THE CROISSANT PILLOW LOTTERY-2026

TERMS AND CONDITIONS

These Terms and Conditions (the "**Terms and Conditions**") govern the participation in the 2026 edition of THE CROISSANT PILLOW Lottery (the "**Lottery**") run by Lidl Malta Limited ("**LIDL", "we", "us"** and **"our**"), having company registration number C36317 and registered office at Vassallo Business Park, Burmarrad Road, Naxxar NXR 6345, Malta. The Lottery shall consist of one (1) draw (the "**Draw**") consisting of 20 (20) winners as further described in clause 3, and shall be referred to as the "**Prize Draw**" within these Terms and Conditions.

1. Participation

1.1. To be eligible to participate, the customer needs to be resident in Malta or Gozo and be over eighteen [18] years of age and be the owner of an active Instagram Account. In order to redeem the coupon element of the prize described in clause 3.2.2 below, the customer will also need to hold an active LIDL Plus account.

1.2. Participation in this lottery will be registered only when all three [3] of the following are completed in full by the customer:

1.2.1. the customer follows Lidl MT Instagram profile;

1.2.2. adds a comment to the Lottery post published on the LIDL MT Instagram profile on Monday 12th October 2026; and

1.2.3. tags at least one [1] friend in that comment.

1.3. Should the participating customer choose to deactivate, delete or set to private their Instagram Account, or to remove or amend the comment through which they entered the Lottery, and this over the period indicated in clause 2 below, their participation will automatically be revoked and considered to have never taken place.

1.4. Each customer can participate only one [1] time during the "Period of the Lottery" as defined within clause 2 below.

1.5. As according to the Laws of Malta, all entrants must be aged 18 years or over on the day they enter the Lottery. Customers will only be able to receive a Prize on LIDL's receipt of the declaration form mentioned in Clause 3.6 hereunder. LIDL Malta reserves the right to void any transactions with minors or defaulters and to confiscate all winnings, if any, in order to return the minor to the state the minor was in prior to playing. LIDL reserves the right, where it has reason to doubt that an entrant has attained the age of 18, to request proof of age in the form of a valid ID card, passport or driver's licence before delivery of the Prize. No such request will be made in the ordinary course, and the declaration form referred to in clause 3.6 below shall otherwise suffice.

1.6. No commercial entities, buying groups, or organisations are allowed to participate in the Lottery. LIDL employees, directors, affiliates, delegates, lawyers and representatives of LIDL, the agencies involved, and their employees are also excluded from participating in the Lottery. LIDL reserves the right to carry out any checks to ensure that all entrants are abiding by this condition.

1.7. All entries into the Lottery must be made directly by the individual entering the Lottery. Syndicated entries or those made using methods such as a computer macro, a script or the use of automated devices or processes are not allowed, and all such entries will be disqualified, and any Prize awarded will be withdrawn. Entries will not be accepted via agents, third parties or in bulk.

1.8. Where a participant tags another Instagram user, LIDL shall process that user's Instagram username solely for the purpose of verifying that the conditions of entry set out in clause 1.2 above have been satisfied. Such data shall not be used for any other purpose, shall not be used to contact the tagged user, and shall be deleted once the validation process described in clause 3 below has been completed.

1.9. No purchase is required in order to participate in the Lottery.

1.10. This Lottery is in no way sponsored, endorsed or administered by, or associated with, Instagram or Meta Platforms Ireland Limited. Participants acknowledge that they are providing their information to LIDL and not to Instagram, and release Instagram and Meta Platforms Ireland Limited from any and all liability in connection with the Lottery.

2. Opening and Closing Dates and Time

2.1. The Lottery Period shall run from Monday 12th October 2026 until Sunday 18th October 2026.

2.2. Registration and participation in the Lottery will be open from the publication of the Lottery post on the LIDL MT Instagram profile on Monday 12th October 2026 to 23:59 on Sunday 18th October 2026.

