

OFFICIAL CONTEST RULES

THE HYUNDAI EXPERIENCE

1. NO ENTRY FEE. NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN.

2. GENERAL INFORMATION: The HYUNDAI EXPERIENCE CONTEST (“Contest”) consists into 3 (three) time limited events in the game Asphalt Legends Unite. The first time limited event begins at 08:00AM GMT on April 3, 2025 and ends at 23:59PM GMT on April 9, 2025, the second time limited event begins at 08:00AM GMT on April 10, 2025 and ends at 23:59PM GMT on April 16, 2025 and the third time limited event begins at 08:00AM GMT on April 17, 2025 and ends at 23:59PM GMT on April 30, 2025 (together the “Contest Period”). VOID WHERE PROHIBITED OR RESTRICTED BY LAW.

3. SPONSOR: The Contest is Sponsored by Gameloft Inc., Hyundai Motor Company and SOOP Co., Ltd (acting as an agent of Hyundai Motor Company) (together the “Sponsor”). Sponsor will conduct the Contest substantially as described in these Official Rules. Gameloft Inc. is the sole operator and administrator of the Contest within the game Asphalt Legends Unite, responsible for managing gameplay, recording player performance, and collecting relevant data during the contest period. All copyrights and trademarks are the property of their respective owners. This Promotion is not sponsored, endorsed, administered by, or associated with Facebook, Twitter, Instagram or Discord.

4. ELIGIBILITY: The Contest is open only to natural persons who (i) are at least 18 years of age or older (at the time of entry) (and, if the entrant is a minor in his/her state of residence, who enter with the permission of a parent or guardian), and (ii) are eligible to enter the Contest as set forth in these Official Rules. Residents of the following jurisdictions are not eligible to enter the Contest: China, Cuba, Iran, Italy, Russia, Belarus, the Kherson, Zaporizhzhia, Crimea, Donetsk and Luhansk regions of Ukraine, Syria, North Korea, Brazil, Myanmar (formerly Burma), the United States states of Florida, New-York City and Rhodes Island, Vietnam, Philippines, Australia, Egypt and Sudan, and any other jurisdictions where the Contest is prohibited or restricted by applicable law. Employees of the Sponsor and their respective parent companies; affiliates; subsidiaries; advertising, promotion, fulfillment or other coordinating agencies; individuals providing services to the Sponsor through an outsourcer or temporary employment agency during the Contest Period; and their respective immediate family members and persons living in their same household are not eligible to participate in the Contest. The Contest is subject to all applicable federal, state, and local laws and regulations. By participating in the Contest, entrants agree fully and unconditionally to these Official Rules and Sponsor’s decisions, which are final and binding in all matters related to the Contest. Eligibility to win a prize is contingent upon complying with and fulfilling all requirements set forth herein. Hyundai Motor Company shall not be liable for any technical failures, server issues, software malfunctions, or other problems related to the operation of the Contest.

5. HOW TO ENTER: During the Contest Period, play the game Asphalt Legend Unite, enter into the dedicated time limited events, race to be the fastest player and register into the web form available at <https://asphaltcup.com/hyundaiexperience> (the "Submission"). No random drawings, sweepstakes, raffles or other elements of chance are utilized to determine the Prize winners.

Participation in any qualifier tournament constitutes agreement to visit Korea as part of the winner's benefits if the player secures a winning position.

AN ENTRANT MAY ONLY SUBMIT ONE ENTRY PER TIME LIMITED EVENT DURING THE CONTEST PERIOD (being specified that entrants can race several times with the same account but only the best time will be recorded). ENTRIES RECEIVED BY ONE ENTRANT FROM MULTIPLE ACCOUNTS SHALL BE DISQUALIFIED. Attempts made by the same individual to submit multiple entries by using multiple accounts or otherwise may be disqualified. Entries generated by script, macro, robotic, programmed, or any other automated means are prohibited and will be disqualified.

All determinations of eligibility shall be final and binding. For the avoidance of doubt, Gameloft may not provide entrant with confirmation of Contest entry.

6. N/A

7. CONTEST WINNER DETERMINATION: The Contest winners will be the winners of each of the 3 (three) in-game time limited events. There will be 3 (three) winners. If two players have the same time, Hyundai Motor Company and SOOP Co., Ltd may conduct a lucky draw to determine the winner.

