

Terms and Conditions of Connected Program.

1. TERMS AND CONDITIONS OF CONNECTED PROGRAM

1.1 ACCESSIBILITY

Welcome to the Connected Program, which is owned by British American Tobacco and managed by Multisponsor SAS located in Columbia.

The purpose of these terms and conditions is to establish the guidelines that regulate the Connected Program, which shall be directed solely and exclusively to Carreras Limited Customers (the "User") over the age of eighteen who accept these terms and conditions.

The Connected Program is an initiative of Carreras which seeks to provide information and training about Carreras' portfolio of products as well as facilitate tracking Carreras Customers purchases and rebates.

Access to the program is subject to the User's reading, understanding and acceptance of all the conditions set forth in these terms and conditions. Carreras reserves the right to revise/update/modify these terms and conditions at any time and the User is encouraged to review regularly for changes.

1.2 DEFINITIONS

MULTISPONSOR S.A.S.: Agency in charge of developing the platform and awarding prizes won.

CARRERAS Limited: Company in charge of the organization and management of the Connected Program.

Connected Platform: Tool for Carreras' Customers.

Databases: The ordered set of personal data concerning an identified or identifiable person.

Consent: Manifestation of the will of the holder of the data by means of which the processing thereof is carried out.

Personal data: Any information concerning an identified or identifiable natural person, racial or ethnic origin, present and future health status, genetic information, religious, philosophical and moral beliefs, trade union membership, political opinions, sexual preference.

Profile: means the collection of configurations that together determine the information to be included or excluded from a specific Report. For example, a Profile could be set up to view a small part of a website as a single Report. There can be multiple profiles set on a single ownership.

Controller: A private individual or legal entity that decides on the processing of personal data.

Servers: It means the servers controlled by "BAT" and/or suppliers (or their wholly owned subsidiaries) on which the processing software and customer data are stored.

Third party: The natural or legal person, national or foreign, other than the holder or the person responsible for the data.

User/Users: Responsible person of legal age who is acting for and on behalf of the Carreras Customer who makes use of the Connected web platform.

1.3 PURPOSE OF THE CONNECTED PROGRAM

The Connected Platform is defined as a means of communication, interaction, relationship and loyalty tool free of charge through the following domains: www.connectedjamaica.com by means of which, Users may access content directed exclusively to Carreras' and potentially British American Tobacco's (BAT) marketing channels, with prior verification and authorization of their role and identity. Through our platform, we offer information about the products in our portfolio, best commercial practices focused on BAT's client's business, and measurement of business variables. The above, through content prepared with multimedia resources and video adapted to the communication needs. It is aimed at administrators and managers of stores in Jamaica, with the purpose that the user can access the information in order to improve their business and update their knowledge related to their establishment's management.

Access to the platform is subject to the terms and conditions set forth herein. By accessing and using the service, you as a User, agree to and understand the Terms and Conditions of the Connected program and Privacy Policy provided below.

Connected is a platform focused on training and monitoring of business variables for Carreras' commercial stakeholders. The Users must be only and exclusively persons over eighteen years of age residing in Jamaica who are owners, dependents or administrators of the commercial establishments.

1.4 TECHNICAL AND COMMERCIAL CONDITIONS

The Users must have signed the acceptance to participate in the program with their respective Sales Representative.

For the use of the platform, the User, with prior authorization, must provide his/her personal data directly through his/her Sales Representative, by means of an authorization for the use of personal data. These are summarized as follows:

- Name
- E-mail
- Full address

- City
- Card
- Contact numbers
- Date of birth

The above shall be signed and approved from the initial visit of the Sales Representative, in a physical document, where there shall be evidence of its association and acceptance of the Connected program, as well as the acceptance of sharing their data for this purpose. These data shall only be used to improve the services offered by the portal, as well as to establish communication with the User through the communication channel via an online chat of the Connected platform or by calling the line 1-876-749-9800. Its purpose is solely and exclusively for the creation of User and password for access to the platform and for the development of the program. After providing this information, the User is responsible for maintaining the confidentiality of his/her password and User.

Your User and password shall be personal and non-transferable, any act performed with these credentials shall be the responsibility of the User. The profile refers to the user's individual place on the platform. The profile shall contain the information of each participant, their accumulated points, and personal data according to the information provided by the participant. The above, in compliance with the Personal Data Protection Law and Habeas Data Action. If you have any questions or wish to revoke your authorization, please contact Carreras at the following telephone number 1-876-749-9800. If the User does not accept these terms and conditions, he/she shall not have access to or use the Portal.

