

OFFICIAL RULES

GM VIDSUMMIT: SHOW US YOUR 0-60 VIDEO CONTEST

GM VIDSUMMIT: SHOW US YOUR 0-60 VIDEO CONTEST (THE "CONTEST") BEGINS AT 9:00 A.M. CENTRAL TIME ON OCTOBER 7, 2025, AND ENDS AT 11:59 P.M. CENTRAL TIME ON OCTOBER 14, 2025 (THE "CONTEST PERIOD"). ALL DATES AND TIMES IN THESE OFFICIAL RULES ARE CENTRAL TIME. ADMINISTRATOR'S COMPUTER WILL BE THE OFFICIAL TIME-KEEPING DEVICE FOR THE CONTEST. Throughout these Official Rules, this promotion is referred to as the 'Contest'; references to 'Promotion' or 'Giveaway' (if any) mean the Contest.

ELIGIBILITY: OPEN ONLY TO NATURAL PERSONS WHO ARE LAWFUL RESIDENTS OF THE FIFTY (50) UNITED STATES AND D.C., (EXCEPT THE STATE OF ARIZONA) AGE 18 OR OLDER (OR THE AGE OF MAJORITY IN THEIR JURISDICTION OF RESIDENCE) AT TIME OF ENTRY, WHO HELD A VALID, FULLY PAID VIDSUMMIT 2025 ATTENDEE BADGE ISSUED PRIOR TO 12:01 A.M. CENTRAL TIME ON OCTOBER 7, 2025, AND WHO ARE PHYSICALLY PRESENT AT THE EVENT VENUE DURING THE ENTRY PERIOD (EACH, AN "ENTRANT"). ELIGIBILITY WILL BE ESTABLISHED BY AN ON-SITE VISUAL BADGE CHECK ONLY. SPONSOR DOES NOT SELL, CONTROL, OR RECEIVE ANY PORTION OF VIDSUMMIT ADMISSION PROCEEDS. PURCHASE OF A VIDSUMMIT ADMISSION AFTER THE CUTOFF DOES NOT CREATE ELIGIBILITY AND DOES NOT IMPROVE THE CHANCES OF WINNING. THIS IS A SKILL CONTEST; WINNERS ARE DETERMINED BY JUDGING PURSUANT TO THE CRITERIA BELOW. VOID WHERE PROHIBITED. Employees of General Motors LLC ("Sponsor"), EventLink Group ("Administrator"), Jack Morton Worldwide, VidSummit, Irving Convention Center, and their respective employees, dealerships, dealership employees, directors, elected officials, parents, affiliates, subsidiaries, distributors (other than as defined above), and their advertising and promotion agencies, (collectively the "Released Parties") and the members of their immediate families (spouses and parents, siblings, children and their spouses and in-laws) and persons living in the same household with such individuals (whether related or not) are not eligible to enter or win.

AGREEMENT TO THE OFFICIAL RULES: By participating, participants agree to be bound by these Official Rules and the decisions of the Sponsor and/or Administrator and Judges, which are binding and final on all matters relating to this Contest. This Contest is subject to all applicable federal, state, and local laws. Winning a prize is contingent upon fulfilling all requirements set forth herein.

ENTRY PERIOD AND LOCATION (ON-SITE CREDENTIAL AUTHENTICATION REQUIRED). To participate, eligible entrants must physically attend VidSummit at the Irving Convention Center in Irving, Texas, and be prepared to show proper credentials to participate in the VidSummit at the General Motors activation located within the VidSummit venue (the "Entry Area") between 9:00 a.m. and 6:00 p.m. CT on any day from October 7–9, 2025. Entrants may complete the remaining entry steps at any time through 11:59 p.m. Central Time on October 14, 2025, as described below.