8. NOTIFICATION: SOOP Co., Ltd., acting as an agent of Hyundai Motor Company, will be responsible for contacting the winners on behalf of Hyundai Motor Company. SOOP Co., Ltd. will make up to two (2) attempts over the 48-hour period following the winner's selection and contact to reach the potential winner. SOOP Co., Ltd may contact the winners by email and their Discord account. SOOP Co., Ltd shall contact the winners between May 1, 2025 and May 9, 2025. If the potential winner cannot be reached during the 48-hour period in which he/she is contacted such potential winner will be disqualified and an alternate winner will be selected using the same winning criteria described above from among the remaining applicable eligible entries received. The return of a potential winner's notification, prize information, or the prize as undeliverable or rejection of the prize by the potential winner will result in disqualification of the potential winner and an alternate potential winner may be selected pursuant to the winning criteria. Hyundai Motor Company and SOOP Co., Ltd reserve the right to modify the notification procedures in connection with the selection of any alternate potential winners, if any. In the event of a dispute about the identity of an entrant, each entry will be declared made by the authorized account holder of the email address associated with the potential winner's entry. The authorized account holder is defined as the natural person who is assigned to an email

address by an Internet Service Provider, online access provider or other organization (e.g., business, educational institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address. With respect to each winning entry, the winner may be required to provide proof that the winner is the authorized account holder of the email address associated with the winning entry and is otherwise eligible to enter the Contest.

9. PRIZES: Hyundai Motor Company and SOOP Co., Ltd will be responsible to reward the prizes with SOOP Co., Ltd. acting as an agent of Hyundai Motor Company.

Grand Prize: Three (3) Grand Prize winners will be each awarded the following: One (1) all paid experience to South Korea to live the Hyundai experience.

The reward will be a trip to Korea on the 6-7-8-9-10 (5 days / 4nights) of June, 2025, attending the Hyundai N Festival, visits to Korean tourist attractions, and Experiencing K-food. (subject to change at SOOP Co., Ltd sole discretion). SOOP Co., Ltd will provide round-trip airfare, accommodations, meals, and domestic transportation in South Korea for. Any additional costs not explicitly covered are the responsibility of the participant. Sop Co., Ltd is not responsible for any additional travel or accommodation expenses incurred from extended stays before or after the official tour dates.

Approximate retail value of the Grand Prize is 8100 euros. No transfer, or cash or other substitution of prizes allowed except that SOOP Co., Ltd reserves the right, in its sole and absolute discretion, to substitute a prize or prize component of comparable or greater value. SOOP Co., Ltd will not replace any lost or stolen prizes once in winner's possession.

SOOP Co., Ltd reserves the right to modify the travel schedule, program details, or benefits due to operational reasons, natural disasters, government regulations, or other force majeure circumstances. In the event of a schedule change, participants will be notified as early as possible.

10. PRIZE CONDITIONS: SOOP Co., Ltd., acting as the authorized agent of Hyundai Motor Company, shall be responsible for administering and managing the prize distribution process on behalf of Hyundai Motor Company. A potential prize winner shall obtain travel visa if needed, all necessary passports, an n Driving Permit (IDP), any travel documents required for entry into South Korea, sign the Affidavit of Eligibility and Liability Release and a Publicity Release provided by SOOP Co., Ltd ("Affidavit/Release"). If a winner is unable to travel to South Korea due to visa denial, personal circumstances, health issues, or other reasons, Hyundai Motor Company and SOOP Co., Ltd are not obligated to provide a replacement benefit, and the winner's placement may be reallocated. Visa approval and processing times are subject to the immigration policies of each country, and Hyundai Motor Company and SOOP Co., Ltd are not responsible for issues related to visa denial or delay. Hyundai Motor Company and SOOP Co., Ltd shall not be liable for any disadvantages arising from incomplete documentation. Winner shall complete all necessary preparations in advance to ensure entry in South Korea and enjoy the full Hyundai Experience. Potential

prize winners may also be required by providing Sponsor with their player name, Real ID, User ID, friend codes, and/or the platform they use in order to claim his/her prize. Such documents must be signed and returned by the date and/or time indicated within such documents. If the documents are not signed and returned within that time, or if an entrant is found to be ineligible, or if an entrant does not comply with these Official Rules, each as determined by Sponsor in Sponsor's sole discretion, then the potential winner will be disqualified and an alternate potential winner will be selected based on the winning criteria. Entrant waives the right to assert as a cost of winning a prize any and all costs of verification and redemption to redeem said prize and any liability which might arise from redeeming or seeking to redeem said prize. Sponsor is not responsible for fraudulent calls or emails made to entrants not by Sponsor. All entries are subject to verification prior to awarding of prizes. Eligibility, age, and claims made by prize winners also are subject to verification prior to awarding of prizes. Each winner may bring one companion, but all expenses related to the companion's travel and participation in the program must be fully covered by the companion. SOOP Co., Ltd will select airlines and hotels at its discretion and is not liable for baggage issues, delays, cancellations, or substitutions caused by airlines, hotels, transport providers, or similar service vendors. Winners must comply with all rules and guidelines set by SOOP Co., Ltd throughout the official program. Misconduct such as disruption of the event, violation of public order, or legal infractions may result in restrictions, warnings, or removal from the program. Winners are solely responsible for any personal incidents, health issues, or losses that may occur during the trip. SOOP Co., Ltd assumes no legal liability for such matters. • SOOP Co., Ltd will provide basic travel insurance for the duration of the Korea trip. Winners are strongly encouraged to purchase additional insurance if extra coverage is desired. SOOP Co., Ltd will not be held responsible for any illness, injury, or loss of personal items during the trip, and participants are expected to make proper arrangements accordingly.