2.3. The Prize Draw shall be held on Tuesday 20th October 2026

2.4.

Phase	Registration and Participation (from-to)		Prize Draw Date	MGA Permit	Winners
1	12/10/26	18/10/26	20/10/2026	n/a	20

3. The Prize Draws

3.1. There shall be total of twenty (20) winners (each a "**Winner**").

3.2. The first twenty (20) names drawn shall receive:

3.2.1. a box containing a croissant-themed neck pillow. The prize consists of a croissant-shaped neck pillow resting inside a matching box. The value of this element of the Prize is €28.79.

3.2.2. Additionally, inside each box there is a QR code, active until 6th December 2026, which the winner scans in order to receive a LIDL Plus coupon valid for the free in-store redemption of two (2) butter croissants (60g, item code 121471). On scanning the QR code, the coupon is served directly to the winner's LIDL Plus account. A winner who does not yet hold a LIDL Plus account will instead be prompted to download the LIDL Plus app and activate an account, following which the coupon will be served to that account. The value of this element of the Prize is €1.38. To redeem the coupon, the winner must match the code shown on the coupon with that on the price tag of the croissants in store, activate the coupon, and scan it at the checkout. Each coupon is valid for fourteen (14) days from the date on which it is served to the winner's LIDL Plus account, but all coupons must be redeemed no later than 20th December 2026. Redemption of the coupon is subject to the Winner holding an active account on the LIDL Plus app, as stated in clause 1.1 above.

3.2.3. The aggregate value of the prizes is six-hundred and three euro forty cents (€603.40).

3.3. The prize draw will be based on the database of the handles of those who have correctly followed the LIDL MT Instagram profile, adding a comment and tagging a friend as stipulated in 1.2 above. The selection of Winners will be done through the use of an anonymous random key generator operated under direct supervision of an official representative of the Malta Gaming Authority (MGA).

3.4. During the Draw, an additional fifty (50) names will be drawn at random (the "Reserves"). The Reserves shall be ranked according to their positioning in the Draw. In the event that any Winner does not meet any of the requirements in the validation process, LIDL shall inform the next person on the list of Reserves that they are in the chance of winning the Prize and such person shall be required to accept and abide by the same terms and validation process as any other Winner.

3.5. Each drawn customer will be contacted directly by the social media manager of the Lidl Malta Instagram page – requesting them to share their respective contact details consisting of Name and Surname, Email and Mobile Number with **JP Advertising Limited, the agency engaged by LIDL Malta to administer the Lottery, within a maximum of three (3) working days.** Should the drawn customer fail to respond within that period, a Reserve (as defined in clause 3.4 above) shall be contacted in their stead.

3.6. Each name drawn shall be in turn contacted directly via email by **JP Advertising Limited**. Each Winner shall be required to fill in a declaration form through which they will be solemnly declaring to be

over the age of eighteen (18) and not a current employee or associate of LIDL as described in clauses 1.5 to 1.6 above, and their respective postal address where the prize should be delivered. The form is to return the completed form within three (3) working days of the date of that email.

3.7. If the winner does not send the required form within the stipulated time, a Reserve (as defined in clause 3.4 above) will be contacted. For any information on prize validation, please contact customer service through the page https://customer-service.LIDL.com.mt/SelfServiceMT/s/contactsupport or by calling 800 62 777 (Mon - Fri 8:30 a.m. - 7 p.m. Sat 8:30 a.m. - 12:30 p.m.).

3.8. All prize boxes will be delivered to the respective winners by courier services directly to the address as indicated by the winner as detailed in clause 3.5 above. Should the winner not be available on the date of delivery, the courier will reach out over the telephone number provided, and co-ordinate a place and time to meet the winner's needs.

4. The Prizes

4.1. The prize box shall be delivered to the respective Winner by no later than 18th November 2026, so as to leave the Winner a reasonable period within which to scan the QR code and redeem the coupon referred to in clause 3.2.2 above before the QR code expires.

