



ALU SWEEPSTAKES OFFICIAL RULES

ALTURA NFT LTD

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. THIS SWEEPSTAKES IS SUBJECT TO ALL APPLICABLE FEDERAL, STATE, AND LOCAL LAWS AND REGULATIONS.

This document constitutes the “Official Rules” of the ALU Sweepstakes (this “Sweepstakes”).

1. GENERAL ELIGIBILITY:

This Sweepstakes is open to individuals who are over the age of 21 at the time of entry. This Sweepstakes is void where prohibited or restricted by applicable law.

Each of the following is not eligible to participate in this Sweepstakes: employees of Altura NFT Ltd, a British Virgin Island limited company (“Sponsor”), Vendor, and either’s respective parent companies, subsidiaries, affiliates, suppliers, including any vendors providing services in connection with this Sweepstakes (collectively, the “Affiliates”), and any owners, employees, agents, directors, officers (including members of their immediate family—i.e., spouse, mother, father, in-laws, grandmother, grandfather, brother, sister, children, and grandchildren—or those in the same household) of Sponsor, Vendor, or any Affiliates.

2. How to Enter

To enter, you must follow the rules laid out on X, which can be found by reviewing any ongoing Sweepstakes by visiting <https://twitter.com/AlturaNFT>. Generally, these are the two ways to enter:

Option 1

1. Follow @alturanft on Instagram, Twitter/X, or TikTok (the “Social Media Platforms”)
2. Follow the instructions on any post mentioning this Sweepstakes, such as liking, commenting, or resharing.



2. How to Enter (Cont.)

Option 2

Email sweepstakes@alturanft.com and paste in the body of the email the information posted by the Sponsor on its Social Media Platform regarding the then-current Sweepstakes.

All entries are subject to Sponsor's Terms and Conditions, which can be found at https://www.alturanft.com/legal/terms_of_service.pdf. Details on any given Sweepstakes, such as start dates (each a "Start Date") and end dates (each an "End Date"), can be found on X by visiting <https://twitter.com/AlturaNFT> and reviewing any currently ongoing Sweepstakes. Any personal information collected will be used in accordance with Sponsor's privacy policy, which can be found at https://www.alturanft.com/legal/privacy_policy.pdf.

3. WINNER SELECTION/PRIZES:

Grand Prize: The number of entrants chosen (the "Potential Winners") will depend on the currently ongoing Sweepstakes, (which will be detailed on X). Potential Winners will be selected in a random drawing from all eligible entries received from the Start Date to the End Date for each Sweepstakes. The drawing will occur on the End Date at 10:30 a.m. ET. The Potential Winners who accept the prize and meet all the qualification criteria will receive the prize will be the "Winners." The prize will consist of ALU tokens and potentially additional items provided by third parties, which will be noted in the specific Sweepstakes announcements on X. The value of these prizes will be subject to the then-currently ongoing sweepstakes and will depend on ALU's market price on the date each Winner receives their prize.

The odds of winning will depend on the number of eligible entries received. Prizes are non-transferable, not returnable, and cannot be sold or redeemed for cash. No prize substitution is permitted, except by Sponsor in case of unavailability, in which case a prize of equal or greater value will be awarded. The Winners are responsible for payment of all federal, state, or other tax liabilities (including income taxes), if any, on any prize received, as well as any costs and expenses associated with prize acceptance and use of any prize.



4. PRIZE NOTIFICATION:

Potential Winners will be notified via direct message, email, and/or phone, utilizing information the entrant provided with the entrant's entry. For any and all prizing, the Winners may be required to complete, sign, and return by 6:00 p.m. ET on the End Date a liability and publicity release, unless prohibited by law. If one of the above Potential Winners refuses to comply with the above requirement or if a prize notification is returned as undeliverable, then that Potential Winner's prize may be forfeited and awarded to an alternate Potential Winner selected in a random drawing from all remaining eligible entries received, at Sponsor's sole discretion. The prizes will be awarded to each Winner's digital wallet within 14 calendar days after verification of Winners.

5. USE OF ENTRY:

By submitting an entry, each entrant agrees that Sponsor shall own the entry submitted (including all rights embodied therein in winning entries) and that Sponsor and its designees may exploit, edit, publish, use, adapt, modify, or dispose of any entry and elements embodied therein, online, in print, film, television, or in any other media now or hereafter known for advertising, promotional, or other purposes throughout the world, in perpetuity, without additional compensation or notification to, or permission of, the entrant, except as prohibited by applicable law. Further, by entering, entrants grant to Sponsor and its designees the right to use the entrant's information associated with the entry, including but not limited to the entrant's name, likenesses (avatars), photograph, entry, and any information contained therein in any media now or hereafter known for advertising, promotion, and/or other purposes throughout the world without additional compensation or notification to, or permission of the participant, except as prohibited by applicable law. Entrants represent and warrant that they have the authority to grant the rights set forth herein. For the avoidance of doubt, by submitting an entry, entrant grants permission for the entry to be re-posted by Sponsor on its website and its pages on any social media sites and otherwise used in accordance with rights granted herein.



6. SPECIAL SWEEPSTAKES LIMITATIONS:

Disqualification. Any attempts by an individual to access this Sweepstakes site via a bot script or other brute-force attack will result in that email address becoming ineligible. Any use of micro, automatic, programmed, robotic, or like entry methods will void all such entries by such methods, and entrants using such methods will be disqualified. Sponsor further reserves the right to disqualify any person who tampers with the entry process. Sponsor may prohibit an entrant from participating in this Sweepstakes if it determines that said entrant is attempting to undermine the legitimate operation of this Sweepstakes by cheating, hacking, deception, or other unfair playing practices or intending to abuse, threaten, or harass other entrants. Any attempt by an entrant or any other individual to deliberately damage, interfere with, or undermine the legitimate operation of this Sweepstakes is a violation of criminal and/or civil laws, and should such an attempt be made, Sponsor reserves the right to seek damages and other remedies from any such person to the fullest extent permitted by applicable law.

