



Terms and Conditions of the Promotional Campaign

"Back to School"

Version 2.0.

Effective from September 15, 2025

1. GENERAL

- 1.1. These Terms and Conditions (hereinafter referred to as the "**Terms and Conditions**") define the rules of the promotional campaign called "Back to School" (hereinafter referred to as the "**Promotional Action**" or "**Promotion**").
- 1.2. The promoter of the Promotion is G2A.COM Limited with its registered office in Hong Kong, address: 31/F, Tower Two, Times Square, 1 Matheson Street Causeway Bay, Hong Kong, Business Registration Number: 63264201 (hereinafter referred to as the "**Promoter**").
- 1.3. The Promoter is the operator of the platform available at the URL: www.g2a.com (hereinafter referred to as the "**G2A.COM Platform**")
- 1.4. The Promotion is conducted globally, via the G2A.COM Platform and G2A.COM mobile application available to download from https://play.google.com/store/apps/details?id=com.g2a.marketplace&pcampaignid=web_share and <https://apps.apple.com/us/app/g2a/id895515193> ("**G2A.COM App**"). The G2A.COM App enables the use of the G2A.COM Platform via mobile devices, after its prior installation on a mobile device.
- 1.5. The Promotion runs from **September 1, 2025** until **September 30, 2025** (hereinafter referred to as the "**Promotion Period**").
- 1.6. The Promoter reserves the right to change the Promotion Period, about which it shall inform via the G2A.COM Platform.
- 1.7. By joining this Promotional Action, the Participant accepts the content of the following Terms and Conditions and undertakes to comply with their provisions.
- 1.8. The regulations of the G2A.COM Platform and G2A.COM App are available at the following URL: <https://www.g2a.com/terms-and-conditions> ("**G2A.COM Platform Regulations**").

2. DEFINITIONS

For the purposes of these Terms and Conditions, the following definitions shall be adopted:

Guidebook – an electronic guidebook **Smart Prompt Guide**, in the *pdf*. form, titled "The Basics of Writing Effective Prompts".

Discount Code – a promotional code "**G2ABTS**" entitling to receive a discount from the Seller on the value of the Promotional Digital Items specified in these Terms and Conditions.

Account – an individual User account on the G2A.COM Platform, created in the registration process in accordance with the G2A.COM Platform Regulations.

User – means a duly registered user who has an Account.



Participant – a person who has created an Account or logged into the Account and meets the other conditions set out in the Terms and Conditions.

Promotional Digital Items – selected digital items from the categories: games, DLC, random, software, subscriptions, that are digital activation keys available only at URL: <https://www.g2a.com/best-deals/back-to-school> from Sellers who participate in the in the Discount Program, specified in the section 5.8 of the G2A.COM Platform Regulations.

Seller - means an entrepreneur, operating in any form, including sole proprietorship, corporation, partnership, or other entity, who operates a Seller's Store.

Seller's Store – means a dedicated separated space within the G2A.COM Platform with a unique name and unique address operated by a Seller for whom G2A.COM Platform provides tools and functionalities to host, create, modify, and operate an online dedicated store within the G2A.COM Platform.

Discount Program – means a Discount Program specified in the point 5.8 [Discount Program] of the G2A.COM Platform Regulations.

3. TERMS AND CONDITIONS OF PARTICIPATION

3.1. A Promotion Participant may be a natural person who:

- a) has created an Account or has an existing Account;
- b) has logged into an Account via G2A.COM Platform or G2A.COM App;
- c) has accepted the regulations of the G2A.COM Platform Regulations and these Terms and Conditions;
- d) grants (or has already granted) the required marketing consent to receive commercial communications from the Promoter – for the avoidance of any doubts, this provision is also already met by all Participants who have previously granted their marketing consent and have not withdrawn it;
- e) makes a purchase of Promotional Digital Item(s) via G2A.COM Platform or G2A.COM App.

3.2. Participation in the Promotion is completely voluntary, but necessary to receive a free Guidebook and/or other discounts provided below.

4. PROMOTION RULES

4.1. The Promotion main rules are as follows:

- a) if a Participant purchases **1** Promotional Digital Item – receives a **free Guidebook**;
- b) if a Participant purchases **2** Promotional Digital Items (excluding Giftcards and Subscriptions) – receives a **free Guidebook and a 20% discount from the Seller on the cheaper of the two Promotional Digital Items in the cart**;
- c) if a Participant purchases **3** Promotional Digital Items (excluding Giftcards and Subscriptions) – receives a **free Guidebook and a 50% discount from the Seller on the cheapest of three Promotional Digital Items in the cart**;



- d) Participant is obligated in each case specified in a) – c) above grant the required marketing consent to receive commercial communications from the Promoter in the designated fields on the G2A.COM Platform or G2A.COM App – unless the Participant has already granted such consent.

4.2. In order to receive the discounts presented in section 4.1. b) – c) above, Participant is obliged to insert Discount Code in the designed field when placing order.

