

NESMA TRAVEL & TOURISM

Football Experiences — Nesma WC 2026

Terms and Conditions

Nesma WC 2026 Soft Launch Campaign

Document	Terms and Conditions — Nesma WC 2026 Soft Launch
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This document contains three parts, each governing a distinct relationship between Nesma Travel & Tourism and the reader. They are published together for ease of reference and are intended to be read by the audience identified in each part.

In this document:

- the 2026 men's international football tournament held in the United States, Canada, and Mexico is referred to as the Tournament;
- Nesma Travel & Tourism's commercial offering for the Tournament is marketed under the name Nesma WC 2026;
- the entity responsible for organising the Tournament is referred to as the Tournament Organiser;
- the entity from which Nesma Travel & Tourism sources match tickets, being an authorised match ticket supplier accredited by the Tournament Organiser, is referred to as the Authorised Ticket Supplier.

1. Part A — Campaign Rules. Audience: Nesma Group employees only.
2. Part B — Package Booking Terms. Audience: customers purchasing a Package.
3. Part C — Privacy and Data Notice. Audience: any person who submits a registration form, requests information, or makes a booking.

Part A. Campaign Rules — Referral and Prize Draw

Nesma WC 2026 Soft Launch Campaign. Internal campaign for Nesma Group employees only.

A.1 Promoter and scope

The promoter of this campaign is Nesma Travel & Tourism, a business of Nesma Businesses Company, with offices at 3132 Prince Turkey Street, Alkurnaish, Al Khobar 34412, Kingdom of Saudi Arabia (the Promoter).

These Campaign Rules govern the Nesma WC 2026 Soft Launch Campaign (the Campaign), an internal promotional campaign open exclusively to employees of the Nesma Group of companies, as further defined in clause A.2 below.

The Campaign is addressed solely to Nesma Group employees. It is not a public promotion, is not advertised to any person who is not a Nesma Group employee, and confers no rights, benefits, prizes, discounts, credits, or other consideration on any person who is not a Nesma Group employee.

A.2 Eligibility

To be eligible to participate in the Campaign, an individual must, at the time of registration and throughout the Campaign Period:

- Be employed by a company belonging to the Nesma Group, including Nesma and Partners, Nesma United Industries, Nesma Trading, Nesma Travel & Tourism, and any other entity directly or indirectly controlled by Nesma Businesses Company or Nesma Holding.
- Hold a valid Nesma Group corporate email address (a working email account on a Nesma-owned domain) and register using that email address.
- Be at least eighteen (18) years of age.
- Hold a valid residency or nationality in the Kingdom of Saudi Arabia.

The following persons are not eligible to participate, regardless of their employment status: members of the Project Team operating the Campaign, members of the Steering Committee, employees of the digital agency engaged to build and operate the Campaign infrastructure, and their respective first-degree relatives.

Eligibility is determined by the Promoter at its sole discretion. Registration through a non-Nesma email address, a personal email address, or an email address that cannot be verified as a current Nesma Group corporate address will be rejected.

A.3 Campaign period

The Campaign opens at 09:00 Riyadh time on 18 May 2026 (the Opening Date) and closes at 23:59 Riyadh time on 19 July 2026 (the Closing Date, and together with the Opening Date, the Campaign Period).

The Promoter reserves the right to extend, shorten, or close the Campaign earlier than the Closing Date, in its sole discretion, on reasonable notice posted on the Campaign landing page.

A.4 How to participate

Step 1. Eligible employees register on the Campaign landing page using their Nesma Group corporate email address.

Step 2. Upon successful registration, each participant is allocated a unique personal referral link and a personal QR code (together, the Personal Referral Link). Each participant also receives:

- One (1) discount code with a face value of SAR 1,200, redeemable subject to clause A.6 below.
- One (1) automatic entry into the Prize Draw described in clause A.7.

Step 3. The participant may share the Personal Referral Link with persons in their personal network (Referred Contacts). A Referred Contact is a person who follows the participant's Personal Referral Link to the registration form and completes that form by submitting a valid email address, a valid mobile telephone number, and any other field marked mandatory.