11. TAXES: All federal, state, provincial, and local taxes and other tax liabilities (including income taxes), if any, and other incidental costs or expenses not identified in these rules are the sole responsibilities of the winners. Winners are responsible for checking and fulfilling any tax obligations according to their own country's tax laws and winners may be issued an IRS 1099 Form for the fair market value of the prize. Taxes that may be incurred in the winner's home country are not the responsibility of Sponsor. For tax purposes in South Korea, winners may be asked to submit a Certificate of Entry and Exit.

12. RELEASE: By participating in the Contest, entrants agree to release, indemnify, defend and hold Sponsor, and its parents, affiliates, subsidiaries, directors, officers, employees, and agents, including advertising and promotion agencies, and assigns, and any other organizations/entities related to the Contest as well as Facebook/Twitter, Instagram and or/ Discord (collectively, "Releasees") harmless from any and all claims, injuries, damages, expenses, or losses to person or property and/or liabilities of any nature that in any way arise from participation in the Contest or acceptance or use of a prize or parts thereof, including without limitation (i) any condition caused by events beyond Releasees' control that may cause the Contest to be disrupted or corrupted; (ii) any injuries, losses, or damages (compensatory, direct, incidental, consequential, or otherwise) of any kind arising in connection with or as a result of any prize, or acceptance, possession, or use of any prize,

or from participation in the Contest; and (iii) any printing or typographical errors in any materials associated with the Contest. Entrants and Winners acknowledge and agree that SOOP Co., Ltd. is solely responsible for contacting the winners, awarding the prize, and ensuring the proper organization and execution of the trip, including all related liabilities. Gameloft Inc. shall bear no responsibility or liability whatsoever in connection therewith. Entrants and Winners acknowledge and agree that SOOP Co., Ltd. is solely responsible, under Hyundai Motor Company's delegation, for contacting the winners, awarding the prize, ensuring the proper organization and execution of the trip, any hospitality operation including all related liabilities. Gameloft Inc. shall bear no responsibility or liability whatsoever in connection therewith.

13. LIMITATION OF LIABILITY: The Releasees are not responsible for (i) late, lost, delayed, damaged, incomplete, illegible, misdirected or undeliverable entries, responses, or other correspondence (including prizes), whether through the platform, by e-mail or postal mail or otherwise; (ii) theft, destruction, unauthorized access to or alterations of entry materials; or (iii) phone, electrical, network, computer, hardware, software program, or transmission malfunctions, failures or difficulties. Prizes are awarded "as is, where is," without warranty of any kind, express or implied, including without limitation any warranty of merchantability or suitability for a particular purpose. Except where prohibited, by participating in the Contest and submitting an entry, each entrant agrees that: (i) any and all disputes, claims and causes of action arising out of or in connection with the prize awarded, determination of a winner, or any other matter relating to the Contest that cannot be resolved between such entrant and any Releasees shall be resolved individually, without resort to any form of class action; and (ii) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the Contest, but in no event attorneys' fees. Notwithstanding anything to the contrary herein, in no event shall any entrant seek or be entitled to rescission, injunctive or other equitable relief or to enjoin or restrain the production, distribution, exhibition, operation or other exploitation of Gameloft's platform, the Contest, any website, content, advertising or other materials used, displayed or issued in connection with the Contest, or any submission or entry, and such entrant's rights and remedies in any such event shall be strictly limited to the right to recover money damages, if any, in an action at law. IN NO EVENT WILL ANY OF THE RELEASEES BE LIABLE FOR ANY DIRECT, SPECIAL, INCIDENTAL, EXEMPLARY, PUNITIVE OR CONSEQUENTIAL DAMAGES (INCLUDING LOSS OF USE, DATA, BUSINESS OR PROFITS) ARISING OUT OF OR IN CONNECTION WITH PARTICIPATION IN THE CONTEST, WHETHER SUCH LIABILITY ARISES FROM ANY CLAIM BASED UPON CONTRACT, WARRANTY, TORT (INCLUDING NEGLIGENCE), STRICT LIABILITY OR OTHERWISE, AND WHETHER OR NOT SUCH PARTY HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH LOSS OR DAMAGE. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE LIMITATION OR EXCLUSION MAY NOT APPLY TO ALL ENTRANTS.

