting the registration form you will receive one (1) entry into the Grand Prize Draw. By registering and entering the Prize Draw, each participant warrants that they have read and agree to abide by these Official Rules and that they meet all eligibility requirements for participating in the Prize Draw.

Entry Method 2 – Respond to Poll Questions: Register or login to the Prize Draw Site, find the poll and submit your answer to the question to earn one (1) entry into the Grand Prize Draw. **Limit:**

You may answer one (1) poll question per day and earn a maximum of fifteen (15) entries in total by this entry method.

Entry Method 3 – Earn Entries by Playing the Instant Win Game: You may also earn bonus entries where you play the Instant Win Game and do not win an Instant Win Game Prize. Register or login to the Prize Draw Site, find and play the Instant Win Game. If you are not a winner of an Instant Win Game Prize, you will earn one (1) entry into the Grand Prize Draw. **Limit:** You may play the Instant Win Game one (1) time per day and earn a maximum of twenty-nine (29) entries in total by this entry method.

5. How to Play the Instant Win Game: To play the Instant Win Game, register or login to the Prize Draw Site and locate the “Iconic UGG Style” game (“UGG Style Game”). Follow the links and instructions to play the interactive UGG Style Game by selecting images to create your own UGG style or use the “Skip” button to proceed to the Instant Win Game without playing the interactive game. The UGG Style Game is for fun only; the style you create will not impact your chance of winning.

Upon submitting your UGG style or choosing Skip, the results of the Instant Win Game will be displayed. You may play the Instant Win Game one (1) time per day during the Prize Draw Period and either win an Instant Win Game Prize (Prizes listed in Section 8.A below) or a Grand Prize Draw entry. You may earn a maximum of twenty-nine (29) entries in total into the Grand Prize Draw by this entry method

ALL POTENTIAL WINNING PLAYS ARE SUBJECT TO VERIFICATION BY SPONSOR AND ADMINISTRATOR, WHOSE DECISIONS ARE FINAL AND BINDING. AN ENTRANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE INSTANT WIN GAME SHOULD SO INDICATE, UNLESS AND UNTIL ENTRANT’S ELIGIBILITY AND THE POTENTIAL WINNING PLAY HAVE BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE. SPONSOR WILL NOT ACCEPT SCREEN SHOTS OR OTHER EVIDENCE OF WINNING IN LIEU OF ITS VALIDATION PROCESS. ANY PLAY THAT OCCURS AFTER THE SYSTEM HAS FAILED FOR ANY REASON IS DEEMED A DEFECTIVE PLAY, IS VOID, AND WILL NOT BE HONORED.

6. Prize Draw Entry and Game Play Limitations: Only one entrant per email address or UGG Rewards account. Any attempt by any entrant to obtain more than the maximum stated number of entries or game plays (as per Section 4) listed for each entry method by using multiple/different email addresses, identities, UGG Rewards accounts, registrations and logins, or any other methods will void that entrant's entries and game plays and that entrant may be disqualified. Use of any automated system to participate is prohibited and may result in disqualification. In the event of a dispute as to the identity of an entrant, Sponsor and Administrator will rely on the information submitted by the entrant to register for this Prize Draw and/or enroll in UGG Rewards. If any additional information provided by entrant is inconsistent with the information provided at registration for this Prize Draw and/or enrollment into UGG Rewards, Sponsor and/or Administrator may disqualify such entrant and such disqualification may result in the forfeiture of any Prizes won. Sponsor, in its discretion, may require additional documentation from entrant to show proof of entrant's identity.

7. Instant Win Game Prize Distribution, Prize Drawings and Prize Claim Requirements:

- A. Instant Win Game Prize Distribution:** There will be 210 random, computer-generated winning times during the Prize Draw Period, each associated with one of the Instant Win Game Prizes listed in Section 8.A. below. If you are the first player to play the Instant Win Game at or after one of the randomly generated times, you will be a potential instant winner of the Instant Win Game Prizes indicated, subject to verification of eligibility as per Section 5 above. If you are not a potential instant winner of the Instant Win Game Prize you will instead receive one (1) bonus entry into the Grand Prize Draw. Any potential instant winner who is confirmed by Sponsor to be eligible for the Instant Win Game Prize will receive an email with the Instant Win Game Prize details within seven (7) business days.

