

OFFICIAL RULES

AMENDED-GM CREATOR LAB VIDEO CONTEST

GM CREATOR LAB VIDEO CONTEST (THE "CONTEST") BEGINS AT 9:00 A.M. PACIFIC TIME ("PT") ON MARCH 6, 2026. THE WINNER ANNOUNCEMENT EVENT WILL TAKE PLACE ON APRIL 14, 2026 (COLLECTIVELY, THE "CONTEST PERIOD"). ALL DATES AND TIMES IN THESE OFFICIAL RULES ARE PACIFIC TIME UNLESS OTHERWISE STATED. THIS IS A TWO-STAGE SKILL CONTEST; ALL WINNERS ARE DETERMINED SOLELY BY JUDGING PURSUANT TO THE CRITERIA SET FORTH BELOW, WITH NO ELEMENT OF CHANCE. 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.

IMPORTANT: All twenty-five (25) confirmed Semi-Finalists are required to attend the Winner Announcement Event on April 14, 2026, at The Lighthouse (1601 Main Street, Venice, CA 90291) as a condition of eligibility to receive the Grand Prize. A Semi-Finalist who does not attend will forfeit eligibility and the Grand Prize will be offered to the next highest-scoring Semi-Finalist. YOU SHOULD NOT ENTER THIS CONTEST IF YOU ARE UNABLE TO ATTEND THE WINNER ANNOUNCEMENT EVENT ON APRIL 14, 2026. Sponsor will cover reasonable travel and lodging costs for any confirmed Semi-Finalist residing outside a 100-mile radius of Los Angeles, California, to attend this event, as further described below.

ELIGIBILITY: ROUND 1 ELIGIBILITY: OPEN ONLY TO NATURAL PERSONS WHO ARE LAWFUL RESIDENTS OF THE FIFTY (50) UNITED STATES AND THE DISTRICT OF COLUMBIA, WHO ARE 18 YEARS OF AGE OR OLDER (OR THE AGE OF MAJORITY IN THEIR JURISDICTION OF RESIDENCE) AT THE TIME OF ENTRY, AND WHO HAVE ACCESS TO THE INTERNET AND A PUBLICLY ACCESSIBLE ACCOUNT ON FACEBOOK, INSTAGRAM, OR TIKTOK AT THE TIME OF ENTRY (EACH, AN "ENTRANT"). NO PRIOR CREDENTIAL, INVITATION, RSVP, OR EVENT ATTENDANCE IS REQUIRED TO ENTER ROUND 1. ROUND 2 ELIGIBILITY: LIMITED TO ENTRANTS SELECTED AS SEMI-FINALISTS THROUGH THE ROUND 1 JUDGING PROCESS WHO HAVE TIMELY CONFIRMED THEIR RSVP TO ATTEND THE GM CREATOR LAB EVENT (MARCH 25–27, 2026) AND HAVE COMPLIED WITH ALL REQUIREMENTS HEREIN. PHYSICAL PRESENCE AT THE GM CREATOR LAB EVENT IS A CONDITION OF ROUND 2 PARTICIPATION ONLY AND IS NOT A CONDITION OF ROUND 1 ENTRY. 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, LA Center Studios, The Lighthouse, 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.

ROUND 1- ENTRY PERIOD: Entrants may submit one (1) previously published, original short-form video starting at 9:00 a.m. PT on March 6, 2026, through 11:59 p.m. PT on March 11, 2026, by visiting <https://gmcreatorlab.com/> registration page (the "Entry Page").

ROUND 1- HOW TO ENTER: (Facebook, Instagram, and TikTok Only). An eligible Entrant must submit one (1) previously published, original short-form video (the "Round 1 Entry") that was created solely by the Entrant, that has been previously published to a public account on Facebook Reels, Instagram Reels, or TikTok, and that complies with these Official Rules. The Round 1 Entry must be between thirty (30) seconds and ninety (90) seconds in length. The Round 1 Entry does not need to feature GM vehicles. The Entrant must own or have all required licensing in place for all content in the Round 1 Entry, including any third-party music, footage, images, or likenesses, for the uses described in these Official Rules. Platform-specific licenses (including music licenses through TikTok's Commercial Sound Library or similar) do not

automatically extend to submission in a brand-sponsored contest; it is the Entrant's sole responsibility to confirm that all third-party content is properly cleared for Sponsor's intended use. Sponsor may request proof of licenses and releases at any time; failure to provide such proof may result in disqualification.

