Terms and conditions: North Pole Redirect

Posti has launched a marketing campaign called North Pole Redirect (“Campaign”). The Campaign is funded by Posti. The purpose of the Campaign is to promote Santa Claus’ official address at Santa Claus Main Post Office in the Arctic Circle in Rovaniemi, Finland, internationally by selecting among the Participants one (1) Participant who, together with one (1) companion of their choice, will be the visitors (“Visitors”) who will participate in a trip to Santa Claus Main Post Office in Rovaniemi, Finland, including flights and two (2) nights’ accommodation (“Campaign Event”) in travel period January 1st 2027 to April 30th 2027. Your participation in the Campaign will be used for marketing of Posti and Santa Claus Main Post Office during and after the Campaign as agreed in these Campaign Terms.

The Campaign is organised by Posti, which operates Santa Claus Main Post Office, together with SEK and such other event production partners, agencies, and service providers as Posti may appoint from time to time (“The Organizer or Organizers”). Posti is Finland’s postal and logistics service company.

The Campaign is not organized or run by Instagram or TikTok, which do not sponsor, endorse or administer the Campaign in any way and the Campaign is in no way associated with them. Participants release Instagram and TikTok from all liability in connection with the Campaign and agree to their terms of use.

Participation in this Contest is void where prohibited by law and is subject to all applicable national and international sanctions regulations. The Organizer reserves the right to verify eligibility of the Participants and to exclude any person whose participation would violate applicable laws or sanctions regimes. Additionally, residents of countries where TikTok and/or Instagram is blocked, banned, or materially restricted cannot participate.

No fee or purchase is required to participate in the Campaign.

The terms of this agreement (“Campaign Terms”) govern the relationship between

- the participants in the Campaign and the Visitors (“You”, “Participants” or “Visitors”) and
- Posti Group Oyj, PL 1 00011 POSTI, Finland, business ID 2344200-4. (“Posti” or "Us" or "We") regarding Your participation in the Campaign.

Posti and Participants individually referred as the Party and jointly the Parties.

Your participation in the Campaign as Participants and Visitors is also governed by the Privacy Policy for the Campaign.

By participating in the Campaign, You (“Participant”) agree to these Campaign Terms.

When participating in the Campaign, You confirm and agree that:

- Your participation complies with all local laws and regulations, including residency, age, and other requirements.
- You are at least 18 years old on December 15th 2026, the closing date of the social media challenge.

- You will travel with one (1) companion of Your choice. The companion does not need to be 18 years old. If the companion is 18 or over, they must accept these Campaign Terms themselves. If the companion is under 18, they must travel with You for the whole trip and their parent or legal guardian must consent to the trip and accept these Campaign Terms on the companion's behalf; and
- You are not an employee of Organizer or other company or partner of Organizer who takes part in the planning or implementation of the Contest or parts thereof or their family member; and
- You follow these Agreement terms ("Terms") and any instructions given by the Organizer; and
- You acknowledge and accept that the Campaign jury shall select the Visitors at its sole discretion and that the decision is final without any right of appeal. The jury and the Organizers will not answer any questions regarding jury´s decision.

Posti reserves the right to disqualify a Participant at any time during the Campaign period if the Participant does not meet the above requirements, has used fraudulent means to participate in the Campaign, has given false information or has otherwise acted in breach of these Terms.

IF YOU DO NOT AGREE TO THESE CAMPAIGN TERMS, PLEASE DO NOT PARTICIPATE IN THE CAMPAIGN.

1. Participation

To participate in the Campaign, You must complete the social media challenge described below. No separate registration or entry form is required. Further participation instructions are provided on Posti's website at santa.post.fi.

You must complete our social media challenge on Instagram or TikTok by posting a video or image in which You drop Your letter to Santa at the North Pole Redirect installation or address Your letter to Santa's official address, Santa Claus Main Post Office, Arctic Circle, Finland, in a creative, one-of-a-kind way and include the hashtag #northpoleredirect. The social media challenge must be completed before December 15th 2026 at 11.59pm Finnish time (EET, UTC+2). If You post Your video or image on Instagram or TikTok, Your account must be public and the post must remain publicly visible at least until the selection has been announced. You may participate only individually and may submit only one social media post. Visitors will be selected based on their social media challenge entry, which will be evaluated for creativity, authenticity, and uniqueness.

