

**Oura Flip for the Ring Sweepstakes (“Sweepstakes”)
“Official Rules”**

- **ONSITE PRIZE FULFILLMENT AVAILABLE ONLY WHILE SUPPLIES LAST.**
- **NO PURCHASE IS NECESSARY TO PARTICIPATE OR WIN.**
- **VOID WHERE PROHIBITED BY LAW.**
- **ALL DISPUTES WILL BE RESOLVED SOLELY BY BINDING ARBITRATION AND PARTICIPANTS WAIVE THE ABILITY TO BRING CLAIMS IN A CLASS ACTION FORMAT.**

BY PARTICIPATING IN THE SWEEPSTAKES, YOU AGREE TO THESE OFFICIAL RULES, WHICH ARE A BINDING CONTRACT, SO READ THEM CAREFULLY BEFORE PARTICIPATING. WITHOUT LIMITATION, THESE OFFICIAL RULES INCLUDE INDEMNITIES TO THE RELEASED PARTIES FROM YOU AND A LIMITATION OF YOUR RIGHTS AND REMEDIES.

1. **ELIGIBILITY:** To enter the Sweepstakes you must: (i) be a legal resident of the fifty (50) United States or the District of Columbia, (ii) be eighteen (18) years of age or older and (iii) be present at the Oura Pawn Shop Experience event at 262 Mott Street in New York City, New York on June 4, 2026 during the Event Period (the “Event”). The Event begins at 12:00 p.m. (noon) Eastern Time (“ET”) on June 4, 2026 and ends at 7:00 p.m. ET on June 4, 2026, or when the Oura Ring Prize Cap is reached, whichever comes first (the “Event Period”). Employees, officers and directors of the Sweepstakes Entities, the immediate family members and those living in the same household as such employees, officers and directors (whether legally related or not) are not eligible to participate in the Sweepstakes. For purposes of this Sweepstakes, “Sponsor Entities” means OuraRing Inc.(“Sponsor”), Realtime Media LLC (“Administrator”), Frank & Partners, LLC, Matte Projects, and their respective parent companies, affiliates, subsidiaries, advertising, contest, fulfillment and marketing agencies (collectively, the “Sweepstakes Entities”). For purposes of this Sweepstakes, immediate family members are defined as spouse, partner, parents, legal guardians, in-laws, grandparents, siblings, children and grandchildren and their respective spouses, and those living in the same household shall mean people who share the same residence at least three (3) months a year, whether legally related or not. Void where prohibited by law. All federal, state, and local laws and regulations apply. By participating in the Sweepstakes, you unconditionally accept and agree to comply with and abide by these Official Rules and the decisions of Sponsor, including the interpretation of these Official Rules, the determination of the winners, and Sponsor’s exercise of discretion, which will be final, non-appealable, and binding in all respects.
2. **TIMING:** The “Sweepstakes Period” shall be the same as the Event Period. The designated clock of the Sponsor is the official time-keeping device of the Sweepstakes.
3. **HOW TO PARTICIPATE:** During the Sweepstakes Period, locate the Event and take your place in the Event queue, if any. When you are at the front of the queue line you shall present identification to the Event staff to demonstrate that you are eligible to participate in the Sweepstakes (i.e., prove you are over the age of 18 and a resident of the fifty (50) United States or the District of Columbia). Provided that Event staff determines you are eligible to participate in the Sweepstakes and the Oura Ring Prize Cap has not been reached, Event staff will flip a coin. Only one (1) coin flip is permitted per person. Event staff decisions, on behalf of the Sponsor, are final and binding regarding the results of the coin flip.