ROUND 1- VIDEO SUBMISSION ENTRY DEADLINE: ENTRIES MUST BE SUBMITTED BY 11:59 P.M. PT ON MARCH 11, 2026. Before the Semi-Finalists are selected 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.

ROUND 1- 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.

ROUND 1- JUDGING PERIOD: The judging period begins at 12:00:00 a.m. PT on March 12, 2026, and ends at 11:59:59 p.m. PT on March 19, 2026 (the "judging period").

SELECTION OF SEMI-FINALISTS: Beginning March 12, 2026, a panel of five (5) qualified judges appointed by Administrator will review all eligible Round 1 Entries and score each entry independently on a 0–10 scale in each of the following three criteria: (i) Creativity; (ii) Cinematography; and (iii) Storytelling (maximum 30 points). Composite scores will be calculated by averaging all five judges' scores. The twenty-five (25) highest-scoring Round 1 Entries (or fewer, if fewer than twenty-five eligible entries are received) will be designated as "Semi-Finalists." Tie-break (Round 1): In the event of a tie for the final Semi-Finalist position, the tied entries will be re-judged by the head judge using only the Storytelling criterion; if still tied, re-judged using only the Cinematography criterion; if still tied, Administrator will select among tied entries based on a holistic review of all three criteria. Engagement metrics play no role in Round 1 judging. On or about March 20, 2026, Administrator will notify each potential Semi-Finalist by email and/or telephone. Each potential Semi-Finalist must confirm acceptance and RSVP attendance at the GM Creator Lab event within twenty-four (24) hours of notification. If a potential Semi-Finalist does not respond within the stated time, is found ineligible, or declines for any reason, Administrator will offer Semi-Finalist status to the next highest-scoring eligible Round 1 Entry in descending order of score, time permitting. Sponsor reserves the right to conduct the event with fewer than twenty-five (25) participants if insufficient eligible Semi-Finalists can be confirmed in time. For any confirmed Semi-Finalist who resides outside a 100-mile radius of Los Angeles, California, Sponsor will arrange and cover the following travel costs to attend both the GM Creator Lab event (March 25–27, 2026) and the Winner Announcement Event (April 14, 2026): (i) one (1) round-trip coach-class airfare or, for Semi-Finalists traveling by ground, reasonable ground transportation, with a total transportation and lodging allowance of up to \$1,500.00 per Semi-Finalist per event; (ii) hotel accommodations in a Sponsor-arranged room block for the nights of March 25, 26, and 27, 2026, for the GM Creator Lab event, and for one (1) night in connection with the Winner Announcement Event on April 14, 2026. All travel and lodging arrangements will be booked by Sponsor in its sole discretion. Only the Semi-Finalist's travel and lodging are covered; no guest, companion, or additional traveler costs will be covered. All incidental expenses, including meals, per diems, gratuities, and personal charges, are the sole responsibility of the Semi-Finalist. The approximate retail value of the travel benefit per Semi-Finalist will be determined based on actual costs incurred and may be reportable as income; Sponsor will issue an IRS Form 1099 to the extent required by applicable law. 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.

ROUND 2- SEMI-FINALISTS ENTRY PERIOD AND LOCATION (ON-SITE CREDENTIAL AUTHENTICATION REQUIRED). To participate, eligible entrants must physically attend GM Creator Lab at the LA Center Studios in Los Angeles, California, and be prepared to show proper credentials to participate in the GM Creator Lab at the General Motors activation located within the LA Center Studios venue (the "Entry Area") between 10:00 a.m. and 8:00 p.m. PT on any day

from March 25-27, 2026. Entrants may complete the remaining entry steps at any time through 11:59 p.m. Pacific Time on April 3, 2026, 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) seconds and two (2) minutes in length, must include a social caption, must include the mention of @GeneralMotors and the mention of the brand product featured within the content (example: @Chevrolet, @Cadillac, @Buick, or @GMC), mention of hashtags "#Contest" or "#GMContest" and "#GMCreatorLab," and must feature video footage of at least one of the following GM vehicles with brand logo: Cadillac Escalade IQ, Cadillac VISTIQ, GMC HUMMER EV SUV, Buick Envista, Chevrolet Corvette or Chevrolet Silverado EV. The FTC endorsement disclosure hashtag ("Contest" or "GMContest") must appear within the caption of the post itself and not solely on a profile or in a comment — this hashtag is the required disclosure of the material connection between the Entrant and Sponsor, and its omission will result in disqualification regardless of any other brand mention. Brand account tags such as @GeneralMotors, @Chevrolet, @Cadillac, @Buick, and @GMC, and program hashtags such as #GMCreatorLab, are separate required entry elements but do not substitute for the "#Contest" or "#GMContest" endorsement disclosure hashtag. In addition to the required hashtag disclosure, each Entrant is solely responsible for complying with all applicable FTC endorsement guidelines (16 C.F.R. Part 255) and the branded-content and advertising disclosure policies of the applicable platform. Where a platform's branded-content disclosure tool is available (such as TikTok's branded-content toggle or Instagram's paid partnership label), Entrants are encouraged to use it in addition to the required hashtag disclosure. Sponsor reserves the right to disqualify any Round 2 Entry that, in Sponsor's judgment, fails to make a clear and conspicuous disclosure of the material connection between the Entrant and Sponsor, regardless of the specific disclosure method used. The post must remain publicly viewable from initial posting through the conclusion of winner verification. After publishing the post, the entrant must visit <https://gmcreatorlab.com/> registration site (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(s) 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. PT ON APRIL 3, 2026.

