Important Note (as of October 15, 2026): Takis® has now expanded the prize pool for each Concert Drawing. Five (5) potential winners will now be selected for each Concert Drawing, for a total of twenty five (25) potential winners throughout the Sweepstakes. The Official Rules below have now been updated accordingly.

Takis® KATSEYE Concert Ticket Sweepstakes
NO PURCHASE NECESSARY TO ENTER OR WIN.

SWEEPSTAKES PERIOD: The Takis® KATSEYE Concert Ticket Sweepstakes (the "Sweepstakes") starts on October 1, 2026 at 12:00 p.m. Eastern Time ("ET") and ends on November 12, 2026 at 11:59 p.m. ET ("Sweepstakes Period"). Entries not received within the Sweepstakes Period will be void. Throughout the Sweepstakes Period, there will be five (5) separate random drawings, each corresponding to one (1) KATSEYE concert (each, a "Concert Drawing"), as outlined further in the chart below. This Sweepstakes is in no way sponsored, endorsed, or administered by, or associated with Instagram or TikTok.

Concert Drawing	Begins at 12:00 p.m. ET on:	Ends at 11:59 p.m. ET on:	Random drawing on or about:
1 (Atlanta, GA)	October 1, 2026	October 7, 2026	October 8, 2026
2 (New York, NY)	October 1, 2026	October 15, 2026	October 16, 2026
3 (Chicago, IL)	October 1, 2026	October 28, 2026	October 29, 2026
4 (Dallas, TX)	October 1, 2026	November 2, 2026	November 3, 2026
5 (Los Angeles, CA)	October 1, 2026	November 12, 2026	November 13, 2026

ELIGIBILITY: Sweepstakes is open to legal residents of the fifty (50) United States and the District of Columbia who are 18 years of age or older at time of entry. Employees, officers, and directors of Bimbo Barcel USA, LLC. ("Sponsor"), Realtime Media LLC ("Administrator"), their respective subsidiaries, affiliates, distributors, promotion and advertising agencies, and members of their immediate families (spouse and parents, children and siblings and each of their respective spouses, regardless of where they reside) and persons living in the same household, whether or not related, of such employees, are not eligible to enter or win. Void where prohibited by law. Sweepstakes is subject to all applicable federal, state and local laws.

HOW TO ENTER: During the Sweepstakes Period, to receive one (1) entry, visit takiskatseyegiveaway.com and follow the instructions to complete and submit the online entry form and select one (1) of the available drawings corresponding to a concert city location. To receive up to two (2) additional entries into the same Concert Drawing, follow the instructions on the website to provide your Instagram and/or TikTok handle and follow @takisusa on the respective social channel (if you are not already doing so). You will receive one (1) additional entry for each social channel handle provided and account followed.

All entries must be received by the dates and times specified in the chart above to be considered for the applicable Concert Drawing. Entries generated by script, macro or other automated means and entries by any means which subvert the entry process are void. Limit one (1) initial entry per person and up to two (2) additional entries via social channel connect (for a maximum of three (3) entries per person throughout the Sweepstakes Period). Entries received from any person in excess of the limitation stated above will be void.

RANDOM DRAWINGS: Five (5) potential prize winners will be selected for each Concert Drawing in a random drawing on or about the dates outlined in the chart above from among all eligible entries received throughout each Concert Drawing. Odds of winning a prize will depend upon the total number of eligible entries received for each corresponding Concert Drawing. Non-winning entries from one Concert Drawing will not carry over to subsequent random drawings. Random drawings will be conducted by Administrator, whose decisions along with Sponsor are final on all matters relating to this Sweepstakes.

WINNER NOTIFICATION: Potential winners will be notified by Sponsor via phone, mail and/or email and will be required to respond to Sponsor within 24 hours from date and time of initial notification. Potential winners may be required to execute and return an affidavit of eligibility, a liability release, and, where lawful, a publicity release. If such documents are not returned within the specified time period, a prize or prize notification is returned as undeliverable, Sponsor is unable to contact a potential winner or a potential winner is not in compliance with these Official Rules, such prize will be forfeited and, at Sponsor's discretion, an alternate winner may be selected for the applicable prize.

PRIZES: Twenty Five (25) (Five (5) per Concert Drawing): Each winner will receive a VIP concert ticket prize package containing two (2) tickets to the KATSEYE concert scheduled to take place in the city location associated with the corresponding Concert Drawing. The Approximate Retail Value ("ARV") of each VIP concert ticket prize package: $800.00.

Total ARV of all prizes available in the Sweepstakes is $20,000.

PRIZE CONDITIONS: VIP concert ticket prize packages will solely consist of tickets and will not include transportation or accommodations. Exact concert seat location to be determined by Sponsor, in its sole discretion. All federal, state and local taxes and all other costs associated with prize acceptance and use not specified herein as being provided, including but not limited to any/all transportation, accommodations, parking, meals, souvenirs and gratuities are the sole responsibility of the winners. Winners may not substitute or redeem prize for cash, but Sponsor reserves the right, at its sole discretion, to substitute prize (or portion thereof) with one of comparable or greater value. All prize details are at Sponsor's sole discretion. Prizes will be awarded "as is" with no warranty or guarantee, either express or implied by Sponsor.

