

Rules: Popular 2027 Calendar Photo Contest (the "Rules")

1. PARTICIPATION IN THE CONTEST IS VOLUNTARY AND DOES NOT CONTAIN MONETARY COMPENSATION FOR THE PARTICIPANTS. IT IS NOT NECESSARY TO PURCHASE OR PAY ANYTHING TO ENTER THE CONTEST.

2. CONTEST PERIOD. Popular's 2027 Calendar Photography Contest (the "**Contest**") begins on April 30, 2026, and ends on July 6, 2026.

The Contest will be divided into the following three (3) stages:

(a) First Stage: Announcement and Collection of Photos (April 30 to May 18, 2026).

(b) Second Stage: Voting (June 3, to June 21, 2026).

(c) Third Stage: Selection of winners (June 22, to July 6, 2026).

3. PROMOTER. The Contest is promoted by Popular, Inc. ("**Popular**"), whose contact information is as follows:

(a) Postal Address: Marketing Division (729), PO Box 362708, San Juan, PR 00936-2708.

(b) Physical Address: Marketing Division, 7th Floor, Ave. Ponce de León # 209, Hato Rey, PR 00918.

(c) Internet address: <https://www.popular.com>.

4. ELIGIBILITY. Any natural person who is a legal resident of Puerto Rico and is twenty-one (21) years old or older is eligible to participate in the Contest. This includes any employee of Popular and its subsidiaries and their respective advertising, promotions and public relations agencies, as long as they meet the above criteria and have not participated in any of the stages of the Contest.

5. WINNERS; AWARDS. Thirteen (13) winners will be chosen. The prize for each winner will consist of:

(a) the opportunity and possibility that their name, along with the selected photo, be included in Popular's 2027 Calendar (that is, Popular may, but will not be obliged to, include them in the 2027 Calendar); and (b) an ATH® gift card valued at \$ 1,000. The prize is not transferable and cannot be replaced in whole or in part. Only one prize will be awarded per person. Each winner will be entirely responsible for reporting and paying any applicable federal, state and / or local taxes related to the acceptance and receipt of their prize, as well as any other related costs.

6. CONTEST; STAGES. The Contest seeks photos that capture the traditions of Puerto Rico. From bomba and plena, mundillo lacemaking, carved saints, a cup of coffee made in a stovetop coffeemaker, a rocking chair on the porch, among others.

6.1 FIRST STAGE. During the Announcement and Photo Collection period, to participate in the Contest, participants must enter <https://www.popular.com/en/calendar-2027/> (the "**Contest Portal**") to register and submit their photos. Each participant may register one (1) only time and submit a maximum of two (2) photos with their registration, although only one (1) photo could be the winner. You may not register more than one (1) time using different emails, identities or computers to try to violate these Rules. No registration will be accepted after the First Stage of the Contest (that is, after May 18, 2026).

6.1.1 PHOTOGRAPHS REQUIREMENTS. Each photo submitted for this Contest must meet the requirements of this Section.

(a) The photo must meet the following specifications:

- (i) Color photo (full color);
- (ii) Horizontal orientation (landscape);
- (iii) Size 2,590 x 1,920 pixels (optimal); and
- (iv) 300 dpi (best).

(b) The photo must be of the entire original creation of the participant, and this must have all the copyright over it.

(c) The photo may not have been previously published in any other medium (including, but not limited to, press, television, printed materials and digital media).

(d) The photo must not contain content that could be considered abusive, threatening, criminal, defamatory, scandalous, illegal, obscene, or vulgar.

(e) The photo must not violate any rights of third parties (including, but not limited to, copyright, trademark rights, privacy rights and rights to the image itself).

(f) If the photo contains the image of any person, said person must have consented in writing for Popular to use their image in the photo in accordance with the license granted in Section 6.1.3 of these Rules. If the image is of a minor (that is, under 21 years of age), the written consent must have been provided by both parents with parental authority over the minor or the legal guardian, whichever is applicable.

6.1.2 REPRESENTATIONS AND WARRANTIES; COMPENSATION. By registering and submitting their photos to participate in the Contest, each entrant declares, represents, and warrants that each photo submitted fully complies with the requirements of Section 6.1.1. In addition, each participant agrees to indemnify, relieve, and defend Popular against any liability and claim (including, but not limited to, third-party claims) that may arise in relation to the participant's breach of the requirements of subsections (b), (c), (d), (e) and (f) of Section. 6.1.1.

6.1.3 GRANT OF LICENSE. By registering and submitting their photos to participate in the Contest, each participant grants Popular a non-exclusive, perpetual, irrevocable, fully sublicensable, free and royalty-free license to use, reproduce, prepare derivative works, distribute and publicly display each photo submitted, through any means, anywhere in the world, for any purpose (including, but not limited to, commercial, commercial or advertising purposes or purposes), without notice, consent or compensation.