The Campaign jury consisting of representatives from Posti, will evaluate Your social media post and reserve the right, at its sole discretion, to select the Participant without giving any explanations or justifications. Social media posts will be assessed according to Your unique personal expressions and performance. The Organizers will select one (1) Participant who, together with one (1) companion of their choice, will be the Visitors for the Campaign Event.

If You are the chosen Participant for the North Pole Redirect Campaign Event, we will contact You personally by direct message to the social media account from which You submitted Your Campaign Post. The selection will be announced publicly on Posti's Instagram and TikTok channels. If we cannot reach You or You will not respond within 48

hours of the public announcement, Posti may replace You with another Participant without any liability or compensation.

2. Participation is personal

You understand that Your unique personal expressions, appearance, and performance are important for the Campaign, and You commit to personally produce the social media post and personally participate in the Campaign Session if selected. You must not use artificial intelligence or AI to generate any material in connection with Your Campaign Post or the Campaign Session.

At our request, You will provide Us with legally valid identity documents.

If You are selected but are unable to participate, Posti reserves the right to replace You with another Participant without any liability or compensation. You agree to inform Us immediately if You are not able to participate in the visit.

3. Code of Conduct

You warrant:

- that there is no criminal case pending against You at the time of Your participation in the Campaign, You are not subject to a pre-trial investigation and that You are not previously been convicted of a crime.
- You have disclosed all issues in Your personal history that could be harmful to the reputation or goodwill of the Organizers if it is revealed to the public and undertake to bring to our attention all possible facts related to Your person that may be relevant to the Campaign.
- You will not by Your conduct or behavior create any negative images or negative publicity that could harm the reputation or goodwill of the Organizers or could negatively affect the value and effectiveness of the Campaign during the term of this Agreement.
- You acknowledge that the Campaign Session, including the visit to Santa Claus Main Post Office is a safer space where participants, whatever their sexual orientation or gender identity, can come as they are and be respected. Discrimination and harassment are not tolerated. By participating, you agree that if you're selected, you'll treat everyone you meet during the experience with respect and won't discriminate against or harass anyone.
- The warranties in this section 3 are given by the selected Participant. Where the companion is 18 years old or over, the companion gives the same warranties. Where the companion is under 18, their parent or legal guardian gives these warranties on the companion’s behalf.

4. Campaign materials

4.1 Posti´s materials

All copyrights, trademarks, domain names, trade name rights, trade secret rights, patents, design rights, other intellectual property and industrial property rights (of every kind and nature however designated) and any derivative works thereof in and to any material provided by the Organizers or content created or published by the Organizers will, at all times, remain the exclusive property of the Organizers.

4.2 Content posted by Participants in the social media

Any content posted by You during the Campaign´s social media challenge with Your Instagram or TikTok handle and with the hashtag #northpoleredirect, ("Campaign Posts") and all other content (videos, social media posts, photos, text and other material) created or published by You in the social media otherwise in relation to the Campaign shall portrait Finland and Organizers and the Campaign positively and You agree to comply with all relevant instructions of Posti.

You must not inaccurately tag content or encourage others to inaccurately tag content in connection with the Campaign (for example, by tagging Yourself or another person in a photo in which You or they do not appear).

While posting or publishing Campaign related material, You shall use only Organizers´ trade names, logos and trademarks specified by Posti and as instructed in writing by Posti. Upon termination of this Agreement, You shall immediately cease using any intellectual property rights and goodwill belonging to Organizers unless otherwise agreed with Posti.

You represent and warrant that the content posted by You does not infringe or violate any copyrights, trademarks, trade names, design rights, contract rights, rights of publicity or privacy or other rights of any person or defame any person.

If You use in the content any materials of any third party (e.g., videos, photos and descriptions), or image, voice, name, or other personal information of any third party, You are responsible for obtaining all rights, licenses, consents, and permissions necessary for the performance of the Campaign and for Organizers to have the same rights to the third-party materials as to the content created by Yourself.

