TERMS & CONDITIONS FOR ADIDAS BIRMINGHAM FO OPENING ACTIVATION PEEL & REVEAL COMPETITION

Competition

1. The terms apply to the Competition by adidas (UK) Limited ("Promoter")
2. These terms are physically available at the till point in the adidas, Resorts World Birmingham Unit 18, Pendigo Way, B40 1PU, Birmingham, UK
3. Please print and retain a copy of these Terms for your records.

Eligibility

4. The Competition is open to all individuals who are residents of the United Kingdom with the exception of the persons mentioned in the below Clause. By participating, participants declare to be a resident in a legal jurisdiction in which the Competition is offered and to be able to lawfully enter into contractual relations in such legal jurisdiction.
5. Participation is excluded for (a) employees of Promoter, any adidas Group entities or their agents and their first- and second-degree family members, as well as (b) anyone else who is directly or indirectly professionally connected with the Competition and their family members and (c) anyone who participates for non-private purposes.
6. The competition is not valid in conjunction with any other offer
7. The £10 prize voucher cannot be used in conjunction with any other offer. Exclusions apply. Ask in store for details.

Entry Requirements

8. The Competition will open on 27th November 2026 at 10:00 (GMT) and close on 28th November 2026 at 19:00 (GMT) ("Competition Period") OR once all Peel & Reveal stickers have been used. All entries received after the lapse of the Competition Period are excluded from participation and will not be taken into consideration.
9. There are a total of 80 Peel & Reveal Vouchers available, equating to 80 total entries. Entries will be split across the 27th November 2026 and 28th November 2026, with 40 Peel & Reveal Stickers (entries) available on each day. There will be no further entries available once the limit of 40 is reached on each day.

10. Participating in the Competition takes place by:

    a. visiting the Store during the Competition Period;

    b. Receiving a free slider from the Dave's Hot Chicken stand in the adidas store available during the opening period;

c. Peeling the top of the peel and reveal sticker to reveal the prize won;

d. Heading to the till to redeem the prize with store staff;

e. and accepting and adhering to these Terms unconditionally.

8. No other means for entries will be accepted than those set out in the above Clause. Incomplete entries are not valid and will not be accepted.

9. One entry per person. If more than one entry is received, only the first entry will be accepted.

10. The Competition is a competition without a purchase obligation.

11. Only solo entries will be accepted. One prize per entry.

Promotion Period

12. The Promotion runs from 10:00am on Friday, 27th November 2026 to 7:00pm on Saturday 28th November 2026, OR when all Dave's Hot Chicken sliders, and therefore, peel and reveal stickers, have been received.

Held exclusively at:

adidas Birmingham

Resorts World Birmingham

Unit 18, Pendigo Way

B40 1PU

Birmingham, UK

Prizes

13. The Competition provides the chance to win a prize. The following prizes will be available across the duration of the two-day competition period, until all prizes are won:

- £10
- Free adidas branded socks

Prize Mechanic:

14. All entrants will receive a free Dave's Hot Chicken slider from the adidas store, which will have a peel and reveal sticker placed on the top. Items from the Dave's Hot Chicken shop will not be included in the giveaway, only those from the stand in the adidas store.

15. Each peel and reveal will have the same top sticker, which, when removed, will reveal the prize. Peel and reveal stickers will reveal either prizes for a "£10 off" voucher or a free socks.

16. All prizes must be redeemed at the till inside adidas Birmingham and are non-transferable, non-exchangeable and have no cash alternative. The £10 prize voucher cannot be used in conjunction with any other offer. Exclusions apply. Ask in store for details.

17. Vouchers are redeemable only in adidas Birmingham and only during the activation period.

18. Once redeemed, prizes cannot be redeemed again.

Publicity

19. No personal data will be collected as part of this competition.

20. The winners will be identified solely by being amongst the first forty (40) participants to receive a Dave's Hot Chicken slider from the adidas store, per day (across two days).

Limitation of liability

21. To the fullest extent allowed by applicable law, Promoter, and any agencies involved in the Competition are not responsible or liable for any loss, damages or injury caused by participation in the Competition.

22. If a Competition, for whatever reason, progresses differently than foreseen or the Competition appears to be in conflict with applicable law, Promoter reserves the right to annul, terminate, amend or postpone the Competition without any liability of Promoter and without a right of compensation for the participants.

Exclusion of participants

23. At all times, Promoter reserves the right to exclude participants with invalid or false entries from participation.

24. Promoter reserves the right at its sole discretion to disqualify any individual found to be tampering with the operation of the Competition, or to be acting in any manner deemed by Promoter to be in violation of these Terms; or to be acting in any manner deemed by Promoter to be disruptive.

25. Promoter is authorised at all times on reasonable grounds to exclude or disqualify participants without a right of recourse against Promoter.

26. Promoter reserves the right to exclude participants in case of (or suspicion of) foul play, fraud, or any other breach of the Terms without a right of recourse against Promoter. Organised or collective participation of the Competition shall be regarded as a breach of the Terms.

27. This Competition is void where the Competition is prohibited. It is the responsibility of the participants to ensure their legal eligibility to participate.

Applicable law/disputes

28. The decision of the Promoter is final and binding. No correspondence will be entered into relating to the result of the Competition.

29. If any Clause of these Terms is found by a competent court or other competent authority to be void or unenforceable, that Clause shall be deemed to be deleted and the remaining Clauses shall continue in full force and effect.

30. The Terms are governed by and construed in all respects in accordance with the laws of England and Wales. Any and all disputes arising out of or in connection with the Terms shall in the first instance be submitted to and settled by the competent courts of England and Wales, provided that this shall not preclude or prejudice the right of the participant to take any legal proceedings in another court of competent jurisdiction in accordance with applicable mandatory law.

31. Promoter reserves the right at all times to amend the Terms without any liability to the participants or any third party.