Each valid completed registration by a Referred Contact, attributed to a participant through that participant's Personal Referral Link, entitles the participant to one (1) additional entry into the Prize Draw.

Step 4. If a Referred Contact subsequently purchases a Package from Nesma Travel & Tourism (as defined in Part B) during the Campaign Period, and that purchase is confirmed and not subsequently cancelled or refunded, the referring participant becomes entitled to a Future Package Credit subject to clause A.6 below.

A.5 What Referred Contacts receive

Referred Contacts who are not Nesma Group employees receive no prize, discount, credit, voucher, gift, cash, or any other consideration under this Campaign. The sole effect of a Referred Contact's registration is to record their interest in receiving information about Nesma WC 2026 packages and to allow the Promoter's sales team to contact them with package details and pricing.

Referred Contacts who choose to purchase a Package do so on the standard commercial terms set out in Part B. No reduction, rebate, credit, or other benefit is conferred on a Referred Contact by reason of having been referred.

A.6 Discount codes and Future Package Credits

A.6.1 Registration discount code

Each participant receives one (1) discount code on registration, with a face value of SAR 1,200. The discount code:

- Is personal to the participant and may not be sold, transferred, traded, or assigned to any other person, including to any Referred Contact or to any external buyer.

- Is redeemable only against a Package purchased by the participant personally and in their own name, with payment made from an account in the participant's own name.
- Is redeemable only against Packages with a pre-discount value of SAR 5,000 or more.
- May not be combined with any other discount, voucher, or promotional offer.
- Has no cash value. The discount cannot be redeemed for cash, in whole or in part, and cannot be refunded.
- Expires at 23:59 Riyadh time on 19 July 2026 and is void thereafter.

Redemption of the discount code is available once Nesma Travel & Tourism opens external Package sales under Part B. The Promoter will notify participants by email when redemption opens.

A.6.2 Future Package Credit

On confirmation of a Package purchase by a Referred Contact attributable to a participant, that participant becomes entitled to a Future Package Credit with a face value of SAR 1,200, subject to the following:

- The Future Package Credit is redeemable only against a Package purchased by the participant personally and in their own name, with payment made from an account in the participant's own name.
- The Future Package Credit is redeemable only against Packages with a pre-discount value of SAR 5,000 or more.
- The Future Package Credit is valid for six (6) months from the date on which the underlying Referred Contact's Package purchase is confirmed by the Promoter (the Issue Date), and expires automatically at 23:59 Riyadh time on the day six months after the Issue Date.
- The Future Package Credit may not be combined with any other discount, voucher, or promotional offer, including with any unused portion of the registration discount code under clause A.6.1.
- The Future Package Credit has no cash value, is not transferable, and is not refundable.
- If the underlying Referred Contact's purchase is subsequently cancelled, refunded, or charged back for any reason, the Future Package Credit is automatically revoked. If the credit has already been redeemed at that time, the value redeemed becomes a debt due from the participant to the Promoter.

A.7 Prize Draw

The Promoter will conduct a single weighted prize draw (the Prize Draw) at the end of the Campaign Period.

A.7.1 Prizes

The Prize Draw will award the following prizes:

- Grand prize. One (1) complete Nesma WC 2026 Travel Package for two (2) persons (the winner and one guest of the winner's choice, the Guest), in respect of a Saudi Arabia group-stage fixture at the Tournament in the United States, comprising match tickets, return international flights from the Kingdom of Saudi Arabia, accommodation in the host city for the trip duration, ground transport, and US visa facilitation support. Mandatory travel insurance, US visa fees, meals not included in the accommodation, personal expenditure, and any other item not expressly listed are not included in the grand prize and are the responsibility of the winner. The specific match, host city, and trip dates will be determined by the Promoter on the basis of inventory available at the time of the Prize Draw.
- Additional prizes. Up to ten (10) replica team jerseys, allocated as the Promoter sees fit among non-grand-prize entrants drawn at random.