Attempts made by the same individual to flip the coin more than once may result in disqualification. Those who do not follow all Event staff instructions or direction, or abide by these Official Rules, may also be disqualified.
4. **WINNER DETERMINATION, PRIZES, AND FULFILLMENT:** The odds of receiving a prize depend on which side of the coin the coin flip lands on. The first two hundred fifty (250) participants where the coin flip lands with the Oura logo face up will receive an Oura Ring 5 (“Oura Ring Prize Cap”). Oura Ring 5 winners will be able to select an Oura Ring 5 in the size and color of their choice. If the Event staff does not have any Oura Ring 5’s in the size and color desired by the participant, then Event staff will issue

a voucher for the Oura Ring 5 for the participant to redeem at their convenience. The approximate retail value ("ARV") of each Oura Ring 5 is \$500. The total ARV of all prizes is \$125,000. All winners will be required to provide Event staff, on behalf of Sponsor, with their full legal name, address, and email address.

Limit one (1) prize per person. Prizes are non-returnable, with no substitutions or cash redemptions except at Sponsor's sole and absolute discretion. In the case of unavailability of a prize, Sponsor reserves the right to substitute a prize of equal or greater value. Prizes are awarded "AS IS" and without warranty of any kind, express or implied (including, without limitation, any implied warranty of merchantability or fitness for a particular purpose). Each winner will be solely responsible for all federal, state, and/or local taxes, and for any other fees or costs associated with the prize received, including any subscription and shipping fees, regardless of whether it, in whole or in part, is used. The ARV of the prizes are based on available information as of the time these Official Rules are printed and may fluctuate. The Released Parties are not responsible for, and winner will not receive the difference, if any, between the actual value of the prize at the time of award and the stated ARV in these Official Rules or in any Sweepstakes-related correspondence or material. Any unclaimed prize will be forfeited. If a participant is determined to be ineligible by Sponsor in its sole and absolute discretion or otherwise fails to fully comply with these Official Rules, such participant will forfeit the prize. If prize supplies have not been exhausted by the end of the Sweepstakes Period, such prizes will not be awarded

5. **GENERAL:** Subject to applicable law, each participant hereby expressly grants to the Sweepstakes Entities and their respective successors, assigns, sublicensees and designees, the irrevocable right to use and publish his/her name, likeness (photographic or simulated), voice, biography and place of residence for all purposes, including, without limitation, advertising, marketing, promotional and publicity purposes in connection with this Sweepstakes and the Event ("Advertising"), in any and all media now or hereafter devised, worldwide, in perpetuity, without any form of notice, permission or any amount or kind of compensation. All copyright, trademark or other intellectual property rights in such Advertising shall be owned by Sponsor and/or its licensors, and each participant hereby disclaims and waives any claim of right to such Advertising. Such Advertising shall be solely under the control of Sponsor and/or its licensors, and each participant hereby waives any claim of control over the Advertising content as well as any possible claims of misuse of a participant's name, likeness or voice under contract, tort or any other theory of law.

In the event there is a discrepancy or inconsistency between disclosures and other statements contained in any Event and/or Sweepstakes materials and these Official Rules, these Official Rules shall prevail, govern, and control. In the event Sponsor is prevented from continuing with the Sweepstakes by any event beyond its control, including, but not limited to, fire, flood, epidemic, earthquake, explosion, labor dispute or strike, act of God or public enemy, communications or equipment failure, utility or service interruptions, riot or civil disturbance, terrorist threat or activity, war (declared or undeclared), interference with the Sweepstakes by any party, or any federal, state, or local government law, order, or regulation, order of any court or jurisdiction, or other cause not reasonably within Sponsor's control (each, a "Force Majeure" event or occurrence), Sponsor shall have the right to modify, suspend or terminate the Sweepstakes. Sponsor additionally reserves the right, in its sole and absolute discretion to modify, suspend or terminate the Sweepstakes should causes beyond Sponsor's control corrupt or interfere with the administration, integrity, operation, security or proper execution of the Sweepstakes.

