

## **Assumption of Risk, Liability Release and Photo/Likeness Release**

In consideration for being allowed to participate in the following (collectively, the "Activities"):

**All events, activities (including, but not limited to, the Winter Sports Activities, as defined below), accommodations, transportation, and manifestations, including but not limited to those directly or indirectly connected to the Milano Cortina 2026 Winter Olympic and Paralympic Games, taking place in Italy from February 6, 2026, through March 15, 2026 (the "Olympic Period"), as well as the four (4) weeks immediately preceding and following the Olympic Period (January 8, 2026 through February 5, 2026 and March 16, 2026 through April 13, 2026) (together with the Olympic Period, the "Event Period"), including any preparatory, promotional, marketing, or dismantling Activities related to the above-mentioned events.**

And for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, I, the undersigned, hereby release, waive, discharge and covenant not to sue, and shall defend, indemnify and hold harmless to the fullest extent permitted by applicable law, the brand Corona, Anheuser-Busch InBev SA/NV, its parent, subsidiary and affiliated companies, and their respective officers, directors, employees, representatives, agents, contractors and affiliates, and their respective successors and assigns (hereinafter the "Releasees") from and against any and all claims, liabilities, losses, damages, demands, judgments, recoveries, awards, settlements, penalties, fines, actions or expenses of any kind or nature which I, my assignees, estate, heirs, distributes, guardians, and/or legal representatives now have or may hereafter have arising out of or related to any loss, injury, death or damage that I, a third party or any property may sustain during the Event Period resulting from my participation in the Activities, including but not limited to, my participation in the Winter Sports Activities, as defined below, and overnight accommodations at Casa Corona, including the Summit Suite, and Corona Cero Mountain Resort, regardless of the cause of fault and regardless of whether such liability arises in tort, contract, strict liability or otherwise, including without limitation, (i) any claim that the Releasees have been negligent in the selection of the suppliers conducting the Activities (each, a "Supplier" and collectively, the "Suppliers") (or any action or omission of any such Supplier's subcontractors), or in disclosing or failing to disclose information about the Suppliers or the Activities, or (ii) exposure, directly or indirectly, to communicable disease(s) including but not limited to the virus "severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2)", "COVID-19" and/or any mutation or variation thereof (including any costs and expenses related thereto, such as travel disruptions or quarantine). I hereby agree that I, my estate, assignees, heirs, distributes, guardians, and legal representatives will not make any claim against, sue, or attach the property of the Releasees for any injury or damage resulting from the negligence or other acts, howsoever caused, by any Releasee as a result of the Activities or my participation in the Activities, except where such limitation would not be valid under applicable law. I understand that the Activities are being conducted by the Suppliers and that the Releasees have no right to manage or control the operations or activities of the Suppliers, nor any specialized expertise in the particular Activities in which I have elected to participate.

I recognize and understand that skiing, snowboarding, sledding, ice skating, climbing, hiking and other similar activities (collectively "Winter Sports Activities") pose known and unknown risks of serious personal injury, sudden changes in weather conditions, equipment failure, collisions with other people or objects, death, and/or damage to or loss of property. I have voluntarily agreed to participate in the Winter Sports Activities despite the recognized and inherent dangers existing and despite the known and unknown risks of serious personal injury, sudden changes in weather conditions, equipment failure, collisions with other people or objects, death, and/or damage to or loss of real or personal property. I further acknowledge that through this document I have been fully and adequately warned of the risks. By signing this document, I agree that I am in good physical health and am not aware of any condition that would be aggravated by my participation in Winter Sports Activities. I agree to release the Releasees for my participation in Winter Sports Activities offered by the Releasees or its agents for entertainment

or other purposes. I agree to adhere to all rules and protocols for participation in any Winter Sports Activities.

I further understand that my participation in the Activities will involve transportation to and from the Activities. I understand that transportation to and from the Activities, including transportation to and from Casa Corona and Corona Cero Mountain Resort, involves an inherent risk of personal injury and even death. I also understand that transportation may include snowmobiles, snowcats, chairlifts and other similar over-snow or off-road transportation methods. I acknowledge that the use of snowmobiles, snowcats, and other similar over-snow or off-road transportation methods involves inherent and significant risks including, but not limited to, rapidly changing weather, limited visibility, steep, icy, uneven, or unstable terrain, hidden obstacles such as rocks, stumps, tree wells, and creeks, collisions, equipment malfunction, risks associated with loading and unloading, the actions or negligence of other participants, operators, or third parties, personality injury and death. I understand that these risks are inherent and cannot be fully eliminated. I voluntarily assume all such risks, both known and unknown.