A.7.2 Draw mechanic

Each participant is allocated one (1) entry on registration and one (1) additional entry for each valid registration by a Referred Contact attributable to that participant during the Campaign Period (a weighted draw). The grand prize winner is drawn at random from all entries. Jersey winners are drawn from all remaining entries.

The draw will be carried out under the supervision of the Project Team and witnessed by a representative of NBC Internal Audit. The result of the draw is final.

A.7.3 Winner notification and US visa requirement

The grand prize winner will be notified by email and telephone within five (5) business days of the Prize Draw. The winner must respond and accept the prize within seven (7) calendar days of notification, failing which the prize is forfeited and a replacement winner is drawn.

The grand prize is conditional on the winner and the Guest each obtaining a valid United States visa permitting travel for the duration of the trip. The Promoter will provide US visa facilitation support, meaning assistance with the official application process; the issuance of a visa is at the sole discretion of the competent United States authorities.

If either the winner or the Guest is unable to obtain a US visa in time for the scheduled trip, the prize is forfeited and the Promoter will redraw to a replacement winner. The Promoter will not, in those circumstances, provide any alternative prize, voucher, cash, or other consideration to the original winner or the Guest. By accepting the prize, the winner acknowledges and accepts this allocation of visa risk.

Comprehensive travel insurance meeting the requirements set out in clause B.8 (mandatory travel insurance) is a condition of acceptance of the grand prize. The winner is responsible for procuring such insurance for the winner and the Guest, at the winner's own cost, and for providing evidence of the cover to the Promoter before the issuance of travel documents. The cost of this insurance does not form part of the grand prize.

The winner and the Guest must each be at least eighteen (18) years of age, hold a valid passport with at least six (6) months' validity beyond the scheduled return date, and meet all entry, transit, and immigration requirements of all jurisdictions to be visited.

The prize is personal to the winner. The winner may not sell, transfer, or otherwise dispose of the prize. The Guest must be identified at the point of acceptance and may not subsequently be substituted other than with the Promoter's prior written consent.

A.8 What counts as a valid referral

A referral is valid only if all of the following conditions are satisfied:

- The Referred Contact reached the registration form through the participant's Personal Referral Link or QR code.
- The Referred Contact submitted a registration form with a valid and unique email address and a valid and unique mobile telephone number. Duplicate registrations (same email or same mobile number) count once only and are attributed to the first valid registration in time.
- The Referred Contact is a real, identifiable natural person, capable of receiving communications at the submitted email address and mobile telephone number.
- The Referred Contact is not the participant, is not a member of the participant's household, and is not himself or herself a Nesma Group employee participating in the Campaign.
- The registration was not procured by any practice that the Promoter reasonably considers improper, including but not limited to mass automated registration, use of disposable or temporary email or phone services, payment to third parties to register, or registration without the Referred Contact's knowledge.

The Promoter reserves the right to disqualify any registration that it considers, on reasonable grounds, to be invalid under this clause. The Promoter may also disqualify the participant who submitted or procured an invalid registration, in which case all of that participant's entries (including valid ones) may be cancelled.

A.9 Tax

Any tax or other governmental charge that may become payable on a prize is the responsibility of the prize winner. The Promoter is not responsible for advising on or paying any such tax or charge.

A.10 Promoter's right to amend or terminate

The Promoter reserves the right, at its sole discretion and at any time, to amend these Campaign Rules, to suspend the Campaign, to terminate the Campaign before the Closing Date, or to disqualify any participant who breaches these Campaign Rules or whom the Promoter reasonably suspects of breaching them, including by tampering with the Campaign infrastructure or attempting to manipulate the referral mechanic. Where reasonably practicable, amendments will be communicated on the Campaign landing page before they take effect.

A.11 Liability

Nothing in these Campaign Rules excludes or limits liability for fraud, gross negligence, or any liability that cannot be excluded under the laws of the Kingdom of Saudi Arabia.

Subject to the foregoing, the Promoter's total liability to any participant under or in connection with the Campaign is limited to the face value of the discount code and Future Package Credit that the participant has actually earned under clause A.6 and not yet redeemed.