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. PT on April 6, 2026, and ends at 11:59:59 p.m. PT on April 10, 2026 (the "judging period").

SELECTION OF GRAND PRIZE WINNER: Beginning April 6, 2026, a panel of ten (10) qualified judges appointed by Administrator will review all eligible Round 2 Entries submitted by the twenty-five (25) confirmed Semi-Finalists and score each entry independently on a 0–20 scale in each of the following five criteria: (i) Creativity and Originality; (ii) Brand Integration; (iii) Cinematography; (iv) Storytelling; and (v) Overall Impact (maximum 100 points). 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. Grand Prize Winner may be required to complete and return a participation/release form within the time stated in the notification as a condition of advancing.

Tie-break. In the event of a tie between two or more Round 2 Entries, 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 "Cinematography" score; if still tied, the head judge will select the winner from among the tied entries by re-scoring each tied entry on all five criteria weighted equally, and the entry with the highest aggregate score from that re-scoring will be the winner.

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, is unable to accept the prize for any reason, or fails to satisfy the mandatory Winner Announcement Event attendance requirement described in these Official Rules, the prize will be offered to the Semi-Finalist with the next highest Round 2 score, and so on in descending order of score, time permitting. Under no circumstances will the Grand Prize be awarded by random drawing or public voting.

WINNER REVEAL DATE: Subject to verification of eligibility and full compliance with these Official Rules, the Grand Prize Winner will be announced on April 14, 2026, at the Winner Announcement event located at The Lighthouse (1601 Main Street, Venice, CA 90291) during 6:00 p.m. and 10:00 p.m. PT. All twenty-five (25) confirmed Semi-Finalists are required to attend the Winner Announcement Event as a condition of eligibility to receive the Grand Prize, as described at the beginning of these Official Rules. A Semi-Finalist who fails to attend the Winner Announcement Event will be deemed to have forfeited eligibility, and the Grand Prize will be offered to the Semi-Finalist with the next highest Round 2 score in descending order, time permitting. Sponsor may, in its sole discretion, waive the attendance requirement in extraordinary circumstances beyond the Semi-Finalist's control (e.g. hospitalization, death in immediate family, natural disaster, pandemic, etc.) 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 next highest total score under the published judging criteria, and so on, in descending order of score, beginning April 14, 2026. If no qualified submission 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 submission 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 fair market value of all taxable prize elements as required by applicable law, including the value of any travel benefits provided to Semi-Finalists. Unclaimed prizes will not be awarded.

GRAND PRIZE/ODDS: Grand Prize Winner will be able to choose their Grand Prize Vehicle from the vehicles listed below. The Grand Prize Vehicle selected consists of \$66,390.00 to be applied toward the purchase of a new 2026 Chevrolet Colorado ZR2, Buick Enclave, GMC Canyon Denali, **OR** a Cadillac OPTIQ Premium Sport (the "Vehicle"). Sponsor will cover all sales tax, title, and registration of the Grand Prize Vehicle up to \$12,000.00. If the Vehicle's MSRP is under \$66,390.00, the Grand Prize Winner will not be awarded the difference between the Vehicle's MSRP and \$66,390.00. Destination charges, freight, delivery, dealer prep, additional equipment, licensing, insurance, and all other expenses 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 \$66,390.00 are the sole responsibility of the Grand Prize Winner. The maximum Approximate Retail Value ("ARV") of the prize is \$78,390.00. 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 likelihood of winning the Grand Prize depends on the quality of the Entrant's Round 2 submission as evaluated by the judges pursuant to the criteria set forth in these Official Rules, relative to all other eligible Round 2 submissions. Because winners are determined solely by judging, the number of entries received does not alter the judging outcome.

