

## [For Brick and Mortar Retailers]

### Updated Brick and Mortar Retail Promotional Policies

We are writing to inform you of an update to our promotional policy relating to the usage of Dash Packs and other Promotional Packs, effective August 1<sup>st</sup>, 2021.

In January 2019, Dash Packs were restricted to Brick and Mortar Retail Partners for distribution to consumers. At this time, online purchases were considered ineligible for these promotions. Due to the challenging operating conditions for Brick and Mortar Retailer Partners wanting to keep their customers safe from Covid19, that restriction has been removed in this policy update.

Bandai considers Brick and Mortar Retail Partners to be the central foundation upon which to expand organized play programs for the Dragon Ball Super and Digimon Card Games. These promotional policies are designed to assist Brick and Mortar Retail Partners to build and support the growth of a thriving in-store playing community.

Brick and Mortar Retail Partners can expect to continue to receive exclusive access to ongoing promotional organized play and sales support initiatives.

Brick and Mortar Retail Partners are advised of the following promotional policies relating to the use of promotional packs:

- Promotional packs are to be provided to consumers in line with the advertised promotion on either the official Digimon Card Game website, located at <http://world.digimoncard.com/> or the Dragon Ball Super Card Game website, located at <http://dbscardgame.com/>;
- Promotional packs / cards may not be distributed to consumers prior to the advertised availability date;
- All purchases made from Brick and Mortar Retail partners, including online sales, are eligible for purchase promotions;
- Online product pages must clearly communicate to consumers the type and number of promotional packs that will be included with each purchase;
- Any undistributed promotional cards may be used to improve and enhance organized play events after the following set launches.
- Stores are not permitted to sell promotional packs / cards designated for purchase promotions separately.