

## Terms and Conditions of the sponsored ads €25 promotional clicks

For select Sellers eligible to advertise for sponsored ads, Amazon will apply a single promotional clicks amount of €25 to Sellers Amazon sponsored ads account, which can be redeemed for sponsored ads.

1. This promotion is available only to Sellers individually invited by Amazon to participate (“Advertisers”).
2. The Advertiser must register for Amazon advertising products (Sponsored Products or Sponsored Brands) through their seller account (the “Qualifying Action”).
3. Advertisers will be charged for any clicks received before the promotional clicks are applied and for all advertising that exceeds the promotional clicks amount. Advertisers can suspend or pause their ad(s) any time before the promotional clicks amount is exhausted if they do not wish to receive additional advertising charges. Advertisers are responsible for monitoring promotional clicks usage as Advertisers will not be notified once the promotional clicks amount is exhausted.
4. This promotion will start on 01/04/2021 UTC and will last until 30/06/2021 UTC (the “Promotional Period”). Advertisers must complete the Qualifying Action during the Promotional Period.
5. Advertisers can redeem this promotion once during the Promotional Period.
6. Amazon will apply the promotional clicks to the Advertiser’s account on the registration date of Amazon advertising products (Sponsored Products or Sponsored Brands).
7. Any unused promotional credit will expire after 90 days from the date the promotional credit is applied.
8. Advertisers must maintain an advertising account in good standing with Amazon, subject to the terms of the Amazon Advertising Agreement.
9. This offer and the promotional clicks are non-transferable, not for resale, and not redeemable for cash.
10. This offer is void where prohibited by law and in the event of fraud, mistake, or any failure to satisfy any terms of the offer.
11. Advertiser’s use of the promotional clicks constitutes Advertiser’s acceptance of these terms and conditions.
12. Advertisers must have a valid payment method for advertising fees on file to receive the promotional clicks.
13. Amazon reserves the right, in its sole discretion, to terminate or modify this offer at any time.
14. If Advertiser’s advertising account is in a different currency than the one in which Advertiser’s promotional clicks have been awarded, the actual amount of the promotional clicks may be subject to foreign currency fluctuations.
15. Advertiser is responsible for the payment of any taxes incurred.
16. Limit of one €25 promotional clicks per advertiser account.
17. Currency of the promotional clicks depends on the advertiser account.