

IMPACT TECH AUSTRALIA
IPX 2026 SYDNEY REFER-A-PEER PROGRAM
OFFICIAL RULES, TERMS & CONDITIONS

1. NO PURCHASE NECESSARY.

2. **HOW TO PARTICIPATE:** Beginning on 1st February, 2026 at 09:00 AEST through 8th September 2026 at 23:59 AEST, individuals who wish to participate ("you" or a "Participant") must successfully refer a new brand attendee (a "Referred Attendee") to purchase a ticket for the impact.com (the "Sponsor") IPX 2026 event in Sydney, Australia (the "Event") happening on 10th September 2026. In order to successfully refer a Referred Attendee: (i) you must visit the IPX 2026 website (<https://events.impact.com/event/ipx26sydney/home>), locate the "Refer a Friend" page in the website header menu, and submit your full name and your email address through the referral widget, (ii) then share your unique referral link, that will be provided to you through the widget, with the Referred Attendee, and (iii) the Referred Attendee must then click the link, enter their full name and email address on the referral widget to be presented with a 100% discount code, and (iv) then register and purchase a ticket to IPX2026 using the 100% discount code. You may refer up to ten (10) new attendees and receive rewards for each successful eligible registration on the condition that your referred friend works in marketing for a brand, has not attended iPX Sydney in the past and actually attends the event on 10th September 2026. You may earn a maximum of 10 gift cards, valued at AU\$ 50 each. You may not refer yourself by using a secondary email address in an attempt to circumvent the rules. Referrals that do not meet all of the foregoing criteria are not eligible to earn and redeem their rewards.

3. **ELIGIBILITY:** Open to anyone interested in referring new attendees to the Event, except for IPX2026 vendors, and employees of impact.com, its subsidiaries and affiliates (collectively, the "Promotion Parties"), including Impact Tech Australia Pty Ltd (the "Sponsor"), and members of their immediate family or persons living in the same household. Void where prohibited.

4. **REWARD REDEMPTION:** Upon sending your unique referral link to the Referred Attendee, and after they've provided their full name and email address in the dedicated referral widget, the Referred Attendee will receive a 100% discount code to be used to purchase a ticket to IPX2026. Upon the successful purchase of the event ticket by the Referred Attendee using the unique discount code, you will receive an email notification and an AU\$50 e-gift card will be sent to you via Tango Card once your referred friend's attendance and eligibility are confirmed. Please allow up to 14 business days after iPX2026 Sydney for processing and delivery. Limit of ten (10) successful referrals and corresponding rewards per Participant. Rewards are non-transferable and cannot be exchanged for cash or other items. All rewards will be distributed electronically through Tango Card within 14 business days following the Event. By entering this program, the Participant accepts and agrees to these Official Rules, Terms and Conditions and the decisions of the Sponsor, which shall be final in all matters in its sole and absolute discretion. Acceptance of a reward also constitutes permission to the Promotion Parties to use Participants' name, email address, likeness and biographical information for marketing purposes without further compensation or right of approval, unless prohibited by law. All federal and state laws apply. All taxes, including but not limited to income taxes, resulting from acceptance of rewards are your responsibility.

5. **PRIZE DRAWS AND LEADERBOARD REWARDS:** Each Participant and Referred Attendee who completes a valid referral will automatically receive one (1) entry into a prize draw to win an all expenses paid trip to IPX27 in the United States. No purchase is necessary to enter. The draw will occur following the event, and winners will be notified via email. Full prize draw rules will be published prior to the draw date and made available on the program page. In addition to the \$50 gift card reward for a valid referral, Participants may be eligible to receive bonus prizes throughout this program. These include either fortnightly and/or monthly prizes, awarded to the highest referrers within a given period or at random. Top program prizes will be awarded to the top three (3) Participants with the most eligible, attended Referred Attendees by 8th September 2026 at 23:59 AEST. The specific prizes and approximate retail values may not be disclosed on the program page and/or via email announcements. Prizes are non-transferrable, not redeemable for cash, and subject to availability. The Sponsor reserves the right to substitute any prize with an item of equal or greater value.

6. **CANCELLATIONS AND REFUNDS:** Referred Attendees may cancel their IPX 2026 event registration and ticket up to 30 days prior to the Event start date, in accordance with the Event's standard cancellation policy. If a Referred Attendee cancels their registration, the referral will be considered invalid, and the Participant will not be eligible to receive the AU\$50 reward for that referral. If a reward has already been issued to a Participant for a referral that is subsequently cancelled and refunded, Sponsor reserves the right to void such reward. Sponsor implements fraud prevention measures and reserves the right to cancel any registration or void any referral that appears fraudulent without notice. Any rewards associated with fraudulent activity will be voided immediately. In the event that the IPX 2026 event is cancelled by the Sponsor for any reason, the Sponsor reserves the right to cancel the referral program and any pending rewards that have not yet been distributed. If the Event is postponed or rescheduled, all valid referrals will remain intact, provided the Referred Attendee maintains their registration for the rescheduled Event.

7. **LIMITATION OF LIABILITY:** By participating in this program, Participants waive all right to, and hold the Promotion Parties and their respective directors, officers and employees harmless from, any claim, liability, loss, damage (including punitive, incidental, and consequential damages), or expense (including reasonable attorneys' fees) arising out of or in connection with participation in this program or the acceptance, use, or misuse of any reward. **SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU.** Promotion Parties will not be responsible for: late, incomplete, or incorrect entries; a Participant's failure to receive reward notices due to Participant's provision of incorrect or otherwise non-functioning contact information; technical, hardware, or software malfunctions; lost or unavailable network connections; by any human error which may occur in the processing of the entries in this program; or any typographical, technological, or other error in the announcing of the offer, administration of the program, or redemption of the rewards. If, in the Sponsor's opinion, there is such an error, or there is any suspected evidence of tampering with any portion of the program, or if technical difficulties (including viruses and bugs) compromise the integrity of the program, Sponsor reserves the right, in its sole and absolute discretion, to cancel or modify this program in a manner deemed appropriate by the Sponsor.

8. **RELEASE:** Participant agrees to hold harmless, release, and discharge, on behalf of themselves, and their heirs, executors, and assigns, Sponsor, the Promotion Parties, and their respective directors, officers, and employees from any and all claims, demands, lawsuits,

expenses, losses, damages, and any other liability of any kind, of or to Participant or any other person, Participant's property, or Participant's rights of privacy or publicity, directly or indirectly arising out of or in connection with the program (including the conduct of the program, the awarding of any rewards, Participant's participation in the program, Participant's acceptance, use, misuse, loss, or damage of or to the rewards, and use of Participant's name, biographical information, and likeness as permitted), even if due to the negligence, omission, or other fault of Sponsor, or the Promotion Parties.

9. CHOICE OF LAW AND FORUM: Participant agrees that all matters arising out of or relating to this program and these Official Rules are governed by, and construed by, the laws of Commonwealth of Australia and the State of New South Wales, without giving effect to any of its conflict of laws provisions thereof. Participant further agrees that any legal suit, action, or proceeding arising out of or relating to this program and these Official Rules shall be brought exclusively in the courts of New South Wales, Australia.

10. PRIVACY: Information submitted with an entry is subject to the Sponsor's Privacy Policy, available at: <https://impact.com/privacy-policy/>, and Sponsor's Live Attendee Event Terms and Conditions (available via the Event registration page).

11. SPONSOR: Impact Tech Australia Pty Ltd. Email address for program support: events@impact.com