

THE VITA COCO T1 SWEEPSTAKES - OFFICIAL RULES
NO PURCHASE NECESSARY TO ENTER OR WIN
VOID WHERE PROHIBITED

Sweepstakes Period: The Vita Coco T1 Sweepstakes (the “Sweepstakes”) begins at 12:00 AM Eastern Time (“ET”) on January 1, 2023 and ends at 11:59 PM ET on February 28, 2023 (“Sweepstakes Period”).

Eligibility: Open to legal U.S. residents who are 18 years of age or older as of the date of entry (“Entrant”). Employees of The Vita Coco Company, Inc. (“Sponsor”), and any of their affiliates, parents, subsidiaries, distributors, suppliers, prize providers & promotion partners (including Doordash and affiliated entities), and advertising and promotion agencies associated with the Sweepstakes (collectively, “Sweepstakes Entities”) and members of their immediate family members (spouses, parents, children, and siblings and their spouses), and/or those living in the same household of each such employees are not eligible. Void where prohibited or restricted by law. Subject to all applicable federal, state, and local laws, ordinances and regulations. By entering the Sweepstakes, Entrants accept and agree to be bound by these Official Rules.

How to Enter: During the Sweepstakes Period, visit the Vita Coco T1 Sweepstakes website at vitacoco.com/roughmorning (“Website”) and then complete and submit the entry form as instructed to receive one (1) entry (“Entry”).

Limit one (1) Entry per Entrant per day during the Sweepstakes Period. Entries received in excess of this limitation will be void. Any attempt by an Entrant to obtain more than the stated number of Entries by using multiple/different accounts, devices, identities, registrations and logins, or any other methods will void that Entrant's Entries and that Entrant may be disqualified. Automated Entries are prohibited and use of any automated or computer system to participate is prohibited and will result in disqualification if detected. Normal Internet access and usage charges imposed by your online service may apply. If participating via mobile device, standard phone data rates and usage charges imposed by your phone service provider may apply. All Entries shall be the property of the Sponsor and will not be returned. In the event of a dispute over the identity of an online Entrant, Entry will be deemed submitted by the Authorized Account Holder of the e-mail address associated with the Entry. Authorized Account Holder is defined as the person assigned to an e-mail address by an Internet access provider, on-line service provider or other organization responsible for assigning e-mail addresses.

Winner Selection/Odds: An independent judging agency, will select the winners in a random drawing to be held on or about March 6, 2023 from among all eligible Entries received throughout the entire Sweepstakes Period. The odds of winning a prize depend upon the total number of eligible Entries received throughout the entire Sweepstakes Period and compliance with the exact requirements of these Official Rules.

Winner Notification/Verification: The potential winners will be contacted via email or U.S. Mail and may be required to sign and return a Declaration of Eligibility, Release of Liability/Prize Acceptance Form and a Publicity Release (except where prohibited by law) or complete and return an Address Confirmation/Eligibility Verification Form as instructed within five (5) days of notification attempt or prize may be forfeited and an alternate winner may be selected. Return of any prize or prize notification as undeliverable may result in disqualification and an alternate winner may be selected. Noncompliance may result in disqualification and an alternate eligible Entrant may be selected and contacted as stated above. Potential winners are subject to verification by Sponsor, whose decisions are final and binding in all matters relating to this Sweepstakes.

Prizes and Approximate Retail Value (“ARV”): Five (5) First Prizes: A \$500 Doordash gift card and a Vita Coco “Morning Recovery Kit.” ARV of First Prize: \$540 each. Ten (10) Second Prizes: A one (1) year supply of Vita Coco (awarded as 12 Cases of Vita Coco 500 ml Tetra) and a Vita Coco “Morning Recovery Kit.” ARV of Second Prize: \$370 each. Twenty-Five (25) Third Prizes: A “Rough Morning Recovery Kit.” ARV of Third Prize: \$40 each.

Total ARV of all prizes: \$7,400. Winners are solely responsible for all federal, state and local taxes associated with prize acceptance. Prizes are not transferable or assignable. No substitution or transfer of any prize is permitted, except that Sponsor may substitute a prize or prize component for one of equal value at any time and for any reason in its sole discretion. All items provided as part of the prizes are at Sponsor's sole discretion and subject to availability. Gift Cards provided as part of a prize are subject to terms and conditions of gift card issuer. Limit one (1) prize per Entrant.