- B. Grand Prize Draw:** Administrator is an independent organization whose decisions as to the selection of the potential winners are final and binding. Administrator will use a random computer-generated process to randomly select one (1) potential winner from all eligible entries received from UK entrants during the Prize Draw Period on or around October 22, 2025. Grand Prize winners will be notified by email from Administrator on or around October 22, 2025. The potential Grand Prize winner will be required to provide their name, home mailing address (P.O. Boxes not permitted), and date of birth to confirm eligibility and for purposes of Prize fulfillment within three (3) days of the date notice or attempted notice is sent in order to claim the Grand Prize. Initial package for Grand Prize will be fulfilled approximately 8-10 weeks after conclusion of the Sweepstakes.
- C. For All Prizes:** If a potential winner of any Prize cannot be contacted, fails to provide any requested information within the required time period, or the Prize is returned as undeliverable, the potential winner forfeits the Prize. Receiving a Prize is contingent upon compliance with these Official Rules. In the event that a potential winner is disqualified for any reason or forfeits the Prize, Sponsor will award the applicable Prize to an alternate winner by random drawing from among all remaining eligible entries.

8. Grand Prize, Approximate Retail Value (“ARV”), and Odds of Winning:

A. Prizes (the “Prizes”):

- **One (1) Prize Draw Grand Prize (the “Grand Prize”):** The Grand Prize winner will receive “UGG for a year;” fulfilled as one (1) package per month for twelve (12) consecutive months. Each package to contain an assortment of UGG footwear, apparel or accessories valued at £210 (contents in package are determined by Sponsor in its sole discretion). Initial package for Grand Prize will be fulfilled approximately 8-10 weeks after conclusion of the Sweepstakes. Total ARV: £2,520.

- **Instant Win Game Prizes (the “Instant Win Game Prize”):**

Ten (10) Shoe Prizes: Winner will receive Shoe Prize as one (1) digital code worth up to £150 via email within seven (7) business days. Digital code will only be applicable towards the purchase of one (1) footwear style and can be used online only at ugg.com. Digital code is one time use and any remaining value will be forfeited. If the footwear style selected is over £150, the winner is responsible for providing a payment method for the balance. When digital code is used online at ugg.com free standard shipping will be included. Digital code will expire on December 31, 2025 11:59 p.m. GMT. Any digital codes not used by this time will be invalidated and will not be reissued by Sponsor. ARV: £150.

Twenty (20) Apparel Prizes: Winner will receive Apparel Prize as one (1) digital code worth up to £110 via email within seven (7) business days. Digital code will only be applicable towards the purchase of one (1) apparel style and can be used online only at ugg.com. Digital code is one time use and any remaining value will be forfeited. If the apparel style selected is over £110, the winner is responsible for providing a payment method for the balance. When digital code is used online at ugg.com free standard shipping will be included. Digital code will expire on December 31, 2025 11:59 pm GMT. Any digital codes not used by this time will be invalidated and will not be reissued by Sponsor. ARV: £110.

Thirty (30) Accessory Prizes: Winner will receive Accessory Prize as one (1) digital code worth up to £75 via email within seven (7) business days. Digital code will only be applicable towards the purchase of one (1) accessory style and can be used online only at ugg.com. Digital code is one time use and any remaining value will be forfeited. If the accessory style selected is over £75, the winner is responsible for providing a payment method for the balance. When digital code is used

online at ugg.com free standard shipping will be included. Digital code will expire on December 31, 2025 11:59 pm GMT. Any digital codes not used by this time will be invalidated and will not be reissued by Sponsor. ARV: £75.

Fifty (50) UGG Care & Cleaning Prizes: Winner will receive the UGG Care & Cleaning Prize as one (1) digital code worth up to £55 via email within seven (7) business days. Digital code will only be applicable towards the purchase of one (1) UGG Care & Cleaning product or kit and can be used online only at ugg.com. Digital code is one time use and any remaining value will be forfeited. If the UGG Care & Cleaning product or kit selected is over £55, the winner is responsible for providing a payment method for the balance. When digital code is used online at ugg.com free standard shipping will be included. Digital code will expire on December 31, 2025 11:59 pm GMT. Any digital codes not used by this time will be invalidated and will not be reissued by Sponsor. ARV: £55.

One Hundred (100) Sock Prizes: Winner will receive Sock Prize as one (1) digital code worth up to £15 via email within seven (7) business days. Digital code will only be applicable towards the purchase of one (1) sock style and can be used online only at ugg.com. Digital code is one time use and any remaining value will be forfeited. If the sock style selected is over £15, the winner is responsible for providing a payment method for the balance. When digital code is used online at ugg.com free standard shipping will be included. Digital code will expire on December 31, 2025 11:59 pm GMT. Any digital codes not used by this time will be invalidated and will not be reissued by Sponsor. ARV: £15.