Sweepstakes Modification. Sponsor, in its sole discretion, reserves the right to cancel or modify this Sweepstakes without notice or liability if this Sweepstakes otherwise cannot operate as planned.

Technical Issues. Sponsor and its affiliates, subsidiaries, parent company, and agencies (together "Agents") assume no responsibility for any loss or damage to entrants' or to any other person's computer or other digital device relating to, or resulting from, entering or downloading any information or software in connection with this Sweepstakes. Sponsor and its Agents are not responsible for technical, hardware, software, or telephone/internet malfunctions of any kind, lost or unavailable network connections, or failed, incorrect, incomplete, inaccurate, garbled, or delayed electronic communications caused by the entrant, or by any of the equipment or programming associated with or utilized in this Sweepstakes, or by any human or other errors that may occur in connection with this Sweepstakes, including those that may occur on any blockchain or other distributed network of computers. If any of the foregoing malfunctions, errors, fraud, unauthorized intervention, or defects render Sponsor incapable of operating this Sweepstakes as planned or corrupt the integrity, or affect the administration, security, or fairness of this Sweepstakes, Sponsor, at its sole discretion, may suspend or cancel this Sweepstakes immediately. (Continued on Next Page)



6. SPECIAL SWEEPSTAKES LIMITATIONS (Cont.):

Prize Limits. Under no circumstances will more prizes than those set forth in these full Official Rules be awarded. If a technical error or the like occurs that results in more Potential Winners than available prizes for a particular prize level, then Sponsor may elect to hold a random drawing from all eligible claims received to award the number of prizes for the level of prize in dispute that have not yet been awarded.

No Waiver. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

Dispute Resolution. Except where prohibited by applicable law, Sponsor has the exclusive power to interpret these Official Rules, and Sponsor's decisions regarding any and all matters arising out of or related to this Sweepstakes are final and binding. All other issues and questions that are not covered in the preceding sentence, including those concerning the construction, validity, interpretation, and enforceability of these Official Rules, or the rights and obligations of entrant or Sponsor shall be resolved individually, without resorting to any form of class action, and shall be governed by, and construed in accordance with, the laws of Delaware, without giving effect to any choice of law or conflict of law rules (whether of Delaware or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than Delaware. In addition, any dispute relating to this Sweepstakes (including these Official Rules) shall be brought in the appropriate state or federal court having jurisdiction over the subject matter located in Delaware. Entrants hereby irrevocably consent to the personal jurisdiction of said courts and waive any claim of forum non conveniens or lack of personal jurisdiction that they may have. Any and all claims, judgment, and awards shall be limited to actual out-of-pocket costs incurred by entrant or Sponsor, as applicable. No party shall be entitled to receive attorneys' fees, and under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim (a) indirect, punitive, incidental, and consequential damages, (b) any other damages, other than for actual out-of-pocket expenses, and (c) any and all rights to have damages multiplied or otherwise increased.



7. RELEASE OF LIABILITY:

By entering, entrants and their families agree that Sponsor, Vender, the Affiliates, and their respective parents, subsidiaries, and affiliated companies and their owners, officers, directors, agents, and employees (collectively, "Released Parties") will have no liability or responsibility for any injuries, losses, or damages of any kind, including but not limited to death, injuries, damages, or losses to persons and property that may be sustained in connection with this Sweepstakes, the receipt, ownership, or use of the prize or while preparing for, participating in, and/or traveling to any prize-related activity, or accepting, possessing, using, or misusing any prize, and they will be held harmless against any claims of liability arising directly or indirectly from the prizes awarded. Released Parties are not responsible if any prize cannot be awarded or enjoyed due to cancellations, delays, or interruption due to weather, natural disaster, acts of war or terrorism, pandemics, epidemics, infrastructure failures, or other causes beyond Sponsor's reasonable control.

8. WINNERS LIST:

For a list of Winners' names, email Sponsor after the End Date at team@alturanft.com.

9. SPONSOR:

The "Sponsor" is Altura NFT Ltd, a British Virgin Islands limited company with a business address of Intershore Chambers, 3rd Floor, Geneva Place, Road Town, Tortola, British Virgin Islands VG1110. For any questions or concerns regarding this promotion, please contact team@alturanft.com.

This Sweepstakes is not authorized or sponsored by, or affiliated with, TikTok, Instagram, Twitter/X, or any other social media platform, each of which is not involved in this Sweepstakes in any way.

10. VENDOR:

The "Sponsor" is Altura NFT Ltd, a British Virgin Islands limited company with a business address of Intershore Chambers, 3rd Floor, Geneva Place, Road Town, Tortola, British Virgin Islands VG1110. For any questions or concerns regarding this promotion, please contact team@alturanft.com. (Continued on next page)



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10. ADDITIONAL LIMITATIONS:

THIS SWEEPSTAKES IS LIMITED TO LEGAL RESIDENTS AND IS VOID OUTSIDE THE 50 US STATES AND WASHINGTON, DC AND WHERE OTHERWISE PROHIBITED. THIS SWEEPSTAKES IS VOID IN NEW YORK, RHODE ISLAND, FLORIDA, ARIZONA, US TERRITORIES AND POSSESSIONS, AND INTERNATIONAL JURISDICTIONS UNLESS AND UNTIL THIS SWEEPSTAKES IS QUALIFIED IN THOSE LOCATIONS.

END OF OFFICIAL RULES