The Promoter is not liable for any failure of internet connectivity, mobile or email delivery, third-party platform availability, or other technical event outside its reasonable control that prevents or delays a participant's registration, a referral, or any communication under the Campaign.

A.12 Data

Personal data collected from participants and from Referred Contacts is processed in accordance with Part C (Privacy and Data Notice), which forms part of these Campaign Rules by reference.

A.13 Governing law and dispute resolution

These Campaign Rules are governed by the laws of the Kingdom of Saudi Arabia. Any dispute arising out of or in connection with the Campaign that cannot be resolved amicably will be referred to the competent courts of the Eastern Province of the Kingdom of Saudi Arabia.

A.14 Acceptance

By registering for the Campaign, a participant confirms that they have read these Campaign Rules, that they meet the eligibility requirements, and that they accept these Campaign Rules in full.

Part B. Package Booking Terms

Nesma WC 2026 Travel Packages — Nesma Travel & Tourism, Football Experiences.

These Package Booking Terms apply when Nesma Travel & Tourism opens external sales of Packages. Until then, no Package is offered for sale to external buyers under these Terms, and any prize Package awarded under Part A is governed by clause A.7 of Part A in addition to the relevant provisions of these Terms.

B.1 Parties

These Booking Terms govern the contract for the supply of travel packages by Nesma Travel & Tourism, a business of Nesma Businesses Company, with offices at 3132 Prince Turkey Street, Alkurnaish, Al Khobar 34412, Kingdom of Saudi Arabia (Nesma Travel & Tourism, we, us), to the person named as the lead booker on the Booking Confirmation (the Lead Traveller, you), acting on behalf of all persons named on that Booking Confirmation (together, the Travellers).

The Lead Traveller represents that they are at least eighteen (18) years of age, that they have full authority to enter into this contract on behalf of all Travellers, that each Traveller has read and accepted these Booking Terms, and that the information provided in respect of each Traveller is true, accurate, and complete.

B.2 Formation of contract

A booking is made by the Lead Traveller submitting a booking request through the Nesma Travel & Tourism website, by telephone, or by another channel that Nesma Travel & Tourism has expressly authorised. A booking request is an offer to enter into a contract on these Booking Terms.

The contract is formed at the moment Nesma Travel & Tourism issues a written Booking Confirmation. Until that moment, no contract exists, all prices remain indicative, and inventory remains subject to availability.

B.3 The Package

Each travel package (a Package) is described in the Booking Confirmation. Unless otherwise stated in the Booking Confirmation, a Package includes:

- One match ticket per Traveller per fixture covered by the Package, in the ticket category specified in the Booking Confirmation, supplied through the Authorised Ticket Supplier.
- Return international flights from the originating airport in the Kingdom of Saudi Arabia specified in the Booking Confirmation, to the host city in the United States.
- Accommodation in the host city for the trip duration specified in the Booking Confirmation, in the hotel category specified.
- Ground transport between the host city airport and the hotel.
- Mandatory travel insurance, as further described in clause B.8.

- US visa facilitation support, as further described in clause B.6.
- A dedicated Nesma Travel & Tourism point of contact for the duration of the trip.

The Package does not include any item not expressly listed in the Booking Confirmation, including without limitation meals (unless specified), local transport beyond airport transfers, optional excursions, premium seating upgrades, in-stadium hospitality not stated in the ticket category, baggage charges in excess of carrier allowances, US visa fees, vaccinations, and personal expenditure.

B.4 Pricing, payment, and dynamic pricing

Prices quoted on the Nesma Travel & Tourism website and in marketing materials are indicative starting prices, based on a group of two Travellers sharing a twin-bed room, in the lowest ticket category available for the relevant fixture, with economy-class flights. Prices for individual bookings are dynamic and depend on inventory available, fixture, host city, ticket category, hotel category, flight class, and trip dates at the moment of booking.

The final price applicable to a Package is the price stated in the Booking Confirmation.