You also represent and warrant that the content is not abusive, threatening, obscene, defamatory, libelous or otherwise promote illegal activities or conduct; and is free of hate speech, discrimination or violence viruses, adware, spyware, worms or other malicious code.

If requested by Posti You shall immediately delete or amend such content and posts in Your social media accounts, which Posti considers to be breach of these Campaign Terms.

4.3. Documentation material of the Campaign Session

Your Campaign Post and Your performance during the Campaign Session, including some of the activities You participate in, may be documented by Posti and/or its partners. The documentation material can include, e.g. the Campaign Posts, Your name, videos, voice recordings, photographs and written descriptions (together "Documentation Material"). You agree to be photographed, filmed, and otherwise documented for this Documentation Material.

4.4 Rights to Campaign materials

You hereby transfer and assign to Organizers and partners and any other companies that take part in the planning and execution of the Campaign or other marketing activities of Posti ("Partners")

- rights to share and publish Your Campaign Posts, on the Campaign websites, at santa.post.fi on Posti's and Santa Claus' Main Post Office social media channels such as YouTube, Facebook, Instagram, and TikTok ("Posti's Marketing Channels"), on any national or international media organization channels, and on the marketing channels of Organizers´ and their partners in and outside Finland (together "Other Marketing Channels"), and to incorporate the Campaign Posts into the Documentation Material.
- all rights arising by law, such as copyrights, neighboring rights, and other intellectual property rights, to Your Campaign Posts and to Your performance in the Documentation Material, including the rights to use Your name, likeness, biographies, voices and picture as incorporated in the Documentation Material in connection with the advertising, marketing and promotion of the Campaign and or other marketing activities and presentations of Organizers and in other similar connections and contexts.

For the avoidance of doubt, the rights transferred by this Agreement are exclusive (except to the Campaign Posts), irrevocable, perpetual, transferrable, worldwide, fully paid up and royalty free rights and include the right to sublicense and assign rights further to third parties; and to use, copy, to amend and modify, publish, transmit, publicly display, publicly perform, provide access to electronically, broadcast, communicate to the public, and otherwise exploit the Documentation Material.

The rights are transferred and assigned without any fee.

All rights You grant under these Campaign Terms are cumulative and We may exercise or refrain from exercising any one or more of them separately from, simultaneously and/or in connection with any other rights You grant Us or with any rights We obtain from other sources.

For example: The Campaign Posts and Documentation Material may be published on the Campaign websites, on Posti's Marketing Channels and on Other Marketing Channels. We may amend and modify the Documentation Material for the above purposes, for example, to make shorter versions of videos or to compile highlights from several videos to one video without any additional fees or compensations. You agree to indemnify and hold harmless Posti against all losses, claims, damages, liabilities, costs and expenses including, but not limited to, attorneys' fees and costs, to which Posti may be become subject in case the Participant has incorporated into the Campaign Materials any materials of any third party without necessary rights, licenses, consents and/or permissions.

5. Duties of the Visitors

5.1 General duties related to the Campaign and the Campaign Session

The Visitors shall be responsible to take adequate measures to ensure his/her own safety and comfort during the travel and the Campaign Session and particularly, during the activities in which they will participate.

The Visitors shall be responsible for arranging themself all necessary travel documents including but not limited to adequate VISA to be able to travel to Finland.

During the entire term of the Campaign, the Visitors shall inform Posti without undue delay of any changes in their circumstances which could affect the performance of this Agreement.

During the Campaign Session, the Visitors shall immediately inform Posti of any incidents involving or affecting the Visitors or Posti or the visit.

All communication between the Visitors and Posti shall happen through the primary point of contact appointed by Posti.

The Visitors warrant that they will respect cultural differences in accordance with generally accepted good manners.

For the sake of clarity, Posti do not accept any form of hate speech, discrimination, or violence in any form whatsoever. The Visitors warrant that they shall refrain from any this kind of behavior towards anybody during the Term of the Agreement.

5.2 Accommodation

During the Campaign Session, the Visitors shall stay for two (2) nights in Finland. The stay will be spent in the Rovaniemi region. The Organizers shall select the accommodation for the Visitors and guarantee that such accommodation will have all essential facilities and that the Visitors will share a twin or double room.