6. **CONDUCT:** The Released Parties are not responsible for the actions of participants in connection with the Sweepstakes, including participants' attempts to circumvent the Official Rules or otherwise interfere with the administration, security, fairness, integrity or proper conduct of the Sweepstakes. Sponsor reserves the right, in its sole discretion, to disqualify (or terminate the prize of) any individual who is found to be, or suspected of, acting in any manner deemed by the Sponsor to be in violation of the Official Rules, or to be unsportsmanlike or disruptive, or with intent to annoy, abuse, threaten or harass any other person, or to be tampering with the entry process or the operation of the Sweepstakes, and void all associated entries and/or registrations. If, for any reason, the Sweepstakes (or any part thereof) is not capable of running as planned for reasons which may include, without limitation, tampering,

unauthorized intervention, fraud, technical failures, or any other causes which may corrupt or affect the administration, security, fairness, integrity or proper conduct of this Sweepstakes, then the Sponsor reserves the right in its sole discretion to cancel, terminate, modify or suspend the Sweepstakes in whole or in part. CAUTION: ANY ATTEMPT BY A USER, YOU OR ANY OTHER INDIVIDUAL TO DAMAGE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, THE SWEEPSTAKES ENTITIES RESERVE THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES (INCLUDING ATTORNEYS' FEES) FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

7. **WAIVERS AND DISCLAIMERS:** The Released Parties assume no responsibility or liability for: (a) any unauthorized access to, or theft, destruction or alteration of prizes at any point in the operation of this Sweepstakes; (b) any technical malfunction, failure, error, omission, interruption, deletion, defect, delay in operation or communications line failure, regardless of cause, with regard to any equipment, systems, networks, lines, cable, satellites, servers, computers or providers utilized in any aspect of the operation of the Sweepstakes; or (c) computer hardware or software malfunctions, failures or difficulties, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Sweepstakes, including, without limitation, errors or difficulties which may occur in connection with the administration of the Sweepstakes, or in any other Sweepstakes-related materials.
8. **RELEASES:** All participants, as a condition of participation in this Sweepstakes, release, discharge, indemnify and hold harmless the Sweepstakes Entities, and each of their respective directors, officers, employees, agents, successors and assigns (collectively, "Released Parties") from and against any and all liability, claims, costs (including attorneys' fees), losses, damages, fines, or actions of any kind whatsoever for injuries, death, damages, or losses to persons or property which may be sustained, in whole or in part, directly or indirectly, in connection with: (i) participation in any aspect of the Sweepstakes (including travel to/from any Event activity); (ii) the receipt, ownership, use or misuse of a prize received; (iii) Released Parties and their respective successors, assigns, sublicensees and designees' violation of rights of publicity or privacy, claims of defamation or portrayal in a false light or based on any claim of infringement of intellectual property; or (iv) any typographical, human or other error in the printing, offering, selection, operation or announcement of any Sweepstakes activity and/or prize.
9. **GOVERNING LAW AND LIMITATION OF LIABILITY:** All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules or the rights and obligations of participants or the Released Parties in connection with the Sweepstakes will be governed by and construed in accordance with the internal laws of the State of California, without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other laws.

BY PARTICIPATING IN THE SWEEPSTAKES, PARTICIPANT AGREES THAT TO THE EXTENT PERMITTED BY APPLICABLE LAW: (A) ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THE SWEEPSTAKES, OR ANY PRIZE RECEIVED, WILL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION; (B) ANY AND ALL CLAIMS, JUDGMENTS AND AWARDS WILL BE LIMITED TO ACTUAL THIRD-PARTY, OUT-OF-POCKET COSTS INCURRED (IF ANY) NOT TO EXCEED TEN DOLLARS (\$10.00), BUT IN NO EVENT WILL ATTORNEYS' FEES BE AWARDED OR RECOVERABLE; (C) UNDER NO CIRCUMSTANCES WILL ANY PARTICIPANT BE PERMITTED TO OBTAIN ANY AWARD FOR, AND PARTICIPANT HEREBY KNOWINGLY AND EXPRESSLY WAIVES ALL RIGHTS TO SEEK, PUNITIVE, INCIDENTAL, CONSEQUENTIAL OR SPECIAL DAMAGES, LOST PROFITS AND/OR ANY OTHER DAMAGES, OTHER THAN ACTUAL OUT OF POCKET EXPENSES NOT TO EXCEED TEN DOLLARS (\$10.00), AND/OR ANY RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED; AND (D) PARTICIPANTS' REMEDIES ARE LIMITED TO A CLAIM FOR MONEY DAMAGES (IF ANY) AND PARTICIPANT IRREVOCABLY WAIVES ANY RIGHT TO SEEK

INJUNCTIVE OR EQUITABLE RELIEF. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY, SO THE ABOVE MAY NOT APPLY TO YOU.