Unless otherwise stated in the Booking Confirmation, payment is due in full at the time of booking. Nesma Travel & Tourism is not obliged to release tickets, hotel reservations, flights, or any other component of the Package until cleared funds have been received.

All prices are stated in Saudi Riyals (SAR) and are inclusive of value-added tax (VAT) at the rate in force from time to time, unless the Booking Confirmation states otherwise. Payment processing fees, currency conversion fees, and bank charges, if any, are the responsibility of the Traveller.

B.5 Cancellation and changes by the Traveller

Match tickets and certain other Package components are sold on a non-refundable basis by the relevant suppliers. As a result, regular cancellation rules apply, namely:

- Cancellation of a Package is governed by the terms of the underlying suppliers of each Package component (in particular the Authorised Ticket Supplier, the hotel, and the airline), which Nesma Travel & Tourism will pass through to the Traveller.
- Nesma Travel & Tourism will additionally apply an administrative charge to cover the cost of processing the cancellation.
- The specific cancellation schedule applicable to the Traveller's booking, including the non-refundable portion attributable to each Package component, will be set out in the Booking Confirmation and will form part of the contract between Nesma Travel & Tourism and the Lead Traveller.

Cancellation requests must be submitted in writing to Nesma Travel & Tourism by the Lead Traveller. The applicable cancellation charge is calculated by reference to the date on which the written cancellation is received.

Where a Traveller wishes to change the name on a booking, the host city, the fixture, the hotel, or any other Package component after the Booking Confirmation has been issued, Nesma Travel & Tourism will use reasonable efforts to accommodate the change but cannot guarantee availability. Any change will be treated as a partial cancellation and rebooking, and the cancellation charges set out in the Booking Confirmation will apply to the cancelled portion in addition to any rebooking charge.

B.6 US visa: facilitation, not procurement

Travel to the United States requires a valid United States visa or other lawful authorisation to enter the United States. The issuance of a visa is at the sole and absolute discretion of the competent United States authorities. Nesma Travel & Tourism cannot, does not, and will not guarantee that a visa will be issued to any Traveller.

Nesma Travel & Tourism's US visa facilitation support consists of assistance with the official visa application process, namely: information on the visa application process, assistance with the preparation of supporting documents (booking confirmations, hotel reservations, return flight confirmations, financial information lists), guidance on appointment booking with the competent US consular post in the region, and coordination of supporting letters where appropriate. Nesma Travel & Tourism does not submit visa applications on behalf of any Traveller and does not obtain visas for any Traveller.

It is the Traveller's responsibility to: lodge the visa application personally with the competent United States authorities, attend any interview required, pay all consular fees and other charges, answer truthfully and accurately all questions put by the consular officer, and present themselves at all times in a manner consistent with the application.

If a Traveller's visa application is refused, delayed beyond the date by which they would need to travel, or otherwise not granted in time, the Traveller remains liable for the Package price subject to the cancellation provisions in clause B.5. Nesma Travel & Tourism is not obliged to refund any sum in excess of what the cancellation provisions require by reason of a visa refusal, delay, or restriction.

By making a booking, the Traveller acknowledges and accepts that the financial risk of a failed visa application rests with the Traveller, that travel insurance may, but does not necessarily, cover this risk, and that the Traveller has had the opportunity to take separate insurance to cover this risk.

B.7 Passport, entry, and other travel documents

Each Traveller is responsible for ensuring that they hold, throughout the trip: a valid passport with at least six (6) months' validity beyond the scheduled return date and at least two blank visa pages; any required transit visas for connection points; and any other documentation required by any country to be visited or transited.

Nesma Travel & Tourism is not liable for any consequence of a Traveller's failure to hold the documents required to undertake the trip, including denial of boarding, denial of entry, deportation, or detention.

B.8 Mandatory travel insurance

Comprehensive travel insurance covering, at a minimum, emergency medical expenses, repatriation, trip cancellation and curtailment, baggage loss, and personal liability, in cover amounts appropriate for travel to the United States, is a mandatory condition of every Package booking and a condition of the visa application supporting documentation.