The duration of the official Campaign Session is two (2) days and it will take place between January 1st 2027 and April 30th 2027. The trip must be booked and completed by April 30th 2027, and the travel dates are subject to flight and accommodation availability and must be agreed in advance with Posti.

5.3 Participation in the events and activities

During the Campaign Session, Organizers will organise a guided tour of the Santa Claus Main Post Office in Rovaniemi, Lapland. The Visitors will be available for reasonable publicity that Posti suggests during the Campaign Session, for example media interviews.

5.4 Insurances

The Visitors undertake to arrange at their own expense an adequate insurance coverage for their property, as well as for any sickness or accidents that may be encountered by them during the travel and the Campaign Session and/or while performing their duties under this Agreement. Adequate insurance coverage shall include international travel, luggage, accident, health, and liability coverage. The Visitors shall provide Posti all applicable insurance certificates without undue delay and at least fourteen (14) days before departure.

6. Duties of Posti

6.1 General Duties of Posti

Posti shall appoint a primary point of contact for the Visitors. The Visitors shall contact the appointed primary point of contact in all matters related to the Campaign and the Campaign Session. During the Campaign Session, the primary point of contact may be contacted at any time if needed.

6.2 Travel arrangements provided by Posti

Posti shall organize return flights for both Visitors between Helsinki and the international airport closest to the Visitor's city of residence from which Finnair operates a direct flight to Helsinki, together with return connecting flights between Helsinki and Rovaniemi, Finland, and accommodation in Rovaniemi as described in section 5.2 above. Posti's obligation to provide the flights and accommodation is limited to the maximum total prize value set out in section 7. If the departure point or the travel dates requested by the Visitors would cause that amount to be exceeded, Posti may propose alternative travel dates or routing, or the Visitors may cover the excess at their own expense.

The Visitors agree that Posti shall make all necessary travel arrangements set out in this Agreement at its absolute sole discretion by considering the Visitor's wishes and circumstances.

7. Compensation and costs

The Participant´s sole compensation for its performance in the Campaign and for its costs under this Agreement shall be limited to the value of the flights and 2 nights' accommodation, and the total value of the prize shall in all cases be a maximum of five thousand euros (EUR 5,000). The costs shall be paid directly to the selected service providers. You are not entitled to receive, and We are not obligated to pay any other fee, compensation or other remuneration for Your participation in the Campaign or for any rights to Campaign materials under this Agreement.

The Participant is responsible for any possible taxes and/or any other payments levied directly to the Participant in connection with the travel and/or accommodation costs.

The Participant shall deliver to Posti all necessary personal information required by the Finnish tax regulation for example to be submitted to the Finnish Incomes Register With this respect, the Visitor shall give to Posti necessary rights to assign his/her personal information to the Finnish Tax Administration.

8. Relationship of the Parties; No employment

You understand and agree that You shall appear as Yourself; Your appearance shall not be a performance and does not constitute an employment relationship between You and Posti, other Organizers or their partners. Nothing herein shall be construed to create any employment relationship, any partnership, or similar relationship or, to subject the Parties to

any implied duties or obligations respecting the conduct of their affairs, which are not expressly stated herein.

No Party shall have any right or authority to assume or create any obligation or responsibility, either express or implied, on behalf of or in the name of the other Party, or to bind the other Party in any matter or thing whatsoever.

9. Confidentiality

During the term of this Agreement and five (5) years thereafter, each Party undertakes to treat all information and data of confidential nature, regardless of its form, belonging to or regarding the other Party or its business, as confidential ("Confidential Information") and shall not disclose the Confidential Information to any third party or use the Confidential Information for any other purpose than for the performance of its obligations under this Agreement.

10. Processing of personal data

Posti shall process the personal data of the Participants in accordance with the applicable data protection legislation in Finland.

Posti shall keep a privacy notice on the Campaign site at santa.post.fi where it provides information on the personal data processing related to the Campaign.