HOW TO ENTER (Facebook, Instagram, and TikTok Only). After on-site credential check-in at the Entry Area, an eligible entrant must create an original short-form video that complies with these Official Rules (the "Entry") and publish it from a public account on Facebook Reels, Instagram Reels, or TikTok (each, a "Platform"). The Entry must be between forty-five (45) and sixty (60) seconds in length, must include a social caption, must include the hashtags "#Contest" or "#GMContest" and "#GMxVidSummit," and must feature video footage of at least one of the following GM electric vehicles: Cadillac Escalade IQ, GMC Hummer EV SUV, or Chevrolet Silverado EV. A brand or program hashtag alone is not sufficient; a clear contest disclosure (for example, "#Contest" or "#GMContest") must appear within the post itself and not solely on a profile or in a comment. The post must remain publicly viewable from initial posting through the conclusion of winner verification. After publishing the post, the entrant must visit GM0to60.com (the "Entry Page") and submit the post URL and all requested fields. Engagement metrics, including likes, comments, shares, and views, play no role in judging and will not be considered.

Entries must remain live, publicly viewable, and accessible via the submitted URL, and must not be materially edited after submission, through the conclusion of winner verification. Entries that do not display GM vehicle will be disqualified. Sponsor may disqualify any Entry showing evidence of fabrication, stock or off-site footage, or metadata inconsistent with these Official Rules.

VIDEO SUBMISSION Entry Deadline: ENTRIES MUST BE SUBMITTED BY 11:59 P.M. CT ON OCTOBER 14, 2025. Before contest prizing is awarded, all information submitted on the application by the entrant will be verified. If ANY false or misleading information is submitted on the application, the Entrant will be disqualified without notification to the Entrant.

LIMIT: There is a limit of one (1) Entry per Entrant. In the event of receipt of multiple entries from the same Entrant, only the first entry will be considered. Any attempt by any participant to obtain more than the stated number of entries by using multiple/different identities, registrations or any other methods will void that Entrant's entries and that Entrant will be disqualified. Entries may not be submitted by agencies, bots, scripts, or other automated means. Participants are responsible for all charges imposed by their Internet service provider, including any applicable taxes on such services, in connection with submission of an entry. Administrator is not responsible for lost, late, incomplete, invalid, unintelligible, unreadable, or misdirected registrations, which will be disqualified. Use of any automated system to participate is prohibited and will result in disqualification.

JUDGING PERIOD: The judging period begins at 12:00:00 a.m. CT on October 15, 2025, and ends at 11:59:59 p.m. CT on October 30, 2025 (the "judging period").

SELECTION OF SEMI-FINALISTS: Beginning October 15, 2025, a panel of five (5) qualified judges appointed by Administrator will review all eligible entries and score each entry on a 0–20 scale in each of the following criteria: creativity & originality; brand integration; technical execution; storytelling; and overall impact (maximum 100 points). The ten (10) highest-scoring entries (or fewer, if fewer than ten eligible entries are received) will be designated the 'semi-finalists.' Semi-finalists may be required to complete and return a participation/release form within the time stated in the notification as a condition of advancing.

SELECTION OF GRAND PRIZE WINNER: During the judging period, a panel of judges will independently rescore the semi-finalist entries using the same criteria and scoring scale described above. The semi-finalist with the highest total score, as determined by the panel of judges, will be the potential grand prize winner, subject to verification and satisfaction of all requirements stated in these official rules.

Tie-break. In the event of a tie at either stage, the tied entries will be re-judged by the panel of judges using only the 'overall impact' criterion; if still tied, the prize will be awarded to the entry with the higher 'technical execution' score; if still tied, Administrator will select the winner from among the tied entries based on a review of all criteria.

Additional terms. Engagement metrics (including likes, comments, shares, and views) play no role in judging. Judges' and Administrator's decisions are final and binding on all matters relating to the contest. If the potential Grand Prize winner is disqualified or unable to accept the prize (including failure to satisfy credit approval or documentation requirements for the vehicle lease), the prize will be offered to the next highest-scoring semi-finalist, and so on, beginning November 3, 2025.