General Rules: Incomplete, corrupted, or untimely Entries are void and will be disqualified. Sweepstakes Entities are not responsible for lost, late, incomplete, damaged or misdirected Entries/winner notification documents; lost, interrupted, or unavailable network, server, or other connections; or miscommunications, computer or software malfunctions, telephone transmission problems, technical failures, garbled transmissions, damage to a user's computer/phone equipment (software or hardware), or other errors or malfunctions of any kind, whether human, mechanical, electronic or otherwise. Proof of Entry will not be deemed to be proof of receipt by Sponsor. Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, or any part of it, if any fraud, technical failures or any other factor beyond Sponsor's reasonable control impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsor in its sole discretion, and in the event of cancellation, the prizes will be awarded in a random drawing from among all eligible Entries received in accordance with these Official Rules prior to cancellation. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. **WARNING: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE ASSOCIATED WITH THIS SWEEPSTAKES OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAW; SHOULD ANY SUCH ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO PROSECUTE AND SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.** Sponsor reserves the right at its sole discretion to disqualify any individual it finds: to be attempting to tamper with or undermine the entry process, and/or the legitimate operation of the Sweepstakes; to violate the Official Rules; or, to act in an unsportsmanlike or disruptive manner or with the intent to annoy, abuse, threaten, or harass any other person. If, for any reason, the Sweepstakes is not capable of running as planned, Sponsor may at any time, in its sole discretion, void any suspect Entries and (a) modify the Sweepstakes or suspend the Sweepstakes to address the impairment and then resume the Sweepstakes in a manner that best conforms to the spirit of these Official Rules; or (b) award the prizes at random from among all eligible Entries received in accordance with these Official Rules prior to cancellation.

Warranties and Representations; Release of Liability: You hereby hold each of the Sweepstakes Entities and each of their respective officers, directors, members, managers, employees, agents, representatives, successors and assigns (the "**Released Parties**") harmless from and against any third-party claim arising from use of any entry and you waive any right to inspect or approve uses of your Entry by Sponsor in connection with the Sweepstakes or to be compensated for any such uses. Participating in the Sweepstakes constitutes permission to the Sponsor to use a winner's name, address, and likeness in connection with the administration of the Sweepstakes only and as otherwise required by law. **By participating in the Sweepstakes, the Entrant agrees that Released Parties will have no liability whatsoever for, and will be held harmless by Entrant for: (i) any liability for any bodily injury, loss or damages of any kind to persons, including death, and property, due in whole or in part, directly or indirectly, from entry, the acceptance, possession, use or misuse of prize or component thereof, if applicable, or participation in the Sweepstakes or participation in any Sweepstakes related activity; (ii) unauthorized human intervention in the Sweepstakes; (iii) technical errors related to computers, servers, providers, or telephone, or network lines; (iv) printing errors; (v) lost, late, postage due, misdirected, or undeliverable mail; or (vi) errors in the administration of the Sweepstakes or the processing of Entries.** You waive the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages. You hereby represent and warrant that you have read these Official Rules and are fully familiar with their contents and agree to be bound by them.

WITHOUT LIMITING THE FOREGOING, EVERYTHING REGARDING THIS SWEEPSTAKES, INCLUDING THE WEBSITE AND PRIZE COMPONENTS, ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED,

INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, OR NONINFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATIONS OR EXCLUSIONS OF LIABILITY FOR CERTAIN DAMAGES OR EXCLUSIONS OF CERTAIN WARRANTIES, THEREFORE SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY.

Governing Law & Venue: Any and all disputes relating to the running of the Sweepstakes will be resolved in the appropriate courts in the state of New York exclusively, and subject to the internal, substantive laws of the state of New York. To the fullest extent permitted by law, by participating in the Sweepstakes, Entrants agree to the personal jurisdiction of such courts; waive any right of change of venue, *forum non conveniens* or like right; agree to bring any action regarding the Sweepstakes individually (not as part of a class action); and agree that their recovery shall be limited to actual out-of-pocket costs incurred in participating in the Sweepstakes (if any) and waive any and all damages (including but not limited to compensatory, punitive, consequential or incidental damages) as well as any right to attorneys' fees. With respect to disputes, should there be any conflict between the laws of New York and any other laws, the conflict will be resolved in favor of the laws of the state of New York.

Data Collection: Sponsor collects personal information from Entrants when they enter the Sweepstakes (and for when they may be deemed a winner of the Sweepstakes) for use in administration of the Sweepstakes. The information collected is subject to the Privacy Policy located at <https://www.vitacoco.com/privacy-policy/>. Except where prohibited, participation in the Sweepstakes constitutes an Entrant's consent to Sponsor's use of his/her name, likeness, voice, opinions, biographical information, and state of residence for promotional purposes in any media without further payment or consideration.

By entering the Sweepstakes, and checking the opt-in box on the entry form, you acknowledge and agree that Sponsor and the Sweepstakes Entities will use Entrant's information, including, without limitation, your e-mail address, for general solicitation, marketing, or other business or promotional activities in connection with the services and products provided by Sponsor or the participating companies. You may at any time revoke the use of such information by providing written notice to Sponsor and each other Sweepstakes Entities or by responding to a marketing email using the unsubscribe link provided in the email. Please note that your opt-out preference will apply to marketing communication and may not apply to transactional communication including those associated with your entry.

Winners List: To receive a winners List by email, available for ninety (90) days after February 28, 2023. send an email to: winners@dja.com with Vita Coco T1 Winners (2820-06) as the subject line. Winners Lists will be sent after all prizes have been awarded.

Sponsor: The Sponsor of the Sweepstakes is The Vita Coco Company, Inc., 250 Park Ave South, 7th Floor, New York, NY 10003. DOORDASH IS NOT A SPONSOR, CO-SPONSOR, OR ADMINISTRATOR OF THIS SWEEPSTAKES. DOORDASH TRADEMARKS AND COPYRIGHTS ARE PROPERTIES OF DOORDASH.