

CONTEST REGULATIONS [Fleuril AFW winactie]

ARTICLE 1: ORGANISATION

This contest is organised by

N.V. Henkel Belgium S.A.
Esplanade 1, PO Box 101
B-1020 Brussels

Henkel Nederland B.V.
Jaarbeursboulevard 284
3521 BC Utrecht

(Hereinafter referred to as 'HENKEL')

ARTICLE 2: ACCEPTANCE OF REGULATIONS

Valid participation in this contest automatically implies the unconditional acceptance of these contest regulations [hereinafter: 'REGULATIONS']. Each participant is therefore deemed to have read, understood and accepted the content of these REGULATIONS without any limitation. These REGULATIONS can be consulted at any time at www.fleuril.nl.

ARTICLE 3: CONTEST PERIOD

The contest takes place from 05/09/2026 at 09:00 until 05/09/2026 at 18:00.

ARTICLE 4: PARTICIPATION

To validly participate and be eligible to win 6 bottles of detergent (29 washloads per bottle), participants must:

- Send a DM to Fleuril's Instagram account (@fleuril_bnl) before 12/09/2026 with a picture of the ticket stating they won the prize.
- Open to residents of Belgium and the Netherlands aged 18+.
- Prize is non-transferable and cannot be exchanged for cash.
- Personal data collected from winners will be used solely for prize administration and delivery.

This contest takes place exclusively via the Fleuril Go Point on Saturday September 5th at Herengracht 178 in Amsterdam.

The contest is accessible free of charge, with the exception of the possible normal communication, without obligation to purchase and to any natural person domiciled in

Belgium and Netherlands, with the exception of HENKEL employees and members of their families. Employees of companies involved in any way in the development and/or implementation of this contest and their family members are also excluded from participation.

Participation in this contest implies the majority of the participant. If the participant is younger than 18 years [(for Belgian participants)][(or younger than 16 for Dutch participants)] he/she must have received permission from his/her legal guardian in order to validly participate in this contest.

To safeguard the chances of individual consumers, no grouped entries will be accepted. Therefore, only one participation in your own name and for your own account is permitted. Entries with more than one entry form will be considered invalid, and therefore no entry will be eligible for the contest.

ARTICLE 5: WINNERS

The winners are the persons who have received the winning ticket in their mystery package.

By accepting the prize, the winners of this contest authorise HENKEL to use their name, photo and other visual material on which they appear (for example during the award ceremony) for campaigns related to the contest. If requested, they will cooperate in other activities related to the campaign, without any compensation other than the ordinary prize.

Winners must contact Fleuril via Instagram DM and provide the requested proof no later than 12 September 2026. Failing this, the prize expires.

ARTICLE 6: PRIZES

The prizes are 6 bottles of Fleuril 29 washloads. You may choose which bottles.

The prizes are not transferable to third parties, not exchangeable, not refundable in cash, not extensible, not changeable, and are subject to the terms and conditions of the supplier. HENKEL is not responsible for technical defects in the prize. HENKEL reserves the right to replace the prize with a similar and/or equivalent prize.

The prizes will be sent at the risk of the winners to the address the participant/winner specifies for participation in the contest. In the event of loss, the prize will not be replaced.

Any tax burden arising from this contest will be fully borne by the winner(s).

ARTICLE 7: EXCLUSION & FRAUD

HENKEL reserves the right to immediately or at a later date exclude a participant from the contest and/or other ongoing and future contests, as well as to have the prize that the participant would have already received by participating in the current contest reimbursed in the case of:

- Incomplete, incorrect or falsely communicated personal or other data;
- Organised and/or collective (automated or not) participations;
- Behaviour that can disrupt the proper course of the contest for HENKEL and/or other participants;
- Any (attempted) fraud or unlawful action;
- Any violation of these REGULATIONS;
- Behaviour that is inconsistent with HENKEL's business philosophy.

If fraud is suspected, a report will always be made to the competent authorities.

ARTICLE 8: LIABILITY

HENKEL and any other intervening person or company cannot be held liable: in the case of force majeure and/or if an event occurs outside the will of HENKEL and/or in the case of exhaustion of the prize stock; if certain terms and conditions of this contest and therefore also of these REGULATIONS would be changed, or the contest would be interrupted, postponed, stopped or cancelled, or awarding of the prize would be postponed or cancelled for any reason.

HENKEL and any other intervening person or company cannot be held liable for any damage of any kind that results from participating in the contest or awarding of the prize. HENKEL thus excludes, among other things, its liability for errors in connection with (tele)communication, printing and spelling errors or for any prize defects.

HENKEL reserves the right to make changes to the REGULATIONS at any time. If any provision of these REGULATIONS is declared null and void, the other provisions of these REGULATIONS will remain in full force.

ARTICLE 9: PERSONAL DATA PROTECTION

HENKEL acts in accordance with the European General Data Protection Regulation (GDPR) of 2016/679 concerning the protection of personal data.

These data can be collected and processed depending on the consent given, in accordance with the **Statement on data protection.** ([Verklaring betreffende de bescherming van gegevens](#))

The participant can withdraw his/her consent for the future at any given time by using the **contact form on Henkel's website** ([Contact](#)). The withdrawal of consent does not affect the legality of processing based on the consent before it was revoked.

ARTICLE 10: DISPUTES

In the case of force majeure, if unforeseen circumstances would arise or in the case of dispute, HENKEL may take any decision necessary to ensure that the contest takes place properly. Its decisions are final and sovereign.

The current REGULATIONS are subject to Belgian/Dutch legislation and are interpreted and implemented in accordance with Belgian/Dutch law. In the event of a dispute related to this contest that cannot be settled amicably, only the courts of Brussels/Utrecht shall have jurisdiction.

ARTICLE 11: COMMUNICATION

Except in the cases provided for in these REGULATIONS, no written correspondence will be made concerning this contest, nor will there be any telephone or other communications, neither during the contest nor after its conclusion. Consequently, no list of winners will be communicated.