WINNER REVEAL DATE: Subject to verification of eligibility and full compliance with these Official Rules, the Grand Prize Winner will be announced on November 3, 2025. The potential Grand Prize Winner will be contacted by the Administrator using the email address and/or telephone number provided at entry and will be required to complete, sign, and return an affidavit of eligibility, a liability release, and, where lawful, a publicity release (collectively, the "Affidavit/Release") within seven (7) days of transmission. Administrator may also require a completed IRS Form W-9 and any additional documentation reasonably necessary to confirm eligibility and prize fulfillment. The decision of the judges is final and binding on all matters relating to the Contest. If a potential winner does not respond within the stated time; if any notification is rejected, returned, or deemed undeliverable; if the Affidavit/Release or any required documentation is not received by the deadline; if the potential winner is found ineligible or in violation of these Official Rules; or if the potential winner declines or forfeits the prize for any reason, that potential winner will be disqualified and the Grand Prize will be offered to the Semi-Finalist with the next highest total score under the published judging criteria, and so on, in descending order of score, beginning November 3, 2025. If no qualified Semi-Finalist remains or time does not reasonably permit, Sponsor reserves the right not to award the Grand Prize. In the event the initially selected Grand Prize Winner is determined to be ineligible after notification, Sponsor will award the Grand Prize to an alternate as described above—specifically, the Semi-Finalist with the next highest total score—rather than by random drawing or public voting. The Grand Prize Winner will be required to

provide a valid Social Security number or taxpayer identification number for tax reporting purposes, and Administrator will issue an IRS Form 1099 for the approximate retail value of the prize as required by law. Unclaimed prizes will not be awarded.

GRAND PRIZE/ODDS: Grand Prize consists of \$57,990.00 to be applied toward the purchase of a new 2026 Chevrolet Silverado EV Custom-Standard Range (the "Vehicle"). If the Vehicle's MSRP is under \$57,990.00, the Grand Prize Winner will not be awarded the difference between the Vehicle's MSRP and \$57,990.00. Sales tax, destination charges, freight, delivery, dealer prep, additional equipment, licensing, registration, insurance, title and all other expense on the receipt and use of the Grand Prize vehicle is the sole responsibility of the Grand Prize Winner. The Winner of the Prize vehicle is not eligible for any cash rebate programs. Model, color, package, factory options, and other prize specifics are subject to availability. All options and upgrades on vehicle that increase the MSRP over \$57,990.00 are the sole responsibility of the Grand Prize Winner. The maximum Approximate Retail Value ("ARV") of the prize is \$57,990.00. The maximum value of the prize set forth above represents the Sponsor's good faith determination of the maximum ARV thereof, and the actual fair market value, as ultimately determined the Sponsor, cannot be challenged or appealed.

The odds of winning the Grand Prize depends upon the number of eligible Submissions received.

PRIZE RESTRICTIONS: Other than the manufacturer's limited warranty, Sponsor does not make, nor in any manner is responsible or liable for any warranty, representation, or guarantee, express or implied, in fact or in law, relative to the vehicle including but not limited to its quality, fitness for purpose or mechanical condition. Grand Prize Winner must have proof of insurance and a valid U.S. driver's license from their state or place of residence in the U.S. to take delivery of vehicle; failure to show may result in prize forfeiture and selection of an alternate Grand Prize Winner. Grand Prize Winner will be provided instructions to obtain his/her Prize vehicle at a Sponsor dealership to be determined by Sponsor. Vehicle delivery may take up to 8 weeks. Grand Prize Winner must take delivery of vehicle within thirty (30) days of notification that dealership has received vehicle. If the Grand Prize is unclaimed within a reasonable time after notification from Sponsor, as determined by Sponsor in their sole discretion, it will be forfeited, and time permitting, an alternate Grand Prize Winner may be selected from the remaining eligible entries at Sponsor's sole discretion.

All details of Prize will be determined by Administrator in its sole discretion. Administrator reserves the right to substitute Prize (or portion thereof) with a similar prize (or prize element) of comparable or greater value. All taxes and other expenses, costs, or fees associated with the acceptance and/or use of Prize (including cost of title, licensing, insurance, registration fees, applicable sales tax and travel and transportation costs associated with collecting the vehicle) are the sole responsibility of the Grand Prize Winner. **Grand Prize Winner will be responsible for all applicable taxes (not limited to federal, state, local and/or income) and will be required to provide their Social Security number or tax ID for tax reporting purposes as Sponsor will file an IRS Form 1099 with the Internal Revenue Service for the fair market value of a prize awarded and accepted.** Prize cannot be transferred or assigned to a third party by Winner or redeemed for cash and is valid only for the items detailed above, with no substitution of Prize by Grand Prize Winner. Vehicle cannot be assigned or transferred to a third party. Vehicle delivery is through an authorized Chevrolet dealer and conditional upon Grand Prize Winner's execution and return of any and all required paperwork. Depiction of Vehicle in any advertising or promotional materials may not reflect the actual Vehicle delivered. Sponsor and Administrator shall have no liability in conjunction with such differences between depicted Vehicle and actual Vehicle.