11. Force majeure

A Party shall not be liable for the consequences resulting from delay or non-performance of a contractual obligation, if the non-performance was caused by or unreasonably affected by circumstances, which the Party was unable to influence and to consider at the time of concluding the Agreement, and the consequences of which the Party could not have reasonably avoided or overcome.

12. Liabilities and breach of the Agreement

During the Campaign and the visit, the Participant shall bear full risk of any damage or accidents that may be met by him/her as a result of participating in the Campaign and any activities and for any interaction with any other Participants in connection with the Campaign.

For the sake of clarity, Posti shall not assume, or in any way be liable or responsible for any liabilities, damages, claims, taxes, or obligations the Participant may encounter or be responsible for by participating in the Campaign.

If the Participant is in breach of any provision of this Agreement, the Participant shall indemnify and hold Posti harmless of all direct damages that the breach of the Agreement has caused Posti.

TO THE MAXIMUM EXTENT PERMITTED BY LAW, POSTI SHALL NOT BE LIABLE TO YOU FOR ANY INDIRECT, INCIDENTAL, CONSEQUENTIAL, SPECIAL, PUNITIVE OR OTHER SIMILAR DAMAGES, OR LOSSES, ARISING OUT OF OR RELATING IN ANY WAY TO THESE CAMPAIGN TERMS OR THE CAMPAIGN, WHETHER BASED ON CONTRACT, TORT OR ANY OTHER LEGAL THEORY, AND WHETHER OR NOT POSTI HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. NOTHING IN THESE CAMPAIGN TERMS SHALL AFFECT THE STATUTORY RIGHTS OF ANY CONSUMER OR EXCLUDE OR RESTRICT ANY LIABILITY RESULTING FROM GROSS NEGLIGENCE OR WILLFUL MISCONDUCT OF POSTI OR FOR DEATH OR PERSONAL INJURY ARISING FROM ANY NEGLIGENCE OR FRAUD OF POSTI.

Each Participant agrees to release and hold harmless Posti, other Organizers, and each of their parent companies, affiliates, subsidiaries, officers, directors, representatives, agents and employees and partners, from any and all liability whatsoever for any injuries, losses or damages of any kind arising from or in connection with, either directly or indirectly from his/her 1) participation in the Campaign; or 2) participation in the Campaign Session and related activities.

13. Term of Agreement and Termination

This Agreement shall become effective once the Participant has agreed to these Campaign Terms and completed the social media challenge in accordance with section 1 of these Campaign Terms. This Agreement shall be in force until April 30th 2027. Sections 4.4 Rights to Campaign materials, 9. Confidentiality, 12. Liabilities and breach of the Agreement, and 14. Applicable law and disputes shall survive termination or expiration of this Agreement.

Without prejudice to any other remedy, it may have against the other Party for breach or non-performance of the Agreement, either Party shall have the right to terminate the Agreement with immediate effect in case the other Party fails to perform its obligations under the Agreement.

14. Applicable law and disputes

This Agreement shall be governed by and construed in accordance with the laws of Finland excluding its choice of law principles.

The Parties shall try to resolve any dispute, controversy or claim arising out of or relating to this Agreement or the breach, termination, or validity thereof (“Dispute”) amicably by way of negotiation. In case the negotiations fail, the Dispute shall be settled in the Helsinki District Court.

15. Compliance with laws and regulations

The Participant warrants and undertakes that he/she will comply with all laws, rules and regulations regarding his/her performance under this Agreement and that he/she holds all relevant certificates and permits necessary if any.

16. Miscellaneous

16.1 Assignment

The Participant may not assign the Agreement or any of its rights or delegate its obligations under the Agreement without Posti's prior written consent.

16.2 Former agreements

This Agreement is the whole Agreement between the Parties, unless otherwise expressly agreed, and supersede all previous Agreements, arrangements, discussion, representations, warranties and understandings, whether expressed or implied, written or oral, between the Parties regarding the subject matter hereof.

16.3 Amendments and modifications

This Agreement may be amended or modified only in writing signed by both Parties.

16.4 Partial invalidity

If any provision of this Agreement or a part thereof is considered invalid, it shall not imply that the Agreement in its entirety is invalid and such invalid provision shall be replaced with a provision that, as far as possible, is consistent with the invalid provision.