4.2. The prize is personal to the Winner. It is non-transferable, non-exchangeable and non-refundable, may not be resold, and may not be exchanged for cash or for any alternative prize, save where LIDL substitutes the Prize under clauses 4.4 or 4.5 below.

4.3. LIDL shall not be liable for any prize which is lost, damaged or stolen following its delivery to the Winner, save where the loss or damage is attributable to LIDL or to any party acting on its behalf.

4.4. Should the croissant-themed neck pillow be unavailable for any reason, LIDL shall provide the Winner with a substitute prize of equal or greater value. Such substitute prize may take the form of a LIDL voucher having a face value not less than the value of the Prize stated in clause 3.2.1 above, redeemable at any LIDL store in Malta, subject to no minimum spend requirement and valid for not less than three (3) months from the date on which it is issued to the Winner. Any such voucher shall be issued in the name of the Winner, and LIDL may request the Winner to present an identity document at the checkout in order to match the name on the voucher with that of the person presenting it, without any copy being retained.

4.5. Where the coupon referred to in clause 3.2.2 above cannot be redeemed because the croissants bearing item code 121471 are not available in store during the period of validity of the coupon, LIDL shall, upon the Winner informing customer services, either extend the period of validity of the coupon, issue the Winner with a replacement coupon, or provide the Winner with an equivalent alternative.

4.6. Should any Winner and all the Reserves fail to be positively validated, LIDL shall donate the Prize/s to the Puttinu Cares Children's Cancer Support Group, Rainbow Ward Paediatric Adolescent Ward, Sir

Anthony Mamo Oncology Centre level -1, Msida or any other charity which LIDL may determine at its sole discretion.

4.7. No responsibility will be taken by LIDL if a Winner is not able to use a Prize for any reason howsoever arising, save where the Winner is unable to use the Prize for a reason attributable to LIDL or to any party acting on its behalf.

5. Data Protection – Privacy policy

5.1. Lidl Malta Limited, with registered office in Vassallo Business Park, Burmarrad Road, Naxxar NXR 6345, Malta (hereinafter "**Lidl**"), as the Data Controller, informs the customer under articles 13 and 14 of the Regulation (EU) 2016/679 ("**GDPR**") and the Data Protection Act (Cap. 586 of the Laws of Malta), that all personal information the customer provided upon participation in the Lottery through a valid comment on Lidl's official Instagram page, consisting of their Instagram username, user ID, the date, time, and text of the comment, as well as, only in the event that the customer wins, name, surname, date of birth, e-mail address, mobile phone number, postal address , the identifier of the LIDL Plus account to which the coupon referred to in clause 3.2.2 above is served upon the winner scanning the QR code, a copy of the customer's identity document only where LIDL requests it under clause 1.5 above, and a signed declaration stating that the winner is not employed by Lidl and that they had attained the age of 18 before they entered the Lottery, is subject to and will be processed in order to allow for the customer participation in the Lottery, to eventually claim the prize as well as to comply with legal obligations, pursuant to article 6, paragraph 1, letter b) and c) GDPR. The submission of the customer's personal data is necessary in order to allow the participation to the Lottery. The customer's personal data may also be processed should this be necessary when exercising and/or defending Lidl 's or a third party's legitimate interest pursuant to article 6, paragraph 1, letter f) GDPR. In compliance with the limits and conditions laid down by the GDPR and the Data Protection Act, the customer's personal data will be processed electronically and in paper form within the Lidl offices and by collaborators specifically appointed to process personal data. Moreover, the customer's personal data will be shared with our intra-group companies (including Lidl Italia S.r.l a socio unico with registered office at Via Augusto Ruffo 36, 37040 Arcole (VR), Italy and Lidl Stiftung & Co. KG with registered office at Stiftsbergstraße 1, 74172 Neckarsulm (Germany), our agents and third parties that provide services to us (including JP Advertising Limited with registered office at JPA, Msida Valley Road, Msida MSD 9020, Malta, and the courier services engaged to administer the delivery of the prize) and third parties to whom disclosure may be required for the customer's participation in the Lottery, all located within the European Union (EU) or the European Economic Area (EEA), including Ireland and the Netherlands where the server hosting the Customer's personal data is located. The customer's personal data shall be held throughout the duration of the Lottery and in any event, until 30th March 2027 at the latest, with the exception of the customer's identity document, which may be requested only in the circumstances set out in clause 1.5 above in order to verify the customer's age and which will be deleted immediately after the confirmation of the data without any copy being retained. LIDL may