In the Administrator's sole discretion, Grand Prize Winner may be required to forfeit the prize and an alternate Grand Prize Winner may be selected in accordance with these Official Rules from the remaining eligible Submissions if selected winner (i); declines or cannot accept, receive, or use the prize for any reason; or (ii) fails to comply with these Official Rules. The maximum value of the prize set forth above represents the Sponsor's good faith determination of the maximum ARV thereof and the actual fair market value, as ultimately determined the Sponsor, cannot be challenged or appealed.

SUBMISSION GUIDELINES: Submissions must (i) be your own original work, created solely by you, and be the exclusive property of you alone; (ii) content creators should not have any social violations on the platform used to post submission video; (iii) not have been previously published, released or distributed in any form; and (iv) not have won any prior awards or competitions. Submissions may or can be disqualified if, in the opinion of the Sponsor, they: (a) are sexually explicit or suggestive, violent, derogatory of any ethnic, racial, gender, religious, professional or age group, profane or pornographic,

or reference nudity or any materially dangerous activity; (b) promote alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing), any activities that may appear unsafe or dangerous, or any particular political agenda or message; (c) are obscene or offensive, endorse any form of hate or hate group; (d) infringe upon or include third-party trademarks, logos or trade dress owned by others, or advertise or promote any brand or product of any kind, or contain any personal identification, such as license plate numbers, personal names, email addresses or street addresses; (e) contain copyrighted materials owned by others; (f) contain materials embodying the names, likeness, or other indicia identifying any person, living or dead; or (g) suggest, or are in violation of, any law. Any waiver of any obligation hereunder by Sponsor does not constitute a general waiver of any obligation to participants. Sponsor reserves the right to waive the contest entry requirements set forth herein in its reasonable discretion. Sponsor reserves the right, in its reasonable discretion, during or upon completion of the Contest Period, to request that any Entrant resubmit his or her entry that fails to comply with the contest entry requirements before any judging period.

Entrant must not include third-party trademarks, logos, copyrighted works (including music, video clips, or images), or the name/likeness of any identifiable person without express, written permission. For social media platforms or other platforms with separate libraries, entrants may use only audio they own, audio provided by Sponsor, or audio available in the platform's commercial/royalty-free library. Entrant represents that filming was permitted at the venue and that entrant complied with all on-site rules. Sponsor may request proof of licenses and releases at any time; failure to provide such proof on request may result in disqualification.

USE OF SUBMISSIONS: By submitting an entry, Entrant represents and warrants that the entry is original to Entrant, has not been previously published or submitted in any substantially similar promotion or contests, does not infringe or violate any copyright, trademark, privacy, publicity, or other right of any person or entity, and that Entrant has obtained all permissions and releases necessary for Sponsor's contemplated uses, including from any identifiable person in the entry and from any creator of photo, video, music, or other third-party content included in the entry. Entrant agrees to provide written proof of such permissions upon request. For entries that are not selected as the Grand Prize winner, Entrant grants to Sponsor and its designees a perpetual, worldwide, royalty-free, fully sublicensable license to use, reproduce, distribute, display, perform, adapt, edit, modify, and create derivative works from the entry, and to use Entrant's name, likeness, and statements as incorporated in the entry, solely for administering and judging the Contest and for promoting Sponsor, the Contest, and Sponsor's brands in any media now known or later developed. As a condition of receiving the Grand Prize, the winner's entry will be deemed a "work made for hire" under United States copyright law; if and to the extent it is not so deemed, winner hereby irrevocably assigns and transfers to Sponsor all right, title, and interest in and to the winning entry, including all copyrights and allied rights therein, worldwide, together with all claims for past, present, and future infringement, and agrees to execute further documents as Sponsor reasonably requests to confirm and record such ownership. To the extent permitted by applicable law, winner waives, in favor of Sponsor, any moral rights or similar rights the winner may have in the winning entry. Nothing in these Official Rules requires assignment by non-winners.