I, the undersigned, acknowledge that the Releasees do not require me to participate in the Activities, my participation is entirely optional and voluntary and that I have elected to participate notwithstanding the potential risks involved, known and unknown. I acknowledge that the Releasees shall not be liable, to the fullest extent permitted by applicable law, for any delay, inconvenience, or irregularity arising out of or relating to the Activities or said participation, including without limitation, any expenses for accommodation or treatment due to any required delay in return. I agree to abide by the Suppliers' rules and regulations pertaining to the Activities and all applicable, state, municipal and local laws, ordinances and regulations in connection with the Activities. I understand that alcohol may be served at the Activities, and I acknowledge that the Releasees require me to act responsibly during and on the way to and from the Activities with regard to my alcohol consumption.

I, the undersigned, also understand and agree that I am solely responsible for evaluating the risks involved in the Activities and my fitness to participate. I acknowledge that the degree of risk can be affected by circumstances foreseen and unforeseen, such as weather conditions, the condition of equipment, and my own physical condition and capabilities, and that participation in the Activities can result in serious injury or death. I hereby acknowledge that I know of no medical reason why I should not participate in the Activities. I agree to assume all risks associated with the Activities and any and all damages or expenses arising out of or relating to any loss, damage or injury to my person or property, including death, that I may sustain in connection with my participation in the Activities except where such assumption of risk would not be valid under applicable law.

By signing this document, I represent and warrant that I have obtained and will maintain, for the duration of my participation in the Activities, valid travel medical insurance that provides coverage for illness, injury, emergency medical treatment, hospitalization, and medical evacuation. I understand that such insurance is my sole responsibility and that the Releasee does not provide medical insurance coverage of any kind. If I do not have valid travel medical insurance for the duration of my participation in the Activities, I acknowledge and agree that I am solely responsible for any and all medical expenses incurred as a result of injury, illness, or emergency during or related to my participation in the Activities, including but not limited to hospital services, emergency transportation, and medical evacuation. I agree that under no circumstances shall the Releasees be responsible for any such costs. In the event of an emergency, I authorize the Releasees to secure from any licensed hospital, physician, or medical personnel any treatment deemed necessary for my immediate care. I understand and agree that the Releasees are not undertaking to provide, directly or indirectly, any care or treatment which may be required in the event of injury in connection with my participation in the Activities, and that such care or treatment may not be readily available if an accident occurs.

I understand that I am responsible for complying with all applicable laws, regulations, orders, state, and local guidelines, including but not limited to travel requirements, Visa requirements, COVID testing and requirements, and tax reporting and responsibilities. The Releasees are not responsible for and will not coordinate any identification, Visa, COVID, or tax requirements.

I further understand that the Releasees are not responsible for any travel-related delays or losses and I release them from any liability in the event of travel delays, cancellations, disruptions, losses (including but not limited to loss or delay of luggage), interruption, accident, injury, or refusal of the carrier, accommodation, or festival to board, admit, accept, or transport me for any reason, to the fullest extent permitted by applicable law.

I, the undersigned, also release, to the fullest extent permitted by applicable law, the Releasees from any liability in the event that any portion of the events or related Activities is canceled due to weather, fire, strike, acts of war or terrorism, pandemic or other public health issue, or any other condition beyond the control of the Releasees.

#### Photo/Video Release

I, the undersigned, hereby grant to the brand Corona, Anheuser-Busch InBev SA/NV, its parent, subsidiary and affiliated companies, and its designees the perpetual, worldwide, fully paid up and royalty-free right, authority and license to (a) photograph, film and/or record my name, signature, likeness, voice, personal characteristics and statements (collectively, my "Likeness"), as well as publish the fact that I participated in the Activities, and (b) use, publish, display, stream, publicly perform, modify, edit and/or reproduce my Likeness and/or any photograph and/or recording of my Likeness and/or any photograph, film, video, sound or other recording of it (collectively, the "Images"), or portions thereof, in any and all media, now or hereafter known, for all purposes, including for any advertising, promotional, commercial or any other purposes whatsoever (without notification or compensation to, or approval by, the undersigned or any third party). This authorization includes the right to use the Images separately from the Activities and to combine them with other materials, to adapt or reproduce them in any format or medium (including print, digital, audiovisual, Internet, mobile devices, social media, streaming platforms, television or any future technology), and to sublicense or assign such rights to third parties. The Releasees shall have no obligation to actually exploit the Images, and any failure or partial use shall not give rise to any claim or right by the participant. I understand that the Releasees shall be without liability to the undersigned for any distortion or illusionary effect or misrepresentation of my Likeness based on the contextual use resulting from any exhibition, publication, broadcast or other use of the Images and/or my Likeness. I, the undersigned, hereby expressly release and discharge to the fullest extent permitted by applicable law the Releasees from any claim, liability, loss, injury, death, damage, or expense which I, my assignees, heirs, distributes, guardians, and/or legal representatives now have or may hereafter have for injury or damage resulting from (and covenant not to make any claims against the releasees as a result of) any and all loss or injury caused by or occurring as a result of the exploitation of the rights granted hereunder, including without limitation any damages based on an invasion of my rights or privacy or publicity. I, the undersigned, shall indemnify and hold harmless the Releasees from and against any and all damages arising out of a breach of this release.