likewise request a winner to present an identity document at the checkout when a substitute voucher issued under clause 4.4 above is redeemed in store, in order to verify that the identity of the person presenting it matches that of the named winner, without any copy being retained. Where a participant has tagged another Instagram user in their comment, LIDL processes that user's Instagram username for the sole purpose of verifying that the conditions of entry set out in clause 1.2 above have been satisfied. That data is not used for any other purpose, is not used to contact the tagged user, and is deleted once the validation process has been completed. Information addressed to tagged users for the purposes of Article 14 GDPR is set out in the Privacy Policy referred to below. Finally, Lidl reserves the right to publish the names of the winners on the website www.lidl.com.mt within the section dedicated to the Lottery, and on the Lidl Malta Facebook and Instagram social media, exclusively with their prior consent (Article 6, paragraph 1, letter a) GDPR), which will be requested after the prize has been awarded. This consent can be revoked at any time with future effect without affecting the lawfulness of the processing carried out up to the point of revocation. According to art. 12-23 of the GDPR, the customer, as the data subject, has the right to receive, free of charge and upon request, the disclosure of information regarding the personal data being processed by Lidl. Furthermore, where the legal requirements are met, the customer has the right to access personal data processed about the customer (art. 15 GDPR), to rectification of information (art. 16 of GDPR), to erasure (art. 17 GDPR) and to restriction of processing (art. 18 GDPR) of the customer's personal data, to receive the personal data concerning the customer, which the customer have provided to Lidl, in a structured, commonly used and machine-readable format and have the right to transmit those data to another controller without hindrance from Lidl (art. 20 GDPR), to object to certain data being processed by Lidl (art. 21 GDPR) as well as the right to lodge a complaint with the supervisory authority. To exercise the aforementioned rights, the customer may contact the Data Protection Officer by post at Data Protection Office, c/o Lidl Malta Limited., Vassallo Business Park, Burmarrad Road, Naxxar NXR 6345 or by email at privacymt@lidl.com.mt. For more information on our data processing activities, please visit our Privacy Policy relating to the Lottery at https://www.LIDL.com.mt/croissantpillow-lottery-privacy-policy

5.2. By accepting these Terms and Conditions, the customer agrees and acknowledges that they have been provided with LIDL's privacy policy.

5.3. By accepting these Terms and Conditions, the Customer also hereby declares that they have attained the age of 18, and that they are not employed or affiliated with Lidl.

6. Termination and Exclusion of Participants

6.1. Owing to exceptional circumstances outside its reasonable control and only where circumstances make this unavoidable, LIDL reserves the right to cancel or amend the Prize Draw or these Terms and Conditions at any stage but will always endeavour to minimize the effect on participants in order to avoid undue disappointment. Should these Terms and Conditions be amended at any time, the

customer will be notified and will be prompted to read, understand and accept the same or to opt out of THE CROISSANT PILLOW Lottery.

6.2. LIDL assumes no responsibility for and will disqualify entries that are: stolen, late, lost, illegible, incomplete, invalid, unintelligible, damaged, destroyed, delayed, misdirected, not received, or that have incorrect or inaccurate entry information, whether caused by any of the equipment or programming associated with or utilized in the Prize Draw, or by any human, mechanical or electronic error which may occur in the processing of the entries in the Prize Draw. Proof of sending will not be accepted as proof of receipt, and no correspondence will be entered into.