Entrant understands that submission is voluntary and gratuitous, that Sponsor has no obligation to post, use, or retain any entry, and that Sponsor's acceptance of an entry does not limit Sponsor's right to use similar ideas known to or developed by Sponsor or obtained from sources other than Entrant. Sponsor may, but is not obligated to, monitor or screen entries prior to posting and may disqualify any entry that does not comply with these Official Rules. If a photographer or other third party created any portion of the winning entry for winner, Sponsor may require winner to secure, and the photographer or third party to execute, an irrevocable assignment of all right, title, and interest in and to such contribution (or, where assignment is unavailable, an exclusive, perpetual, worldwide license with rights consistent with Sponsor's ownership of the winning entry), together with any permissible waiver of moral rights; Sponsor's decision not to request such assignment or waiver immediately will not constitute a waiver of Sponsor's right to request it later.

To the fullest extent permitted by law, Entrant will indemnify, defend, and hold harmless Sponsor and the Released Parties from and against third-party claims arising out of the entry or any breach of Entrant's representations, warranties, or obligations hereunder, including reasonable attorneys' fees and costs; provided that nothing in these Official Rules will limit liability for willful or intentional misconduct, gross negligence, or for personal injury caused by a product to the extent such limitation is prohibited by law. By accepting a prize, winner further grants to Sponsor and its designees the right to use winner's name, photograph, likeness, voice, image, statements, and biographical information for advertising, trade,

publicity, and promotional purposes in any media now known or later developed, worldwide, without review, notification, approval, or additional compensation, unless prohibited by law.

REPRESENTATIONS AND WARRANTIES/INDEMNIFICATION: Each Entrant represents and warrants he/she has not engaged or taken part in (or induced or encouraged anyone else to do so) any activity or conduct in connection with this contest that may or is likely to harm or create a risk of harm, physical or mental injury, emotional distress, death, disability, disfigurement, or physical or mental illness to any person, other living things or any property; may or is likely to create a risk of any other loss or damage to any person, living thing or any property; is or may constitute a crime, unlawful or non-consensual activity (e.g., conduct that could lead to criminal prosecution), tortious conduct (e.g., conduct that could lead to civil prosecution). Each Entrant hereby agrees to indemnify and hold the Released Parties harmless from and against any and all claims, actions or proceedings of any kind and from any and all damages, liabilities, costs and expenses relating, in whole or in part, directly or indirectly, to or arising out of any breach or alleged breach of any of the warranties, representations or agreements of Entrant hereunder. Failure of Sponsor to enforce any provision herein shall not be deemed a waiver of such.

GENERAL CONDITIONS/RELEASE: To the fullest extent permitted by law, participants release the Released Parties from claims arising out of participation in the contest or the prize; nothing in these Official Rules limits liability for willful or intentional misconduct, gross negligence, or for personal injury caused by a product to the extent such limitation is prohibited by law. By participating, participants (a) release and agree to hold the Released Parties harmless from any and all claims, costs, injuries, losses, or damages of any kind arising in whole or in part, directly or indirectly, from participation in the contest or the acceptance, possession, use, or misuse of any prize (including any travel or activity related thereto), including claims relating to unauthorized access to, or theft of, personally identifiable or sensitive information except as limited above; and (b) acknowledge that the Released Parties have not made and are not responsible or liable for any warranty, representation, or guarantee, express or implied, in fact or in law, relative to any prize, including its quality or availability, except as expressly stated in these Official Rules.

Neither the Released Parties nor any service providers are responsible for: incorrect or inaccurate transcription or capture of entry information; human or technical error; malfunctions, interruptions, or failures of any telephone network, computer equipment, software, or internet service; lost, delayed, misdirected, garbled, or intercepted data transmissions or mail; or any injury or damage to persons or property related to or resulting from participation in the contest. Neither the Released Parties nor any service providers are responsible for typographical or other errors in any contest materials, in the administration of the contest, or in the announcement of the prize winner, including any error that may erroneously indicate that a prize has been won. In no event will more than the stated number of prizes be awarded.