4.3. The Guidebook shall be delivered to Participants who comply with these Terms and Conditions within three **(3) business days** of the purchase date, to the email address specified in the order, by means of a download link.

4.4. In accordance with the point 5.8 [Discount Program] of the G2A.COM Platform Regulations, Sellers may participate in the Discount Program and grant discounts for their digital items. The G2A.COM Platform Regulations govern additional this Promotion.

4.5. Pursuant to point 5.8.6. of the G2A.COM Platform Regulations, Seller enables G2A.COM (as defined in point 2.11 of the G2A.COM Platform Regulations) to provide administration services and to administer marketing campaigns related to the Discount Program, which G2A.COM performs under this Promotion.

4.6. For the avoidance of doubt, Promoter is not entitled to reduce the value of any Promotional Digital Items, and such responsibility lies solely with the Sellers participating in the Discount Program. Promoter acts exclusively as the organizer of this promotional campaign for the purpose of acquiring new users of the G2A.COM Platform, who may purchase digital items from Sellers participating in the Discount Program. Pursuant to the G2A.COM Platform Regulations, it is the Sellers who are authorized and responsible for reducing the value of Promotional Digital Items orders, provided they participate in the Discount Program. If a given Seller does not participate in the aforesaid program, the Discount Code may not be used for that Seller's digital items.

4.7. This Promotion is only valid for Promotional Digital Items.

4.8. Each Participant can use the Discount Code only once. A Discount Code is assigned to the User Account after its first use.

4.9. The Promoter reserves the right to verify whether the Participant complies with conditions set out in these Terms and Conditions. If it is found that the Participant violates the provisions of the Terms and Conditions or makes purchases in a manner inconsistent with the Terms and Conditions, the Promoter has the right to inform the Seller about violations and Seller may exclude the Participant from the Promotion. In addition, exclusion may happen, in particular to Participants who:

- a) conduct illegal activities, in particular when their behaviour is against the interests of third parties; or
- b) are engaged in any activity aimed at circumventing the Terms and Conditions, security measures or the rules of operation of the Promotion.

4.10. The Guidebook and/or Discount Code cannot be exchanged for cash or any other equivalent.

4.11. The Discount Code can only be used for one transaction.

5. COMPLAINTS

5.1. Any complaints regarding the Promotion can be submitted:

- a) in writing to the address of the Promoter's registered office;
- b) by e-mail to the following e-mail address: support@g2a.com

5.2. The complaint should include: the Participant's name and surname, correspondence address (in the case of a complaint by letter), e-mail address, description of the problem and the request.

5.3. The Promoter will consider the complaint within 14 days from the date of its receipt and will inform the complainant about the manner of its consideration using the same communication channel that was used to submit the complaint.

6. PERSONAL DATA PROTECTION

6.1. The Promoter is the data controller of the Participants' personal data.

6.2. The personal data of the Participants will be processed by the Promoter for the purpose of implementing the Promotion, handling complaints and in accordance with the applicable laws and regulations of the Application.

6.3. Detailed information on the processing of personal data by the Promoter can be found in the Privacy Policy available on the website at: <https://www.g2a.com/privacy-policy>.

6.4. Each Participant has the right to access their data, rectify, delete, limit processing, the right to transfer data, the right to object and the right to withdraw consent at any time without affecting the lawfulness of the processing that was made on the basis of consent before its withdrawal.

7. FINAL PROVISIONS

7.1. The Promotion Terms and Conditions are available on the website at <https://www.g2a.com/terms-and-conditions-back-to-school>.

7.2. The Promoter reserves the right to change the Terms and Conditions for important reasons, such as:

- a) a change in the law that has a direct impact on the content of the Terms and Conditions or the conduct of the Promotion;
- b) introducing new or changing existing functionalities of the G2A.COM Platform;
- c) prevention of abuse or infringement;
- d) a change in the way the Promotion is conducted due to technical or technological reasons;
- e) a change in the way services are provided due solely to technical or technological reasons;
- f) change of the scope or provision of services to which the provisions of the Terms and Conditions apply, by introducing new, modifying or withdrawing by the Promoter the existing functionalities or services covered by the Terms and Conditions.

7.3. In the event of a change in the Terms and Conditions, the Promoter shall make the consolidated text of the Terms and Conditions available by publishing it on the website: <https://www.g2a.com/terms-and-conditions-back-to-school>. Changes to the Terms and Conditions are effective from the moment they are



clearly indicated and placed at the above address and do not affect the rights acquired by the Participants before the amendment.

7.4. Each Seller who wishes to not participate in this Promotion is entitled to resign from it at any time. To do so, Seller must provide the Promoter with their resignation in a written form delivered at the following address: G2A.COM Limited, address 31/F, Tower Two, Times Square, 1 Matheson Street, Causeway Bay, Hong Kong. When excluded, Seller's offers will not form part of this Promotion. When excluded, Seller's offers will not form part of this Promotion.