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 GM dealership (the specific brand of dealership will correspond to the vehicle selected by the Grand Prize Winner — i.e., a Chevrolet dealer for the Colorado ZR2, a Buick dealer for the Enclave, a GMC dealer for the Canyon Denali, and a Cadillac dealer for the OPTIQ) 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: **ROUND 1 SUBMISSIONS (PREVIOUSLY PUBLISHED VIDEOS):** Round 1 submissions must (i) be your own original work, created solely by you, and be the exclusive property of you alone (or you must have all rights necessary to submit as described herein); (ii) have been previously published to a public account on Facebook Reels, Instagram Reels, or TikTok prior to the start of the Round 1 Entry Period; and (iii) not have been submitted as an entry in any other ongoing contest or promotion at the time of submission. Previously published Round 1 submissions may contain third-party content (such as background music) only if the Entrant has independently secured all rights necessary for Sponsor's intended use as described in these Official Rules — platform-specific licenses do not automatically extend to submission in a brand-sponsored contest for judging purposes. **ROUND 2 SUBMISSIONS (ON-SITE ORIGINAL CONTENT):** Round 2 submissions must (i) be your own original work, created solely by you on-site at the GM Creator Lab event during the Round 2 Entry Period; (ii) not have been previously published, released, or distributed in any form; and (iii) not have won any prior awards or competitions. Submissions may 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 a Round 1 Entry, Entrant represents and warrants that: (a) the Round 1 Entry is the original work of the Entrant and the Entrant has all rights necessary to submit it as described herein; (b) all third-party materials in the Round 1 Entry — including music, footage, images, and likenesses of identifiable persons — are properly licensed or cleared for submission in a brand-sponsored contest as described in these Official Rules; and (c) the Round 1 Entry does not infringe or violate any copyright, trademark, privacy, publicity, or other right of any person or entity. By submitting a Round 2 Entry, Entrant represents and warrants that the Round 2 Entry is original to Entrant, has not been previously published or submitted in any substantially similar promotion or contest, 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 Round 1 Entries that are not selected as Semi-Finalists, Entrant grants to Sponsor and its designees a limited, royalty-free license to use, reproduce, and display the Round 1 Entry solely for the purpose of administering and judging Round 1 and for announcing the Semi-Finalists. For Round 1 Entries submitted by confirmed Semi-Finalists, Entrant grants to Sponsor and its designees a limited, royalty-free license to use, reproduce, and display the Round 1 Entry solely for administering the Contest, evaluating submissions, and announcing the Semi-Finalists publicly. For Round 2 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 Round 2 Entry, and to use Entrant's name, likeness, and statements as incorporated in the Round 2 Entry, 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 Round 2 Entry — the video created on-site at the GM Creator Lab event — 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 Round 2 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 Round 2 Entry. Nothing in these Official Rules requires assignment by non-winners, and nothing in these Official Rules requires the Grand Prize Winner to assign any rights in the Round 1 Entry. Notwithstanding the copyright assignment set forth above, Sponsor hereby grants the Grand Prize Winner a non-exclusive, royalty-free, perpetual license to retain and display the winning Round 2 Entry on the Grand Prize Winner's own personal social media channels for portfolio and personal promotional purposes, provided that any such display includes the required FTC endorsement disclosure and does not suggest ongoing sponsorship by or affiliation with Sponsor beyond the Contest without Sponsor's prior written consent.

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 and <https://gmcreatorlab.com/>. No amendment will materially affect the judging criteria after the start of the applicable Entry Period.

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 Los Angeles County, California; (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 California, without giving effect to any choice of law or conflict of law rules (whether of the State of California or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than State of California.

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 FTC endorsement disclosure hashtag ("#Contest" or "#GMContest") in the caption of the Round 2 Entry post will result in disqualification. Brand account tags and program hashtags ("@GeneralMotors", "@Chevrolet", "@Cadillac", "#GMCreatorLab") are separate required entry elements and do not substitute for the required FTC endorsement disclosure hashtag.

WINNER'S NAME: The name of the Grand Prize Winner will be available after May 13, 2026, and may be obtained by sending a self-addressed stamped envelope to the Winner Requests Address: Winner's Name, GM CREATOR LAB VIDEO CONTEST c/o EventLink Group, PO Box 249, Spring Hill, TN 37174, for receipt no later than June 30, 2026.

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, 150 N. Railroad Ave, Northlake, IL 60164.