B. Terms and Conditions of Instant Win Game Prize digital codes:

All Instant Win Game Prize digital codes are one time use and any remaining value unused will be forfeited. Winner is responsible for providing a payment method for any balance above the digital code. If digital code is used online at ugg.com free standard shipping will be included. Any returns will not result in a digital code being reissued. Only exchanges will be honored through the standard UGG [exchange policy](#). Digital code will expire on December 31, 2025 11:59 pm GMT. Any digital codes not used by this time will be invalidated and will not be reissued by Sponsor.

C. Odds of Winning: The odds of winning a Grand Prize depend on the total number of eligible entries received from UK residents during the Prize Draw Period. Odds of winning an Instant Win Game Prize depend on the date/time of entry, the number of Prizes remaining available at the time of entry and the number of eligible Instant Win Game plays received.

D. Additional Terms For All Prizes: Prizes are non-transferable, non-exchangeable, and have a cash value of zero. No substitution of the Prizes will be made except as provided herein at the Sponsor's reasonable discretion. Sponsor reserves the right to substitute a Prize for one of equal or greater value if the designated Prize should become unavailable for any reason. Where applicable, Prize style, size, and all other details will be determined by Sponsor in its reasonable discretion. All other costs and expenses associated with acceptance of the Prize that are not expressly set forth herein shall be solely the winner's responsibility. The Prizes may be forfeited in the event that Sponsor determines the Prizes are being misused. Limit of one (1) Instant Win Game Prize and one (1) Grand Prize per person.

9. Release: To the extent permitted by applicable law, each participant agrees to release, discharge, indemnify, defend and hold harmless Sponsor, Administrator and their respective parent, subsidiaries, affiliates, shareholders, employees, officers, directors, agents, representatives, advertising and promotion agencies and prize suppliers from any liability arising from or related to the Prize Draw, including without limitation, personal injury, death, and property damage, and claims based on publicity rights, defamation, or invasion of privacy. Where permitted by law, Sponsor, Administrator and their respective subsidiaries, affiliates, retailers, and agents, and each of their officers, directors, employees and agents ("Sponsor Affiliates") will not be responsible or liable to compensate a winner or accept any liability for (i) any losses

that were not caused by any breach of these Official Rules by Sponsor, Administrator and/or Sponsor Affiliates (ii) any business loss (including loss of profits, revenue, contracts, anticipated savings, data, loss of goodwill, or wasted expenditure), or (iii) any indirect or consequential losses that were not foreseeable to both at the time winner began participating in the Prize Draw or using, if applicable, any Prize. Sponsor, Administrator and the Sponsor Affiliates will also not be responsible for any delay or failure to comply with its obligations under these Official Rules if the delay or failure is attributable to circumstances beyond Sponsor's, Administrator's and/or Sponsor Affiliates' reasonable control. This provision does not affect a Prize winner's right to receive the relevant Prize within a reasonable time. Nothing in these Official Rules limits or excludes Sponsor's, Administrator's and/or Sponsor Affiliates' responsibility to UK entrants for fraudulent representations or for death or personal injury caused by negligence or willful misconduct.

10. Publicity: Except where prohibited by applicable law, participation in the Prize Draw constitutes each winner's consent to have their first name, last initial, locality/Post Town, as applicable, publicly disclosed (see Section 16) after winner confirmation is complete. Winners acknowledge that the Sponsor may disclose relevant information about winners to the UK's Advertising Standards Authority, if necessary but retain the right to object to this information being published or to request a reduction in the amount of information published. Sponsor may also request the winner's consent to the Sponsor's use of the winner's name, Prize information, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration. The winner is under no obligation to grant this consent. Upon receipt of such consent, Sponsor is not obligated to use any of the above-mentioned information or publicity materials but may do so and edit such information or materials at its reasonable discretion, without further obligation or compensation.

11. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Prize Draw, if any fraud, technical failures, human error, or any other factor impairs the integrity or proper functioning of the Prize Draw, or any event or cause beyond Sponsor's control (e.g. events such as natural calamities, national emergencies, wide spread illnesses, declarations of war, acts of God, acts of terrorism) interferes with any aspect of the Prize Draw, including but not limited to fulfillment of the Prize(s), as determined by Sponsor in its reasonable discretion. In such event, Sponsor, in its reasonable discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance and may modify the Prizes offered herein. Sponsor reserves the right, in its reasonable discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Prize Draw, including but not limited to submitting fraudulent entries, or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Prize Draw may be a violation of criminal and civil law, and should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. In no event will more Prizes than are stated in these Official Rules be awarded. If, for any reason, more Prize notifications are sent (or more claims are received) than the number of Prizes offered as set forth in these Official Rules, Sponsor reserves the right to award the intended number of Prizes through a random drawing from among all eligible Prize claims received. In the event there is a discrepancy or inconsistency between any other statements contained in any Prize Draw-related materials (including printed versions of these Official Rules) and the Official Rules as posted on the Prize Draw Site, the Official Rules as posted on the Prize Draw Site shall prevail, govern, and control.

12. Limitations of Liability: Except as prohibited by law, Sponsor and the Released Parties are not responsible for: (a) any incorrect or inaccurate information either caused by printing errors or by any of the equipment or programming associated with or utilized in the Prize Draw or provided by entrants; (b) technical failures of any kind, including but not limited to malfunctions, interruptions or disconnections to the internet, in phone lines or network hardware or software; (c) unauthorized human intervention in any part of the Prize Draw, including but not limited to the entry process; (d) technical or human error which may occur in the administration of the Prize Draw, including but not limited to the processing of entries; (e) late, lost, undeliverable, damaged or stolen mail; or (f) to the extent permitted by applicable law, any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from

entrant's participation in the Prize Draw, or to the receipt, use, inability to use, or misuse of any Prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Prize Draw, if it is possible.

13. Disputes: All disputes will be resolved as set forth in the UK UGG Rewards [Terms and Conditions](#), which require, among other things, the application of the law of England or Wales, that any cause of action relating to the UGG Rewards program will be brought to competent courts in England and Wales or by mediation/alternate dispute resolution and the waiver of both the right to a jury trial and a class action lawsuit.

14. Severability: If the application of any provision of these Official Rules to any particular facts or circumstances shall for any reason be held to be invalid, illegal or unenforceable by a court, arbitration panel or other tribunal of competent jurisdiction, then (a) the validity, legality and enforceability of such provision as applied to any other particular facts or circumstances, and the other provisions of these Official Rules, shall not in any way be affected or impaired thereby; and (b) such provision shall be enforced to the maximum extent possible. In addition, if any provision contained in these Official Rules shall for any reason be held to be excessively broad as to duration, geographical scope, activity or subject, it shall be construed by limiting and reducing it, so as to be enforceable to the extent compatible with applicable law.

15. Entrant's Personal Information: When you enter this Prize Draw, you provide certain personal data to the Sponsor, including your valid email address. For this purpose, the Sponsor is a data controller of any personal data that you provide. Where the provision of any personal data is marked as a mandatory field for the purposes of the Prize Draw, should you refuse to provide such data, your entry into the Prize Draw will not be valid. Personal data will be used to administer the Prize Draw, contact potential winners and allocate the Prizes, and to enroll entrants as UGG Rewards members (if not a member already) and share relevant UGG Rewards communications with such entrants. The processing of your personal information for these purposes is necessary for the performance of the contract entered between you and the Sponsor when entering the Prize Draw. Your personal data will be retained for as long as necessary for the administration of the Prize Draw, contacting potential winners and allocating the Prizes, and for as long as you continue to be an UGG Rewards member. Your personal data will then be archived to be used in the event of a litigation or dispute for the applicable statute of limitations, or for as long as required by applicable laws - after which point your personal data will be deleted. All personal data collected in connection with the Prize Draw will be processed by the Sponsor and the Administrator and will be stored on servers and computer systems which are based in the United States of America. For additional information about the Sponsor's processing of any personal data that you submit, please visit Sponsor's privacy policy: <https://www.ugg.com/uk/privacy-policy.html>. Sponsor's privacy policy set out further details in relation to any rights that you have in relation to the data that you provide, including how to contact Sponsor. The Administrator acts in the capacity of a data processor, processing such personal data on the instructions of the Sponsor. The U.S. government maintains access rights and personal data may be subject to subsequent processing without comprehensive legal restraints (i.e., the Sponsor and/or the Administrator may be required, under U.S. law, to share your personal data with U.S. governmental authorities, courts, or other regulators).

16. Winner List: For a winner list, please [click here](#). The winner list will be posted after winner confirmation is complete.

© 2025 Merkle Inc. All rights reserved.