It is the User's responsibility to keep the information correct and up to date. BAT shall not be liable for failures in the provision of services related to the Portal, attributable to lack of information or misinformation provided by allies and their collaborators. Under no circumstances shall BAT be liable for technical failures of any kind, such as: hardware or software failures, for loss or unavailability of network connections or for faulty, incomplete, garbled or delayed computer transmissions that may limit, suspend or otherwise impede Users' ability to participate in or access this Platform or any other limitation that Users may experience in their use of the Platform.

In order to better operate the services, the Portal uses cookies (small text files that store information on the User's hard disk), which help to understand the User's behavior on the Portal. The User may configure the browser to accept all cookies, reject all cookies, or notify the User when a cookie is sent. Each browser is different, so the User should check the browser's "Help" menu to change their cookie preferences.

BAT shall be entitled to exclude and disallow access to the portal to any User who breaches these terms and conditions or commits any unlawful act through Connected. BAT may change or delete any content, as well as change, suspend or interrupt access to the Connected portal. BAT is entitled to terminate the program or change the terms and conditions at any time, in both cases BAT shall notify the User about these changes.

The validity of the Platform developed by BAT in conjunction with MULTISPONSOR is effective as of February 03, 2023, on an indefinite and voluntary basis. Likewise, BAT may cancel, suspend or modify the Platform when circumstances not foreseen in these Terms and Conditions, or that constitute an act of God or force majeure, justify it. BAT may unilaterally modify the Terms and Conditions of this Platform, with the sole publication of the new Terms and Conditions on the Platform.

If the User decides to leave the Connected program, he/she shall be disabled from the Platform; if he/she has accumulated points, at the time of withdrawal, he/she shall lose those points and the other benefits.

It shall constitute a material breach of these Terms and Conditions if any of the Users:

1) is under eighteen (18) years of age at any time of use of the Platform, including at the time of entering into these Terms and Conditions. 2) is not part of the sale points belonging to the program.

The User shall have different types of benefits for its business depending on the level of monthly compliance and the segment in which it is located.

The benefits offered by the platform are:

- E-learning: learning modules with specialized content and knowledge assessment challenges. New modules, with different practical exercises and multimedia that interactively introduce basic concepts for business growth.
- Support through a dedicated Connected support line.
- Access to a Prize Catalog, where he/she shall be able to enjoy a catalog of prizes and redeem the accumulated points. This functionality is segmented for certain customers.
- Access to discounts in different stores that shall provide a wide variety of benefits for program participants. It should be clarified that these discounts are not on the portfolio of products marketed by BAT.
- BAT portfolio information and scoop section where he/she can be the first to know about BAT launches.
- Access to online ordering from our BAT portfolio. This functionality is segmented for certain customers

The access decision for the Users of the different benefits shall be made solely and exclusively by BAT. The audience shall be nationally classified according to BAT's internal definitions as: Tier 1, Tier 2, Tier 3. Tiers are customer groups that are defined internally.

2. MECHANICS FOR MEASURING INDICATORS

In order to be part of this program, you must comply with the following variables:

- **Product Visibility:** To ensure correct visibility of the product following the guidelines below:
 - a. Products must be visible to the consumer, considering all legal guidelines for the product.
 - b. Displays must show the selling price. The price provided by BAT is suggested and at no time should it be considered as price fixing.
 - c. Furniture must be clean.
 - d. In case of having furniture from BAT Group companies, it must be exclusive to the BAT portfolio.
- **Suggested Price:** Suggested retail prices are suggested and should be visible to the consumer. This applies for BAT products and second category products
- **Volume:** There shall be a Volume target for the month calculated according to the previous volumes and shall be informed by the salesperson at the first visit. The volume may correspond to any product in the BAT catalog.
- **Learning Modules:** Fulfilling the modules shall give points to accumulate and redeem, only and exclusively if the shopkeeper fulfills 100% of the modules. *This compliance is in addition to the previously mentioned variables.

These variables apply differently for each Tier. BAT shall be free to change, adjust, limit or eliminate any of the variables listed above. Additionally, the variables may have different values, this shall be established by BAT, the values do not distinguish by point of sale, only by Tier. This decision shall be reflected in the platform.