Caution: any attempt to deliberately damage any website or platform associated with this contest, to tamper with the entry process, or to undermine the legitimate operation of the contest may violate criminal and civil laws. Should such an attempt occur, sponsor and/or administrator reserve the right to seek all remedies available to the fullest extent permitted by law and to cooperate with law enforcement in the prosecution of any such individual(s).

Failure by the Released Parties to enforce any term of these official rules will not constitute a waiver of that provision. Sponsor and/or administrator may amend the contest dates or these Official Rules at any time, and any such changes will be posted at www.eventlinkgroup.com/rules.

If, for any reason, the contest cannot be executed as planned, including due to virus, bugs, tampering, unauthorized intervention, fraud, actions of entrants, technical failures, or any other causes that, in sponsor's or administrator's opinion, corrupt or affect the administration, security, fairness, integrity, or proper conduct of the contest, administrator may, in its sole discretion, disqualify any suspect entry or entrant and cancel, terminate, modify, or suspend the contest. In the event of cancellation, termination, or suspension, notice will be posted at www.eventlinkgroup.com/rules, and the winner determination may be made from among all eligible, non-suspect entries received as of the date of the action, as administrator determines in its sole discretion. Entries that do not comply with these Official Rules are subject to disqualification.

GOVERNING LAW/JURISDICTION/DISPUTE RESOLUTION: Participants agree that (a) any and all disputes, claims and causes of action arising out of, or connected with, the Contest or prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the federal, state and local courts for Wayne County, Michigan; (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Contest but in no event attorneys' fees; and (c) under no circumstances will participant be permitted to obtain awards for, and participant hereby waives all rights to claim, punitive, incidental and consequential damages and any other damages, other than out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, participant's rights and obligations, or the rights and obligations of the Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of State of Michigan, without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than State of Michigan.

SOCIAL MEDIA: This Contest is in no way sponsored, endorsed, administered by, or associated with Facebook, Instagram, or TikTok. By participating, entrants understand that they are providing information to Sponsor and Administrator, not to Facebook, Instagram, or TikTok. Entrants must comply with all applicable Platform terms, rules, and policies. On Facebook, entries may not rely on personal Timelines or friend connections to administer the Contest, and entrants may not encourage others to tag themselves in content in which they do not appear. On Instagram, entrants must not inaccurately tag content or encourage others to do so, and any required disclosures must appear in the caption. On TikTok, entrants must comply with TikTok's branded-content and advertising policies, including use of the in-app branded-content disclosure tools where applicable; if music is used, entrants may use only audio provided by Sponsor, audio the entrant owns, or audio available in TikTok's Commercial Music Library (or an equivalent royalty-free library that permits contest use). Failure to include the required in-post disclosure ("#Contest" or "#GMContest") will result in disqualification.

WINNER'S NAME: The name of the Grand Prize Winner will be available after November 30, 2025, and may be obtained by sending a self-addressed stamped envelope to the Winner Requests Address: Winner's Name, GM VIDSUMMIT: SHOW US YOUR 0-60 VIDEO CONTEST c/o EventLink Group, PO Box 249, Spring Hill, TN 37174, for receipt no later than December 30, 2025.

ENTRANT'S PERSONAL INFORMATION: Any personally identifiable information collected during a participant's participation in this Contest will be collected by Administrator in accordance with its privacy policy (<https://www.eventlinkgroup.com/rules/>) and used by Sponsor, its affiliates, agents and marketers for purposes of the proper administration and fulfillment of the Contest as described in these Official Rules and in accordance with Sponsor's Privacy Statement located at (<https://www.gm.com/privacy-statement.html>). By entering the Contest, you agree to all of the terms and conditions of the Sponsor's Privacy Statement.

SPONSOR: General Motors LLC, 100 Renaissance Center, Detroit, MI 48243.

ADMINISTRATOR: EventLink Group, 780 Arthur Ave, Elk Grove Village, IL 60007.