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Legal Terms & Conditions of the Promotion

"Run Valencia. Dream London. Imagine New York "

1. PROMOTION ORGANIZER

The company ALFICO, S.A.U., with registered address at Calle Muro, No. 42, 36800 Redondela (Pontevedra, Spain), and Tax ID No. A36614378 (hereinafter, the "Organizer"), organizes the promotion entitled "Run Valencia. Dream London. Imagine New York " (hereinafter, the "Promotion"), which will be conducted in Spain, Portugal, and Andorra and is open to individuals of legal age who meet the requirements set forth in these Terms and Conditions.

2. PROMOTION PERIOD

The Promotion will take place on December 6, 2026, coinciding with the Valencia Trinidad Alfonso Zurich Marathon 2026.

Entries submitted outside this period will not be accepted

3. ELIGIBILITY REQUIREMENTS

Participants must meet all of the following requirements:

a) Be at least 18 years old on the date of participation.

b) Be a legal resident of Spain, Portugal, or Andorra.

c) Hold an official race bib for the Valencia Trinidad Alfonso Zurich Marathon 2026.

d) Officially complete the race.

e) Have competed and finished the race wearing New Balance running shoes.

f) Register in person at the stand designated by the Organizer after the finish line, providing the information required for participation.

The Organizer may request any reasonable proof that these requirements have been met and reserves the right to verify their validity.

4. PROMOTION MECHANICS

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Once participants have completed the race, they must visit the area identified as:

"Run Valencia. Dream London. Imagine New York "

and register by presenting their official race bib.

A random drawing will be conducted among all valid entries using a computerized system designed to ensure impartiality and transparency.

The drawing will take place on February 2, 2027.

The following winners will be selected:

- Two (2) winners for the TCS New York City Marathon 2027 (https://www.nyrr.org/es/tcsnycmarathon).
- Two (2) winners for the TCS London Marathon 2027 (https://www.tcslondonmarathon.com/)
- Four (4) alternates for each of the two races

Alternates will replace winners in the order drawn if a winner declines the prize, cannot be contacted, or fails to meet the eligibility requirements.

5. PRIZES

TCS New York City Marathon 2027 Prize

Each of the two winners will receive:

- One (1) race entry for the TCS New York City Marathon 2027
- One round-trip Economy Class flight from Madrid or Barcelona to New York
- Five (5) nights of accommodation in a hotel selected by New Balance
- Official New Balance event product package
- On-site support and logistical assistance from New Balance or its appointed partners
- Access to preferential rates for accompanying guests through the official partner travel agency

TCS London Marathon 2027 Prize

Each of the two winners will receive:

- Each of the two winners will receive:
- One (1) race entry for the TCS London Marathon 2027
- One round-trip Economy Class flight from Madrid or Barcelona to London
- Three (3) nights of accommodation in a hotel selected by New Balance
- Official New Balance event product package

- On-site support and logistical assistance from New Balance or its appointed partners
- Access to preferential rates for accompanying guests through the official partner travel agency

Exclusions

Unless expressly stated otherwise, the following are not included in the prize:

- Personal expenses
- Meals and food allowance
- Additional travel insurance
- Visa fees or documentation costs
- Transportation not expressly included
- Any other expenses not specifically mentioned in these Terms and Conditions

Winners will be notified via the email address provided during registration and through New Balance Iberia's social media channels.

Winners shall be responsible for any tax obligations arising from receipt of the prize in accordance with applicable Spanish tax regulations. If legally required, the winner shall be responsible for any tax withholding or payment on account related to the prize.

6. LIMITATIONS

Should it become evident that any participant fails to comply with the participation rules of the Valencia Trinidad Alfonso Zurich Marathon, with the requirements established in these Terms and Conditions, or if the information provided for participation is invalid, their participation shall be deemed void and they shall automatically be excluded from the Promotion, forfeiting any rights to prizes awarded under it.

If, after confirming attendance at either marathon as a winner, a participant decides not to attend without justified cause once flights have been issued or services associated with the prize have been arranged, the winner may be held responsible solely for the actual and non-recoverable costs incurred by the Organizer. Such costs may include, but are not limited to, airfare, accommodation, and any demonstrable damages resulting from cancellation.

The following individuals are not eligible to participate:

1. Employees of any company or legal entity affiliated with ALFICO, S.A.U. / New Balance Iberia.
2. Individuals who directly or indirectly hold ownership interests in ALFICO, S.A.U.
3. Any individual who has directly or indirectly participated in the organization, preparation, or execution of this Promotion, including agencies, suppliers, collaborators, and service providers.

Prizes are non-transferable and may not be exchanged, altered, substituted, or redeemed for cash or any other product.