14. PUBLICITY RELEASE: Except where prohibited, an entrant's participation in the Contest constitutes consent to the perpetual, worldwide, royalty-free use of his/her name, photo, and/or likeness, biographical information, entry, and statements attributed to him/her by any Releasee for advertising and promotional purposes, including without

limitation, inclusion on Sponsor's platform, in its e-mail blasts and any other media chosen by Sponsor without compensation or additional compensation.

15. GENERAL CONDITIONS: By participating in the Contest, each entrant acknowledges that he/she has read these Official Rules and agrees to be bound by them and by the decisions of Sponsor, which are final and binding on all matters pertaining to the Contest. Non-compliance with these Official Rules may result in disqualification and all associated entries will be void. Sponsor reserves the right, in its sole discretion and without liability to the entrant, to cancel, modify or suspend the Contest in whole or in part, in the event of fraud, technical or other difficulties or if the integrity of the Contest is compromised. Sponsor reserves the right to disqualify any entrant or winner, as determined by Sponsor, in its sole discretion and without liability to the entrant or winner. The Contest is subject to these Official Rules and all applicable federal, state, provincial, and local laws and regulations. The Contest is void where prohibited or restricted by law. All disputes, issues and/or questions concerning the Contest, including the rights and obligations of the entrant and Gameloft in connection with the Contest, or the construction, validity, interpretation and enforceability of these Official Rules shall be governed by, and construed in accordance with, the laws of the State of California without giving effect to any choice of law or conflict of law rules (whether of the State of California or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of California. Any legal actions, suits or proceedings related to the Contest (whether for breach of contract, tortious conduct or otherwise) will be brought exclusively in the state or federal courts located in Los Angeles County, California, and each entrant accepts and submits to the personal jurisdiction of such courts with respect to any legal actions, suits or proceedings arising out of or related to the Contest. Sponsor may substitute prizes of equivalent value, amend the rules, or discontinue the Contest at any time for any reason. Sponsor disclaims any responsibility to notify entrants of any aspect related to the conduct of the Contest.

16. PRIVACY AND PERSONAL INFORMATION: Gameloft may collect personal data about entrants online and use such data in accordance with Gameloft's privacy policies at <http://www.gameloft.com/privacy-notice> ("Privacy Policies") and as set forth in these Official Rules. Please review these Official Rules and the Privacy Policies carefully. By participating in the Contest, entrants hereby agree to such collection and use of their personal information by Gameloft, either collectively or individually, and acknowledge that they have read and accepted these Official Rules and the Privacy Policies. The personal data of the winners will be transferred to SOOP Co., Ltd (acting as an agent of Hyundai Motor Company) for the purpose of booking flights, accommodations, and other necessary arrangements for the Korea invitation program. Any personal data collected for the invitation program will be immediately deleted upon its completion.

17. FORCE MAJEURE: Without limiting any other provision in these Official Rules, in the event that any of the entrant's activities, Contest's activities or the Releasees' operations or activities are affected, as determined by Sponsor, in their sole discretion, including, without limitation, by reason of any acts of God, any action, regulation, order or request by any governmental or quasi-governmental entity (whether or not the action, regulations, order or request proves to be invalid), equipment failure, threatened terrorist acts, terrorist acts,

air raid, blackout, act of public enemy, earthquake, war (declared or undeclared), fire, flood, epidemic or public health crisis (e.g. SARS), explosion, unusually severe weather, hurricane, embargo, labor dispute or strike (whether legal or illegal) labor or material shortage, transportation interruption of any kind, work slow-down, civil disturbance, insurrection, riot, or any law, rule, regulation, order or other action adopted or taken by any governmental, federal, state or local government authority, or any other cause, whether or not specifically mentioned above, subject to any governmental approval that may be required, Sponsor shall have the right to modify, suspend, or terminate the Contest, and no Releasees shall be responsible or liable to any entrant or prize winner or any person claiming through such entrant or prize winner for failure to supply the prize or any part thereof. Sponsor is not responsible for electronic communications that are undeliverable as a result of any form of active or passive filtering of any kind, or insufficient space in entrant's e-mail account to receive e-mail messages.

18. MISCELLANEOUS: The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. Sponsor's failure to (or decision not to) enforce any provision in these Official Rules shall not constitute a waiver of that or any other provision. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Contest-related materials and these Official Rules, these Official Rules shall prevail, govern, and control and the discrepancy will be resolved in Sponsor's sole and absolute discretion.

19. WINNER'S LIST: For the name of the official prize winners, available after the conclusion of the Contest, or a copy of these Official Rules, send a self-addressed, stamped envelope to "The Hyundai Experience Contest" - WINNERS LIST <OR> OFFICIAL RULES (PLEASE SPECIFY WHICH), Gameloft Inc., 156 Fifth Ave – Suite 602 New York, NY 10010, USA. Vermont residents may omit return postage for Official Rules requests. Official Rules are also available during the Contest Period on Sponsor's platform.

© 2024 Gameloft Inc. All Rights Reserved.

©