- 10. DISPUTE RESOLUTION:** The parties each agree to finally settle all disputes only through arbitration; provided, however, the Sponsor shall be entitled to seek injunctive or equitable relief in the state and federal courts in the State of California, and any other court with jurisdiction over the parties. In arbitration, there is no judge or jury, and review is limited. The arbitrator's decision and award is final and binding, with limited exceptions, and judgment on the award may be entered in any court with jurisdiction. The parties agree that, except as set forth above, any claim, suit, action or proceeding arising out of or relating to this Sweepstakes shall be resolved solely by binding arbitration before a sole arbitrator under the streamlined Arbitration Rules Procedures of JAMS Inc. ("JAMS") or any successor to JAMS. In the event JAMS is unwilling or unable to set a hearing date within fourteen (14) days of the filing of a "Demand for Arbitration", then either party can elect to have the arbitration administered by the American Arbitration Association ("AAA") or any other mutually agreeable arbitration administration service. If an in-person hearing is required, then it will take place in the State of California. The federal or state law that applies to these Official Rules will also apply during the arbitration. Disputes will be arbitrated only on an individual basis and will not be consolidated with any other proceedings that involve any claims or controversy of another party, including any class actions; provided, however, if for any reason any court or arbitrator holds that this restriction is unconscionable or unenforceable, then the agreement to arbitrate doesn't apply and the dispute must be brought in a court of competent jurisdiction in the State of California. Sponsor agrees to pay the administrative and arbitrator's fees in order to conduct the arbitration (but specifically excluding any travel or other costs of participant to attend the arbitration hearing). Either party may, notwithstanding this provision, bring qualifying claims in small claims court.
- 11. ENTRY INFORMATION AND EXPERIENCE COMMUNICATIONS:** As a condition of participating in the Sweepstakes, each participant gives consent for Sponsor to obtain and deliver his or her name, address and other information to third parties for the purpose of administering this Sweepstakes and to comply with applicable laws, regulations and rules. Any information a participant provides to Sponsor may be used to communicate with the participant in relation to this Sweepstakes or on a Sweepstakes winner's list. By participating in the Sweepstakes, each participant agrees to all of the terms and conditions of the Sponsor's Privacy Policy, which is available at <https://ouraring.com/privacy-policy>. In the event of any discrepancy between the Sponsor's Privacy Policy and these Official Rules, these Official Rules shall control and govern.
- 12. MISCELLANEOUS:** The invalidity or unenforceability of any provision of these Official Rules will not affect the validity or enforceability of any other provision. In the event that any provision of the Official Rules is determined to be invalid or otherwise unenforceable or illegal, the other provisions will remain in effect and will be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. Sponsor's failure to enforce any term of these Official Rules will not constitute a waiver of that provision. Participants agree to waive any rights to claim ambiguity of these Official Rules. Headings are solely for convenience of reference and will not be deemed to affect in any manner the meaning or intent of the documents or any provision hereof. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Sweepstakes-related materials, privacy policy or terms of use on any website, social media platform or application and/or the terms and conditions of the Official Rules, the Official Rules shall prevail, govern and control and the discrepancy will be resolved in Sponsor's sole and absolute discretion
- 13. LIST OF WINNERS:** To obtain a list of the winners, send a self-addressed, stamped envelope by August 3, 2026 to: Oura Flip For the Ring Sweepstakes (12531) Winners List Request, c/o Realtime Media, 2460 General Armistead Ave, Suite 209, West Norriton, PA 19403.
- 14. SPONSOR:** OuraRing Inc., 500 Pine Street, San Francisco, California 94108.
- 15. ADMINISTRATOR:** Realtime Media LLC, 2460 General Armistead Ave, Suite 209, West Norriton, PA 19403.