6.3. LIDL assumes no responsibility for any typographical or other error in the printing of these Terms and Conditions, administration of each of the Prize Draws, errors in processing entries, identifying the Winner, in the announcement of the Prizes and Winner, and the delivery of the Prizes, any problems or technical malfunction of any telephone network or lines, mobile phone, App system, computer systems, online systems, servers or providers, computer equipment, software, failure of any e-mail or players on account of technical problems or traffic congestion on the Internet or on any website, or any combination thereof, including, without limitation, any injury or damage to the participant's mobile phone or other portable electronic device related to or resulting from participation or downloading any materials in the Prize Draw.

6.4. Use of any device to automate or subvert entry is prohibited and any entries received by such means will be void. No software-generated, robotic, programmed, script, macro or other automated entries are permitted and any entries received by such means will be void.

6.5. LIDL reserves the right in its sole discretion to verify the Winner and disqualify any person it suspects or finds: (i) to have tampered with the entry process or the operation of the Prize Draw; (ii) to have provided inaccurate information upon entering the Prize Draw or on filling in the Declaration Form following the draw; (iii) to be acting in violation of these Terms and Conditions; or (iv) to have gained unfair advantage in participating in the promotion or won using fraudulent means. Any violation of these Terms and Conditions by a Winner will result in such individual's disqualification as a winner of the Prize Draw and all privileges as a Winner will be immediately terminated.

7. Limitation of Liability

7.1. LIDL does not guarantee continuous uninterrupted or secure access to the Instagram App [simply referred to as App from this point forward]. Numerous factors outside the control of LIDL may interfere with the operation of the App for which LIDL accepts no responsibility, including but not limited to, any difficulties in delayed or corrupted data.

7.2. LIDL rejects any claims and responsibility of any possible event that may be caused by limitations to access to the internet, malfunction of the App, connectivity, software, compatibility, hardware, mobile or desktop that should be experienced by any customer during their registration.

7.3. To the maximum extent permitted by applicable law, LIDL rejects any responsibility for any incorrectness of the detail provided by the customer on registration.

7.4. Except in cases of fraud and/or gross negligence, LIDL, its employees, directors and affiliates, shall not be held liable in any way, for any claims, losses, damages, rights and actions of any kind arising out of or relating to the Prize and Prize Draw, whether direct or indirect, including but not limited to claims for damage caused to the participants, Winners, or any other third party. Furthermore, the participants and Winners hold and continue to hold LIDL, its employees, directors and affiliates, free and harmless against all and any claims, losses, damages, rights and actions of any kind made by third parties as permitted under applicable law, in respect of the Prizes, including use of the Prizes, this Prize Draw and this Lottery. LIDL is not liable for any damage suffered by any participants and Winners due to said participants' and Winners' non-observance with these Terms and Conditions.

7.5. Each participant shall be responsible to ensure that any person whose personal data they may have provided in their participation of the Prize Draw have been made aware of the fact that their personal data has been provided to LIDL for the purpose of the Prize Draw. The participant providing such personal data shall ensure that the individual has accepted these Terms and Conditions and has been provided with the Privacy Policy. The participant hereby undertakes to hold LIDL indemnified and harmless of any damages, costs or liability which may result from any claim or litigation which may result from the participant's failure to inform that individual that his or her personal data have been included as part of the participant's participation in the Prize Draw.

7.6. To the fullest extent possible in law, LIDL does not accept liability for any losses or claims whatsoever arising out of participation in the Prize Draw and the acceptance of any Prize.

7.7. Participants are responsible for all costs and expenses relating to participation in the Prize Draw, including but not limited to the participant's accessing the internet.

7.8. LIDL reserves the right to investigate and reject claims it believes could be of a fraudulent nature. Should the investigation conducted by the LIDL specially appointed team positively affirm that a claim be upheld as fraudulent, LIDL reserves the right to pursue damages against individuals and/or entities in connection with such claims.

