"FINAL FANTASY VII REMAKE: MATERIAL ULTIMANIA" PRE-RELEASE SWEEPSTAKES (THE "*PROMOTION*") OFFICIAL RULES

KEY RULES

A. **Official Rules:** The Official Rules for this Promotion consist of both (i) these key rules summarizing the important rules for participating in the Promotion (the "***Key Rules***") and (ii) the Additional Promotion Official Rules ("***Additional Rules***") applicable to your place of legal residence. Please review the Additional Rules at the following URL:
   - For legal residents of any Promotion Jurisdiction (defined below) located in North America, Central America, South America, or the Caribbean: https://square-enix-games.com/en_US/documents/promotion-additional-rules.
   - For legal residents of any Promotion Jurisdiction located in Europe, Africa, Asia, or Oceania: https://square-enix-games.com/en_GB/documents/promotion-additional-rules.

B. **Territories:** This Promotion is open only to individuals who are legal residents and physically and permanently located in one of the following countries/territories at the date and time of entry (the "***Promotion Jurisdiction***"):
   - The fifty (50) states of the United States of America.
   - Canada (excluding Quebec).

C. **Age Limit:** This Promotion is open only to individuals 13 years of age or older at the date and time of entry.

D. **Entry Period:** You may enter the Promotion only between March 17, 2021 at 6:00 AM (Pacific Time) and March 31, 2021 at 11:59 PM (Pacific Time) (the "***Entry Period***").

E. **Entry Procedure and Limitations:** In order to enter the Promotion, you must complete the following steps during the Entry Period:

   - Follow the @SquareEnixBooks Twitter account on your Twitter account (Twitter accounts are available for free) **and** quote tweet the Promotion tweet posted by @SquareEnixBooks, including #SquareEnixBooksSweepstakes in your comment (the "***Entry***").
     i. You must not include any additional personal information in your Entry.
     ii. You must include the hashtag #SquareEnixBooksSweepstakes.

F. **Winner Selection:** The Sponsor (listed below), or Sponsor's designee, shall select five (5) winners from among all entries using the following methodology:

   Sponsor shall select winner(s) through a random drawing from among all entries.

G. **Prize(s):** The winners shall receive the following prize(s):

   First Place
   - One (1) FINAL FANTASY VII REMAKE CLOUD STRIFE Mini Plush (approximate retail value of $19.99 USD)

Runner-Up Prizes

- Four (4) runner-up winners will each receive one (1) FINAL FANTASY VII POLYGON FIGURE (approximate retail value of $8.00 USD) (the figure comes in a blind box and is selected at random)

H. **Winner Notification:** Sponsor, or Sponsor's designee, will notify winner(s) by or about April 7, 2021 via direct Twitter.

I. **Sponsor:** The sponsor of this Promotion is Square Enix, Inc.

By entering the Promotion, you agree to be bound and abide by these Key Rules and the Additional Rules applicable to your place of legal residence, and you represent that you satisfy all eligibility requirements to enter the Promotion.

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS PROMOTION. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

KEY RULES POSTED ON MARCH 16, 2021.