6.1.4 CONSENT TO USE NAME AND BIOGRAPHICAL INFORMATION. By registering and submitting their photos to participate in the Contest, each entrant consents and grants Popular and its advertising, promotions and public relations agencies, the irrevocable right to use their name and biographical information for any purpose related to the Contest (including, but not limited to, for commercial,

commercial or advertising purposes or purposes), through any means, anywhere in the world and for an unlimited time, without notice, consent or compensation.

6.2 SECOND STAGE. In the second stage of the Contest, the Voting period, a jury determined by Popular (the “**Jury**”) will select **thirty (30) finalist photos**. The Jury's decision will be final and unappealable. The finalist photos will be published on Popular's official social network on Facebook for the general public to vote for their favorite photos in the following way:

(a) Facebook: One (1) album will be uploaded containing the thirty (30) finalist photos. The public will be able to vote through reactions (“likes”) and comments on the photos of their choice. As for reactions, any reaction will be valid. As for the comments, it will be valid for the same person to comment multiple times on the same photo. Comments that could be considered abusive, threatening, criminal, defamatory, scandalous, illegal, obscene, or vulgar will not be valid. Each reaction and comment will count as one (1) vote for the photo that was reacted to or commented on.

6.3 THIRD STAGE. In the third stage of the Contest, the Winners Selection period, a panel of judges chosen by Popular (the “**Judges**”) will evaluate the thirty (30) finalist photos and will select the thirteen (13) winners. The Judges will score the final score as follows:

(a) 40%: Sum of reactions and comments, as applicable, received for each photo during the Second Stage.

(b) 30%: Relation to the theme of the 2027 Calendar (The cultural traditions of Puerto Rico. Authentic traditions captured through photographs that reflect the diverse heritage of Puerto Rico.)

(c) 30%: Photographic composition (considering elements such as, for example, the perspective of the photo, the horizon, the center of interest, the background, the contrast, the colors, etc.)

The decision of the Judges will be final and unappealable.

7. NOTICE; AWARDS. The winners will be notified by call and / or email on or before July 7, 2026. Popular will coordinate the award ceremony with each winner. Notwithstanding the generality of the foregoing, Popular may deliver the award through a delivery service, in which case the address will be coordinated directly with the winner. If necessary, entrants must accept any reasonable delay in notification of the winners and delivery of the prize. To receive the award, the winners must submit the following documents on or before July 21, 2026:

(a) Send the original photo (without retouching) to Popular by email, if requested by Popular.

(b) Provide any information necessary to complete and file any tax information return, if applicable.

(c) Present a copy of the valid driver's license or other valid photo identification.

(d) Provide evidence of the written consent required under Section 6.1.1 (g) of these Rules, if applicable.

(e) Sign a Certification of Eligibility and Release of Liability.

8. DISQUALIFICATIONS. Popular reserves the right to evaluate each entrant to determine their eligibility to participate in the Contest and their compliance with these Rules and any applicable requirements. Popular may disqualify any participant, at any time, for failing to comply with these Rules and any applicable requirement, even after the participant has been selected as a finalist or winner. If a participant is disqualified after being selected as a finalist or winner, the Jury and Judges may, but will not be obliged to, select an alternate finalist or winner, as applicable. Any attempt to violate any of these Rules or to provide false information will be processed in accordance with current laws.

9. RELEASE OF LIABILITY. Popular and its subsidiaries and their respective advertising, public relations and promotions agencies are not responsible for damages or losses, direct or indirect, caused to participants, winners, family members or any person or property related to them as a result of participation in this Contest or the use and enjoyment of your prize. Any obligation of Popular in relation to the winners will cease and will be fully satisfied upon delivery of the prize.

10. PRIVACY. The information submitted through the Contest Portal to participate in the Contest will be subject to Popular's Privacy Policy, available at <https://www.popular.com/en/privacy/>.

11. FACEBOOK; INSTAGRAM. The Contest is not sponsored, endorsed, administered by or associated with Facebook, Inc., or Instagram, Inc. Participants release Facebook, Inc., and Instagram, Inc., from any liability related to the Contest.

12. APPLICABLE LAWS. This Contest is subject to all applicable laws and regulations of the Commonwealth of Puerto Rico and the United States of America ("**Applicable Laws**"). Popular reserves the right to suspend or cancel the Contest; or modify these Rules, their terms and conditions or the advertised perms in accordance with Applicable Laws.

13. ACCEPTANCE; RULES. Participation in the Contest implies full acceptance of these Rules. The Contest Rules will be available at <https://www.popular.com/en/calendar-2027/>.