Regarding my Likeness and my Image, I also declare that I have read and understand the attached privacy notice pursuant to Article 13 of Legislative Decree 196/2003 and Article 13 of Regulation (EU) 2016/679 ("GDPR"), and I give my consent to the processing of my personal data as described therein.

#### Miscellaneous

This document shall be governed by Italian law, without regard to conflicts of law principles thereof, and any mediation, suit or other proceeding relating to this document or the Activities must be filed or entered into only in Italy, with the exclusive jurisdiction of the Courts of Milan.

I, the undersigned, intend that this release be as expansive and enforceable to the greatest extent possible. This document embodies the entire document between the Releasees and me, and I have not relied on any other representation or statement not set forth herein. To the extent any provision is held by a court with jurisdiction to be unenforceable, such term shall not affect the enforceability of any other terms hereof.

I, the undersigned, have carefully read and understand this document and its terms. I certify that I have reached the age of majority, have signed this document under my own free will and am suffering under no legal disabilities. I understand that this is a RELEASE OF LIABILITY that legally prevents me or any other person to the fullest extent permitted by applicable law from filing suit or making any other legal claim for damages in the event of my death or any injury to me. I nevertheless enter into this document freely and voluntarily and agree that it binds me. It is my express intent that this document also binds my family members, spouse, heirs, assigns, personal representatives and anyone else entitled to act on my behalf to the extent they act on my behalf. A copy of this document shall be as valid and binding as the original and may be retained in my personnel file.

Dated: \_\_\_\_\_

\_\_\_\_\_  
(Signature)

\_\_\_\_\_  
(Printed name)

**PRIVACY NOTICE PURSUANT TO ARTICLE 13 OF LEGISLATIVE DECREE 196/2003 AND ARTICLE 13 OF REGULATION (EU) 2016/679 ("GDPR")**

The personal data provided, including any image, video, voice or likeness captured as part of the Activities (collectively, the "Personal Data") will be processed by Anheuser Busch InBev SA/NV, with registered office in Grand Place 1, 1000 Brussels, Belgium, VAT BE0417497106 ("AB InBev" or the "Data Controller"), in accordance with the provisions of Regulation (EU) 2016/679 ("GDPR") and applicable Italian privacy laws.

The processing will be carried out for the purposes indicated in this Release, including: (i) the use, publication, dissemination and storage of the Participant's image, voice and/or likeness (collectively, the "Likeness") and any photograph or recording thereof (the "Image") for advertising, promotional and commercial purposes, in any media now known or hereafter developed; (ii) the management of administrative and legal obligations related to participation in the Activities; and (iii) the protection of AB InBev's rights and interests, including in judicial or extrajudicial proceedings.

The processing of Personal Data, including the Likeness and the Images, is strictly connected to the execution of this Release and may take place both in paper and electronic form, using appropriate tools to ensure their security and confidentiality (including any recording, storage, editing, publication and dissemination of the participant's Likeness and Image in both digital and printed formats, on AB InBev's official websites, social media pages (including but not limited to Facebook and Instagram), or any other online and offline communication channels used for corporate or brand promotion.

The legal basis for such processing is AB InBev's legitimate interest under Article 6(1)(f) GDPR, where the Likeness and/or the Images are used for corporate communication, promotional purposes consistent with AB InBev's business Activities, promoting and protecting its trademarks, products and events.

Once published on the Internet or social media, the Images may be further shared or disseminated beyond AB InBev's direct control, and therefore their complete deletion may not always be technically possible.

Given the nature of the Photo/Video Release, the Likeness and/or the Images may be retained and used within the limits of the purposes described above but maximum three years or until the data subject exercises their right to withdraw consent.

Personal Data may be communicated to third-party companies and professionals acting on behalf of AB InBev as data processors or autonomous controllers for the same purposes, including communication, marketing, event management, and media production agencies, including entities located outside the European Economic Area, where Personal Data may be subject to different levels of protection; in such cases, AB InBev will implement appropriate safeguards in accordance with Articles 45–49 GDPR, such as the Standard Contractual Clauses adopted by the European Commission.

The data subject may exercise at any time the rights provided under the GDPR (including access, rectification, erasure, restriction, objection, data portability, and the right to lodge a complaint with the Supervisory Authority (more information available at [https://www.edpb.europa.eu/about-edpb/about-edpb/members\\_en](https://www.edpb.europa.eu/about-edpb/about-edpb/members_en).

For any questions or to exercise your rights, you may submit a request [here](#) or contact AB InBev's Data Protection Officer at [Dataprotectionofficer\\_eur@ab-inbev.com](mailto:Dataprotectionofficer_eur@ab-inbev.com).