7.9. In an Event of Force Majeure, LIDL shall not be liable for any failure to comply with its obligations and in such an event, LIDL shall not be obligated to provide an alternative or a substitution prize to the Winner where the Winner does not receive any or all components of the Prize as a result of such. For the purpose of these Terms and Conditions, an "*Event of Force Majeure*", shall have the following meaning; all circumstances beyond the reasonable control of either LIDL or the Winner concerned, including acts of God, earthquake, flood, storm, lightning, fire, explosion, war, terrorism, riot, civil disturbance, sabotage, strike, lockout, slowdown, labour disturbances, accident, epidemic, pandemic, difficulties to obtain required raw materials or labour, lack of or failing transportation, breakdown of plant or essential machinery, emergency repair or maintenance, breakdown of public utilities, changes of law, statutes, regulations or any other legislative measures, acts of governments, supranational organizations or other administrative or public agencies, orders or decrees of any court, acts of third parties, delay in delivery or defects in goods or materials or any other circumstances amounting to

force majeure. For the avoidance of doubt, the failure, insolvency or cessation of business of a third party supplier engaged by LIDL for the provision of a Prize shall not of itself constitute an Event of Force Majeure, and LIDL's obligation under clause 4.4 above to provide a substitute prize of equal or greater value shall continue to apply in such circumstances.

8. General

8.1. LIDL reserves the right to amend these Terms and Conditions in the circumstances, and subject to the notification requirements, set out in clause 6.1 above. The latest version of the Terms and Conditions would always be available at https://www.lidl.com.mt/croissantpillow-lottery-TC and such Terms and Conditions shall supersede any previous version. It is the customer's responsibility to ensure that the customer is conversant with any changes to the Terms and Conditions. Should these Terms and Conditions be amended at any time, the customer will be notified and will be prompted to read, understand and accept the same or to opt out of THE CROISSANT PILLOW Lottery. Should individual clauses of the entry terms and conditions be or become invalid, the validity of the remaining entry Terms and Conditions shall remain unaffected.

8.2. These Terms and Conditions shall be governed by and construed in accordance with the laws in force in Malta from time to time and the courts of Malta shall have exclusive jurisdiction for the resolution of all disputes as to any matter arising out of or in connection with these Terms and Conditions.

8.3. We would strongly advise that, in the event of a dispute, the customer first lodge a complaint with our customer service centre in order to resolve or clarify the matter. Customer service is available on:

- 800 62 777, from Monday to Friday, from 8.30am to 7.00pm; Saturday from 8.30am to 12.30pm. It's available only in English from Malta on some service providers;
- the contact form on this link: https://customer-service.lidl.com.mt/SelfServiceMT/s/contactsupport ; and e-mail to info@lidl.com.mt

8.4. LIDL shall inquire into any complaint received in relation to the Lottery immediately upon its receipt, and shall inform the complainant of the outcome of that inquiry within ten (10) days from the date on which the complaint was received. Where LIDL requires further time in which to conclude its inquiry, it shall inform the complainant within that period of the reasons for which the extension is necessary, and shall in any event revert to the complainant within a further ten (10) days.

8.5. Should you have any reason to complain about any decision taken relating to the validity of your participation, you can reach out to The Complaints and Conciliation Directorate established under the Fourth Schedule of the Malta Competition and Consumer Affairs Act (Cap. 510). In addition, under Subsidiary Legislation 583.08 Gaming Player Protection Regulations, you also may lodge any complaints with the Authority's Player Support Unit if you have reason to believe that any aspect of the gaming service is unlawful, or conducted in a manner which is not safe, fair or transparent.

8.6. If any provision of these Terms and Conditions is or becomes illegal, invalid or unenforceable in any jurisdiction, that shall not affect the legality, validity or enforceability in that jurisdiction of any other provision of these Terms and Conditions, or the legality, validity or enforceability in any other jurisdiction of that or any other provision of these Terms and Conditions.