



CONDITIONS OF PARTICIPATION

Conditions of participation in the #BYGGLEK competition

1. The organiser of the competition is IKEA AG, Müslistrasse 16, 8957 Spreitenbach, Switzerland ("IKEA").
2. The competition is open to all Swiss residents aged 18 or over.
3. Participants must send us their video entry with their answer as a comment between 9 and 16 October 2020.
4. All correctly submitted entries will be entered into the draw.
5. The organiser will select the ten closest estimates out of all the entries, which will win an IKEA BYGGLEK set (four products per box). The closest estimate will also win an IKEA gift card worth CHF 200.
6. The prizes will only be delivered to addresses in Switzerland. Cannot be exchanged for cash.
7. The winners will be selected in a closed draw.
8. The winners will be notified through Instagram directly. If the winner fails to respond to this message within 14 days, they will forfeit the prize and IKEA will be entitled to select a new winner. Prizes are not transferable.
9. Participants agree that we may use the content specifically created by them as part of this activity for marketing purposes, in all media associated with the activity, including digital channels such as social media and IKEA.ch, without making any further payment to them. They grant IKEA AG the right to use these free of charge, without time or location restrictions.
10. Subject exclusively to Swiss substantive law. The place of jurisdiction will be the organiser's registered office (Spreitenbach AG).
11. No correspondence will be entered into regarding the competition. The organiser's decision is final.
12. By participating in the competition, the participants agree to the conditions of participation.