Nesma Travel & Tourism will offer a default policy through its partner insurer at the point of booking. The Traveller may, in the alternative, present evidence of equivalent or better cover held independently. Where the Traveller elects to use independent cover, the Traveller is required to provide the policy schedule, cover summary, and emergency assistance contact details at the point of booking. Nesma Travel & Tourism reserves the right to reject independent cover that it reasonably considers inadequate.

Each Traveller is responsible for declaring all pre-existing medical conditions to the insurer and for ensuring that the cover obtained is appropriate to their personal circumstances. Nesma Travel & Tourism does not provide insurance advice and is not the insurer.

B.9 Health

Each Traveller is responsible for taking such health, medical, and vaccination advice as is appropriate to their personal circumstances and to travel to the United States. Nesma Travel & Tourism is not qualified to give medical advice and does not do so. Travellers with reduced mobility or particular medical needs must inform Nesma Travel & Tourism at the time of booking so that reasonable accommodations can be considered.

B.10 Nesma Travel & Tourism's responsibility for the Package

Nesma Travel & Tourism agrees to perform with reasonable care and skill the obligations it has expressly accepted under the Booking Confirmation and these Booking Terms. Nesma Travel & Tourism is not the operating carrier for any flight, the operator of any hotel, the issuer of any match ticket, or the issuer of any visa. Nesma Travel & Tourism acts in respect of these components as a tour operator coordinating supply from third-party suppliers.

Where a component of the Package is supplied by a third party (airlines, hotels, ground transport operators, the Authorised Ticket Supplier, insurers, visa support providers), the relevant supplier's own conditions of contract apply between the supplier and the Traveller in respect of that component. Many of these conditions limit or exclude the supplier's liability in line with applicable international conventions (including the Montreal Convention in respect of flights). Nesma Travel & Tourism will make those conditions available on request.

Subject to clause B.13, Nesma Travel & Tourism's liability to the Traveller for any breach of these Booking Terms is limited, on a per-booking basis and in the aggregate, to the total Package price paid by the Lead Traveller for the affected booking.

B.11 Force majeure

Nesma Travel & Tourism is not liable for any failure or delay in performing its obligations, or for any cancellation, change, or curtailment of the Package, to the extent caused by events outside its reasonable control, including without limitation: war or threat of war, terrorism, civil disturbance, riot, government action or restriction, immigration or visa restriction, public health emergency or epidemic, natural disaster, severe weather, industrial action, supplier insolvency, fixture cancellation or rescheduling by the Tournament Organiser or the host stadium, and unscheduled venue change.

Where a force majeure event materially affects the Package, Nesma Travel & Tourism will use reasonable efforts to procure substitute arrangements of equivalent or greater value but is not obliged to refund any non-recoverable cost passed through from third-party suppliers.

In particular, the rescheduling, postponement, relocation, or cancellation of a match by the Tournament Organiser or the host stadium, and any associated change in match dates or venues, are events outside Nesma Travel & Tourism's reasonable control. The financial consequences of any such event for the Package are governed by the terms of the Authorised Ticket Supplier, which the Traveller accepts at the point of booking.

B.12 Tournament intellectual property

The Tournament, its name, brand, logos, marks, and indicia, are the intellectual property of the Tournament Organiser. Nesma Travel & Tourism is not an official partner, sponsor, or licensee of the Tournament Organiser. Match tickets supplied as part of the Package are sourced through the Authorised Ticket Supplier and are subject to the Tournament Organiser's official ticket terms and conditions, which apply between the Traveller and the Tournament Organiser and which the Traveller agrees to comply with.

Match tickets, hospitality packages, and any other component of the Package licensed by the Tournament Organiser may not be resold, transferred, advertised, used for any commercial purpose, or used as part of any promotion, raffle, or competition without the prior written consent of the Tournament Organiser. Breach by a Traveller of the Tournament Organiser's ticket terms may result in the ticket being cancelled by the Tournament Organiser or denial of entry at the stadium, and Nesma Travel & Tourism has no liability in those circumstances.