Previously, each point of sale shall be informed of the means of verification of the variables. We shall have several possible sources:

- The Connected Platform
- BAT Reports
- Seller's reports
- Cover customer visits *
- Verification calls
- Self-management activities. (Sending photos or videos)

The cut-offs shall be monthly and compliance shall be evaluated throughout the month with the visits and all the internal management information, where compliance with the established variables shall be verified. Each variable shall have an associated value, in order to receive retribution or accumulation of points, which shall be in proportion to the percentage of compliance with such variables. Example: if all the variables are met, 100% of the remuneration shall be paid. But, if 3 out of 4 variables are met, 75% of the remuneration shall be given. The above are hypothetical percentages.

The accumulation of points or retributions shall be delivered after expiration of month of the month's compliance. (Example: January awards shall be delivered in February).

3. MECHANICS OF POINT ACCUMULATION

The mechanics to accumulate points consists of successfully completing the activities and KPIs defined for each of the segments in which the business is located, for example, uploading a photo or video following the indications of the activity. Successful completion of each of these indicators (Visibility, Price, Volume, Availability and learning modules) shall result in the User earning points in his/her profile.

The User shall be able to know through the home page and in the profile section the number of points he/she has accumulated, the history of points earned in the activities carried out.

In the event of changes in the Platform, the detail of the Points history shall not be migrated; instead, the accumulated Points shall be migrated in a consolidated manner. Compliance with the variables grants a certain number of points that shall be uploaded to the User's profile at the end of each month. Validity of Level Points: Points shall be valid until December 31st of every year. The User may redeem at any time, as long as the total points is enough to be redeemed. Each time the User redeems accumulated points for products within the Rewards Catalog, the system shall deduct that number of points from the total Redeemable Points accumulated in the User's Profile. Consequently, the User shall be able to know through his/her Profile, the number of Redeemable Points he/she has active to redeem for goods within the Rewards Catalog, as well as the number of Points redeemed in each transaction.

4. TERMS OF USE OF THE REWARDS CATALOG

The goods within the Product Catalog shall not be exchangeable, endorsable, substitutable, refundable, or redeemable in money or in other real or personal property, and/or services that are not part of the Rewards Catalog.

Access to these rewards shall be delimited according to the segment to which the User belongs, he/she shall have access to an inventory of goods found on the platform, which can be accessed by Users in exchange for accumulated points.

The Platform operator shall make his/her/its best efforts to act as an intermediary between the supplier and the User (without any liability) so that the latter can access the warranty of the products, the User shall be informed that if at the time of receiving the product, the packaging of the product is broken or in poor condition, the User should not receive the product.

The User must verify the condition of each item received at the time of delivery; likewise, the User must corroborate that the quantities stated in the waybill (document in which the delivery data is specified and the person receiving it must sign it), match the information provided in the waybill. If any differences are found, the User should write a written statement on the waybill.

The Platform User shall have fifteen (15) calendar days from the time of receipt of the product to contact our hotline and report any damage or non-functioning of the product.

The Platform User must read the instructions for use of the product and to apply them when using the product. All damages caused to the User or the product by the misuse of the product shall be the sole fault of the User and shall not give rise to any liability to the operator and/or BAT.

For any inconformity, requests, complaints or claims or to exercise any of your rights, please contact the customer service line 1-876-749-9800.

The User expressly waives any claim against BAT for any effect or civil or patrimonial consequence that his/her participation in the Connected platform may entail, and releases BAT from any liability to third parties for the improper use of the platform or the destination given to the goods within the Rewards Catalog. This shall be subject to the information supplied by the supplier and BAT shall not be liable for any non-compliance. The User shall not demand warranties or file any claim or action against BAT, related to the mechanical performance, quality or hidden defects of any of the goods within the Rewards Catalog received, since BAT is not a manufacturer, supplier or distributor of the products offered, and therefore does not grant any warranty with respect thereto.

The fact that Users do not timely claim and/or withdraw the goods within the Rewards Catalog, does not entitle them to indemnities or compensations of any nature or kind. The points are valid until January 2023, after which date, they shall be removed from the profile.

Products within the Rewards Catalog are valid while stocks last or until the Catalog expires at BAT's disposal. Both the available stock and the information of each product shall be published at all times in the Catalog within the Platform.