GENERAL CONDITIONS: By participating, each entrant agrees: (a) to abide by these Official Rules and decisions of Sponsor, which shall be final and binding in all respects relating to this Sweepstakes; (b) to release, discharge and hold harmless Sponsor, Administrator, Instagram, TikTok, their respective subsidiaries, affiliates, distributors, promotion and advertising agencies, and the respective officers, directors, shareholders, employees, agents and representatives of the foregoing (collectively, "Released Parties") from any and all injuries, liability, losses and damages of any kind to persons, including death, or property resulting, in whole or in part, directly or indirectly, from entrant's participation in the Sweepstakes or any Sweepstakes-related activity or the acceptance, possession, use or misuse of any prizes (including any associated travel/activity); and (c) to the use of their name, voice, entry, and/or likeness for programming, advertising, publicity and promotional purposes in any and all media, now or hereafter known, worldwide and on the Internet, and in perpetuity by Sponsor, its affiliates and agencies, without compensation (unless prohibited by law) or additional consents from entrant or any third party and without prior notice, approval or inspection, and to execute specific consent to such use.

PRIVACY: Information collected from entrants in connection with the Sweepstakes ("Entrant Information") will be subject to and may be used in accordance with the Privacy Policy posted on the Website (available at https://barcel-usa.com/barcel-privacy-notice).

RELEASE AND ASSUMPTION OF RISK: By entering, each entrant, on behalf of the entrant and his or her heirs, executors, guardians, assigns, agents and representatives, releases each of the Released Parties, and all people and entities involved in the development or execution of the Sweepstakes from and agrees not to assert any claims, actions, suits, proceedings and demands arising out of or relating to the conduct of or the entrant's participation in the Sweepstakes, the acceptance or use of the prize or any component thereof, travel to and/or participation in any prize-related activity, and all liabilities, losses, injuries and/or damages arising out of relating to the same. The foregoing includes, without limitation, any claims, actions, suits, proceedings or demands based upon or alleging any invasion of privacy, violation of right of publicity or infringement of any intellectual property or other personal or proprietary rights, or any personal injury or death to an entrant or any other person or any damage to or loss of personal or real property, due in whole or in part, directly or indirectly, by reason of the acceptance, possession, use or misuse of the prize or any component thereof and any activity or travel related thereto or participation in this Sweepstakes. Entrants assume all liability for and risk of any injury or damage caused, or claimed to be caused, by participation in this Sweepstakes, the acceptance or use of the prize or any component thereof or travel to or participation in any prize-related activity.

MISCELLANEOUS: Released Parties are not responsible for lost, late, incomplete, damaged, inaccurate, stolen, delayed, misdirected, undelivered, or garbled entries, or for lost, interrupted or unavailable network, server, Internet Service Provider (ISP), website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or 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, the processing of entries, the announcement of the prizes, or in any Sweepstakes related materials. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the Sweepstakes. Released Parties are not responsible for injury or damage to any person's computer related to or resulting from participating in this Sweepstakes or downloading materials from or use of the website. Persons who tamper with or abuse any aspect of the Sweepstakes or website, who act in an unsportsmanlike or disruptive manner or who are in violation of these Official Rules, as solely determined by Sponsor, will be disqualified and all associated entries will be void. Should any portion of the Sweepstakes be, in Sponsor's sole opinion, compromised for any reason, including virus, worms, bugs, non-authorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair the administration, security, fairness or proper play, or submission of entries, Sponsor reserves the right at its sole discretion to suspend, modify or terminate the Sweepstakes (or portion thereof) and, if terminated, at its discretion, select the potential winner(s) for the Concert Drawing(s) at issue from among all non-suspect, eligible entries received for the applicable Concert Drawing(s) prior to action taken. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK ANY AND ALL AVAILABLE REMEDIES (INCLUDING ATTORNEYS' FEES) FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.

ARBITRATION: Except where prohibited by law, as a condition of participating in this Sweepstakes, entrant agrees that (1) any and all disputes and causes of action arising out of or connected with this Sweepstakes, or prizes awarded, shall be resolved individually, without resort to any form of class action, and exclusively by final and binding arbitration under the rules of the American Arbitration Association

and held at the AAA regional office nearest the entrant; (2) the Federal Arbitration Act shall govern the interpretation, enforcement and all proceedings at such arbitration; and (3) judgment upon such arbitration award may be entered in any court having jurisdiction. Under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, punitive, incidental or consequential damages, or any other damages, including attorneys' fees, other than entrant's actual out-of-pocket expenses (i.e., costs associated with participating in this Sweepstakes), and entrant further waives all rights to have damages multiplied or increased.

CHOICE OF LAW: All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the substantive laws of the State of Texas, USA.

WINNERS' LIST: For the names of the winners (available after November 23, 2026) send a self-addressed, stamped envelope to: Takis® KATSEYE Concert Ticket Sweepstakes, Winners List Request, c/o Realtime Media, 2460 General Armistead Ave, STE 209, West Norriton, PA 19403 for receipt no later than December 23, 2026.

SPONSOR: Barcel USA, LLC, 301 S. Northpoint Dr. Suite 100 Coppell, TX 75219.