ALFICO, S.A.U. / New Balance Iberia reserves the right, where justified and after legally required notification, to modify, suspend, or extend the Promotion.

Participants will have a period of ten (10) calendar days from the date of the first prize notification to submit any justified claim. Claims will be reviewed and resolved within the same period. After this deadline, the winner will lose entitlement to the prize, which will then be awarded to the first alternate, and so on.

In cases of force majeure or circumstances beyond its control, ALFICO, S.A.U. / New Balance Iberia reserves the right to replace the prize with another of similar characteristics.

7. LIMITATION OF LIABILITY

By way of example and without limitation, the Organizer shall not be responsible for losses, theft, delays, or any circumstances attributable to third parties that may affect the Promotion. Nor shall it be responsible for the use made of the prize by the participant or winner, or for any damages or losses of any kind suffered by participants, winners, or third parties.

Likewise, the Organizer shall not be liable for force majeure events or unforeseen circumstances that may prevent the Promotion from taking place or prevent enjoyment of the prize, in whole or in part.

If the Promotion cannot be carried out due to fraud, technical errors, or any other circumstance beyond the control of ALFICO, S.A.U. affecting its normal operation, the Organizer reserves the right to cancel, modify, or suspend the Promotion, including the participation website.

8. DATA PROTECTION INFORMATION

In accordance with Regulation (EU) 2016/679 (GDPR) and Spanish Organic Law 3/2018 on Personal Data Protection and Digital Rights, participants are informed of the following:

Data Controller

ALFICO, S.A.U. Tax ID: A36614378

Address: Calle Muro, 42 36800 Redondela (Pontevedra), Spain

Telephone: +34 986 408 041 / +34 886 443 606

Email: marketing@newbalance.com

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Purpose and Legal Basis of Processing

1. To manage participation in the promotion, its execution, and fraud prevention. Processing is necessary for the performance of a contractual relationship.
2. To prevent fraud in the drawing. Processing is based on the legitimate interest of the data controller.
3. To publish the winner's race bib number through New Balance Iberia social media channels. Processing is based on the legitimate interest of promoting the drawing and ensuring transparency.

Data Retention

Personal data will be retained for as long as necessary to fulfill the stated purposes and, once blocked, for the longest applicable statutory limitation period.

Obligation to Provide Data

Providing personal data is necessary to participate in the Promotion. Without it, registration cannot be completed.

Disclosure of Data

Personal data may be shared with:

a) New Balance Athletics, Inc. and New Balance Athletic Shoes (UK) Ltd for prize management purposes.

b) Travel agencies, to enable them to contact winners and arrange flights, accommodation, transportation, marathon registration, and related services.

c) Service providers acting as data processors where necessary for the proper provision of contracted services.

d) Social media channels and communication media of the Organizer, in the event the participant is selected as a winner.

International Data Transfers

For the proper administration of the prize, data may be transferred to:

a) New Balance Athletics, Inc., located at 100 Guest Street, Boston, Massachusetts, USA. This transfer is based on the necessity of performing a contract in the interest of the data subject pursuant to Article 49(1)(d) GDPR.

b) New Balance Athletic Shoes (UK) Ltd, under the adequacy decision adopted by the European Commission regarding the United Kingdom on June 28, 2021.

c) Meta platforms (Facebook and Instagram), where publication of winners' race bib numbers may result in transfers to the United States or other jurisdictions in which their subprocessors operate. Such transfers are carried out through Standard Contractual Clauses or other valid transfer mechanisms.

Data Subject Rights

Participants have the right to:

- Access their personal data
- Rectify inaccurate or incomplete data
- Request erasure of their data
- Object to processing
- Request restriction of processing
- Exercising Rights

Requests must be submitted in writing to:

ALFICO, S.A.U. Calle Muro, 42 36800 Redondela (Pontevedra), Spain

or by email to: marketing@newbalance.com

Additional information is available at www.aepd.es.

Right to Lodge a Complaint

If participants believe their rights have not been respected, they may lodge a complaint with the Spanish Data Protection Agency (AEPD), Calle Jorge Juan, 6, 28001 Madrid, Spain, or through its electronic headquarters at:

https://sedeagpd.gob.es

Supporting documentation must accompany any complaint.

9. CHANGES

The Organizer reserves the right to modify or extend these Terms and Conditions, provided that such modifications do not prejudice or diminish the rights of participants in the Promotion

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10. APPLICABLE LAW AND JURISDICTION

This Promotion shall be governed by Spanish law.

Any claim or dispute arising in connection with the validity, interpretation, or implementation of these Terms and Conditions shall be subject to the jurisdiction of the competent Courts and Tribunals as determined by applicable law.

Redondela, october 2026.