5. TERMS AND CONDITIONS FOR ONLINE ORDERS

5.1 PLATFORM INFORMATION

BAT displays through the platform the products that it commercializes and that are available to the commercial establishments that are part of the commercialization channel. The platform is not intended to reach or be used by consumers.

5.2 CONDITIONS OF ACCESS AND HOW TO PLACE ORDERS

For the purchase process, you must be a BAT customer.

- Login to the Platform: The User must log in with his/her User ID and password. BAT is the owner of the platform, so at any time it may restrict access to whoever is relevant. Each customer shall be assigned a unique User, so Users shall only have access to a single User.
- Add the product to the shopping cart: This entry corresponds to the unequivocal will of the User to request and acquire a specific product, since he/she has been

sufficiently informed about its characteristics, having the possibility of acquiring it or not. These purchases do not correspond to purchases for consumption; they are part of a trade network.

- The value to be paid for the purchase of the selected products is made available to the User.
- Billing details: The Customer must fill in the delivery data. By filling in the delivery data you agree that your personal data shall be treated in accordance with the Privacy Policy of CARRERAS available on the webpage: www.carrerasltd.com. If you have any questions or complaints regarding your personal data or you need to request the update, modification or deletion of your personal data, you can contact the following telephone number 1-876-749-9800.

Summary: Once the above steps have been completed, a detailed summary of the transaction and complete information about the requested order is displayed to the Customer. This summary can be displayed in the invoice history.

Once all the data corresponding to the transaction has been verified, BAT shall deliver the requested products to the address provided within the stipulated time of your visiting day. The Users that use the platform are Users that were created by means of a seller, so at the moment of creation the address of the establishments, the established hours of delivery, the georeferencing of the establishments, as well as other data are verified to avoid errors at the time of delivery. BAT is not responsible if the information undergoes any change and was not updated by the User.

5.3 COMPLAINTS OR CLAIMS

For any request, complaint and/or claim, you can call directly to the following telephone number 1-876-749-9800.

6. INTELLECTUAL AND INDUSTRIAL PROPERTY RIGHTS

All contents of Connected platform (including, but not limited to, databases, images and photographs, patents, utility and industrial models, drawings, graphics, text, audio, video and software files, etc.) are the property of BAT, or of the content providers, having been, in the latter case, licensed or assigned by them, and are protected by national or international intellectual and industrial property laws. The compilation (understood as the collection, design, arrangement and assembly) of all platform content is the exclusive property of BAT and is protected by national and international industrial and intellectual property laws.

All software used in the design of the screens, navigation and use and development of the Connected platform is property of BAT or its software suppliers and is protected by national and international industrial and intellectual property laws.

The trademarks, signs, distinctive signs or logos of BAT that appear on Connected platform are owned by the group to which BAT belongs and are duly registered or in the process of registration. The names of other products, Services and companies mentioned in this document or on the platform may be trademarks or other registered distinctive signs of their respective and legitimate owners.

All texts, graphic drawings, videos or audio media are property of BAT, or its content providers, and may not be subject to further modification, copying, alteration, transformation, reproduction, adaptation or translation by the User or third parties without the express consent of the owners of such content.

The provision to Users for their use of the databases, drawings, graphics, images and photographs, text files, audio, video and software property of BAT or its suppliers that appear on the platform does not imply, in any case, the transfer of ownership or the granting of a right to use in favor of the User, other than the right of use that involves the legitimate use and in accordance with the platform's nature.

Any use of the contents of the platform and, in general, of all the rights mentioned in the preceding paragraphs that is made without BAT's consent is strictly prohibited, including its use, reproduction, dissemination, transformation, distribution, transmission by any means, subsequent publication, exhibition, public communication or total or partial representation, which, if they occur, shall constitute an infringement of the intellectual property rights of BAT and the Group to which it belongs, sanctioned by the law in force.

The User may not interfere with the services offered through the Portal, nor attempt to access it by a method other than the interface and instructions provided to the User.

Any content of the platform derived from BAT services may not be copied, reproduced, republished, sent, transmitted, transcribed, translated, stored, altered, downloaded or distributed in any means invented or to be invented, or for any reason, except for the purchase of the corresponding license of use, which shall be only for the purposes described above, exclusively.