B.13 Liability cap and excluded losses

Nothing in these Booking Terms excludes or limits any liability of Nesma Travel & Tourism that cannot be excluded under the laws of the Kingdom of Saudi Arabia, including liability for fraud and for personal injury or death caused by Nesma Travel & Tourism's gross negligence.

Subject to the foregoing, Nesma Travel & Tourism is not liable for: indirect or consequential loss; loss of profit, revenue, or anticipated savings; loss of opportunity; loss of enjoyment beyond the standard agreed in these Booking Terms; emotional distress (save to the extent required by mandatory law); and any loss arising from the act or omission of a Traveller, of a third-party supplier, or of the competent authorities of any country to be visited.

B.14 Behaviour

Travellers are expected to conduct themselves throughout the trip in a manner that does not cause danger, distress, damage, or annoyance to other persons, to the property of third parties, or to the operation of any flight, hotel, transport, or venue. Nesma Travel & Tourism reserves the right, and each supplier reserves the right under its own terms, to terminate the Traveller's participation in the affected component of the trip in the case of unacceptable behaviour, in which case the Traveller is liable for the cost of any onward travel home and Nesma Travel & Tourism has no obligation to refund any sum.

B.15 Complaints

Any complaint arising during the trip must be raised at the time with the Nesma Travel & Tourism dedicated point of contact, so that the issue may be addressed during the trip itself. A written complaint must be submitted to Nesma Travel & Tourism within twenty-eight (28) days of the scheduled return date. Nesma Travel & Tourism will respond in writing within thirty (30) days of receipt.

B.16 Data

Personal data collected in connection with a booking is processed in accordance with Part C (Privacy and Data Notice), which forms part of these Booking Terms by reference. The Lead Traveller represents that they have obtained the necessary consents from each Traveller for the sharing of that Traveller's personal data with Nesma Travel & Tourism, with third-party suppliers (including airlines, hotels, the Authorised Ticket Supplier, the insurer, the visa support provider), and with the competent authorities of the United States and any country to be transited.

B.17 Entire agreement

The Booking Confirmation, these Booking Terms, and Part C together constitute the entire agreement between Nesma Travel & Tourism and the Travellers in respect of the Package, and supersede any prior representation, communication, or understanding.

B.18 Governing law and dispute resolution

These Booking Terms are governed by the laws of the Kingdom of Saudi Arabia. Any dispute that cannot be resolved amicably will be referred to the competent courts of the Eastern Province of the Kingdom of Saudi Arabia.

Part C. Privacy and Data Notice

Nesma Travel & Tourism — Football Experiences. Applies to all persons who submit a registration form, request information, or make a booking.

C.1 Controller

The controller of personal data collected through the Nesma WC 2026 Campaign landing page, the booking site, and any related channel is Nesma Travel & Tourism, a business of Nesma Businesses Company, with offices at 3132 Prince Turkey Street, Alkurnaish, Al Khobar 34412, Kingdom of Saudi Arabia.

For any question concerning personal data, please contact: football@nesma.com.

C.2 What we collect

We collect the following categories of personal data:

- Identification and contact data: full name, date of birth, nationality, residency status, email address, mobile telephone number, postal address.
- Travel document data (for Travellers only): passport number, passport country of issue, passport expiry date, scanned copy of the passport biodata page.
- Booking data: Package selected, fixture, host city, trip dates, ticket category, hotel category, flight class, room preferences, dietary or medical preferences disclosed at booking, emergency contact details.
- Payment data: name on the payment instrument, payment method, last four digits of the payment card, transaction reference. Full card details are not stored by Nesma Travel & Tourism; they are processed by the payment service provider.
- Visa-related data: information required to support a US visa application, including employment details, travel history, and supporting documents requested by the consular post.
- Campaign and referral data (for Campaign participants): Nesma Group corporate email address, employer entity, Personal Referral Link issued, referrals attributable, prize-draw entries, prize-draw outcome.
- Technical data: IP address, device and browser information, language preference, pages visited, referral source, cookie identifiers.

C.3 Why we collect it, and the lawful basis

We process personal data on the following lawful bases under the Saudi Personal Data Protection Law (PDPL):

- Performance of a contract: to process bookings, supply the Package, communicate with the Lead Traveller and Travellers before, during, and after the trip, and respond to complaints.

- Compliance with a legal obligation: to comply with tax, accounting, anti-money-laundering, consumer protection, and travel-industry regulatory requirements; to respond to lawful requests from competent authorities.
- Legitimate interests: to operate the Campaign, run the referral mechanic, detect and prevent fraud or abuse of the Campaign, conduct internal analytics, and improve our services. We balance these interests against the rights of the data subject.
- Consent: for marketing communications about future Nesma Travel & Tourism offerings (separate opt-in tick box at the point of registration or booking), and for any processing of sensitive personal data (such as health information disclosed in connection with dietary or medical preferences).

C.4 Who we share it with

We share personal data only as necessary for the purposes described above, with the following categories of recipient:

- Airlines, hotels, ground transport operators, and other travel suppliers, for the purpose of fulfilling the booking.
- The Authorised Ticket Supplier, for the purpose of issuing tickets in the Traveller's name and complying with the Tournament Organiser's ticket terms.
- The insurer providing mandatory travel insurance, for the purpose of issuing the policy and handling any claim.
- The visa support provider, for the purpose of assisting with the visa application.
- Payment service providers and banks, for the purpose of processing payments.
- The digital agency providing the Campaign landing page and back-end infrastructure (Global Media Reach, Dubai, United Arab Emirates), as a processor acting on Nesma Travel & Tourism's instructions.
- Nesma Group entities, on a need-to-know basis, for the purpose of operating the Campaign and providing internal reporting.
- Competent authorities, where required by law, including the competent authorities of the United States and any other country to be visited or transited.

C.5 Transfers outside the Kingdom of Saudi Arabia

Some of the recipients listed above are located outside the Kingdom of Saudi Arabia, including in the United States (for visa, ticketing, and travel-supplier purposes), in the United Arab Emirates (for digital agency services), and in other countries where suppliers operate.

Where personal data is transferred outside the Kingdom of Saudi Arabia, Nesma Travel & Tourism will take appropriate measures consistent with the PDPL and its implementing regulations to ensure an

adequate level of protection, including by contract with the recipient and by limiting the data transferred to what is necessary for the relevant purpose.

C.6 How long we keep it

We retain personal data for as long as it is necessary for the purpose for which it was collected and for any legal or regulatory retention period that follows. As a general rule:

- Campaign registration data is retained for the Campaign Period and for six (6) months thereafter, to manage Future Package Credit redemption and to address any dispute.
- Booking and travel data is retained for ten (10) years from the trip return date, in line with general accounting and tax retention requirements.
- Marketing data is retained for as long as the data subject's consent remains active.

C.7 Data subject rights

Subject to the PDPL, each data subject has the right to: be informed of the processing of their personal data; access their personal data; obtain a copy of their personal data; rectify inaccurate data; request erasure of data no longer necessary; withdraw consent (where consent is the lawful basis); object to processing on grounds related to their particular situation; and lodge a complaint with the Saudi Data and Artificial Intelligence Authority (SDAIA).

To exercise any right, please contact us at the address in clause C.1. We will respond within the period prescribed by the PDPL.

C.8 Security

We take appropriate technical and organisational measures to protect personal data against unauthorised access, alteration, disclosure, and destruction, including access controls on the Campaign infrastructure, encrypted transmission, and contractual data-protection obligations on our processors.

C.9 Cookies

The Campaign landing page and the Nesma Travel & Tourism booking site use cookies and similar technologies for essential site operation, attribution of referrals, and basic analytics. Detailed cookie information is available on the cookie banner displayed on first visit.

C.10 Changes to this notice

We may update this notice from time to time. The current version is available on the Campaign landing page and the Nesma Travel & Tourism booking site. Material changes will be communicated by email to active Campaign participants and active customers.