teachable

BLACK FRIDAY 2026

Black Friday Challenge 2026: Terms & Conditions

1. PROMOTION OVERVIEW

1.1 The Black Friday Challenge 2026 ("Challenge") is a sales challenge run by Teachable, Inc. ("Teachable") during Black Friday 2026. Each eligible creator receives a personal sales target ("Individual Target") based on their own business performance. Rewards are tied to how much of their own Individual Target each creator reaches, not to absolute sales amounts or to how they compare with other creators. The only exception is the Grand Prize, which ranks creators within their tier (Section 6.3). The Challenge is a performance-based promotion. No element of chance is used to determine any reward.

Creators who reach 100% of their Individual Target earn a reward. Creators who reach 120% or more earn a higher reward and enter their tier's Grand Prize leaderboard.

These Terms & Conditions ("Terms") function as a contract between each participating creator and Teachable. By participating in the Challenge, including by remaining enrolled after receiving notice of these Terms, creators agree to these Terms, Teachable's Terms of Use and Teachable's Privacy Policy. As a condition of receiving any reward, a creator may be required to confirm acceptance of these Terms. If these Terms conflict with Teachable's Terms of Use regarding the Challenge, these Terms control.

This Challenge is in no way sponsored, endorsed or administered by, or associated with, any gift card brand, rewards platform, airline, hotel or other vendor associated with any reward. Rewards are not an endorsement of any product or company by Teachable or any of its affiliates.

2. ELIGIBILITY

2.1 Who Can Participate

To take part in the Challenge, a creator must: be at least 18 years of age (or the age of majority in their jurisdiction of residence, whichever is older); hold an active Teachable account in good standing throughout the Challenge Period; process sales through an Eligible

Payment Method, as defined in Section 3.2, during the Challenge Period; and have no active Terms of Use violations on their account at any point during the Challenge Period.

If a Teachable account is held by a business entity, the entity is the participant. Any reward will be issued to the account owner of record on the entity's behalf, and the entity is responsible for any tax obligations. Eligibility and rewards are determined per creator. A creator may not use multiple accounts or identities to participate, and may receive no more than one Individual Reward and one Grand Prize.

The Challenge is open to Teachable creators worldwide, subject to local laws and regulations. The Challenge is void where prohibited or restricted by law. The Challenge is not open to creators who are located in, organized under the laws of, or ordinarily resident in any country, region or territory subject to comprehensive U.S. sanctions (currently including Cuba, Iran, North Korea, and the Crimea, so-called Donetsk People's Republic and so-called Luhansk People's Republic regions of Ukraine). It is also not open to any person or entity that appears on, or is owned or controlled by a person that appears on, any U.S. government restricted-party list, including the Specially Designated Nationals and Blocked Persons List. All federal, state and local laws and regulations apply.

2.2 Who Is Not Eligible

The following are not eligible to participate:

- Creators who process no sales through an Eligible Payment Method during the Challenge Period.
- Employees and contractors of Teachable, its parent companies (including Hotmart), subsidiaries, affiliates, suppliers and agencies; their immediate family members (spouse, parent, child, sibling, grandparent, and/or "step"); and persons living in their household, whether related or not.
- Any creator whose account is suspended, terminated or flagged for a Terms of Use violation during the Challenge Period.

2.3 No Sign-Up Required

Enrollment is automatic. Any creator who meets the criteria in Section 2.1 is entered without any action on their part. Creators may opt out at any time by contacting Teachable Support.

3. HOW TO PARTICIPATE

3.1 Automatic Enrollment

Eligible creators are automatically enrolled at the start of the Challenge Period. The Challenge Period begins at 12:00 a.m. Eastern Time (ET) on November 5, 2026, and ends at 11:59 p.m. ET on November 30, 2026 ("Challenge Period"). Teachable's systems are the official time-keeping and sales-recording device for the Challenge.

3.2 Eligible Payment Methods

Only sales processed through teachable:pay or Monthly Payment Gateway (MPG) (the "Eligible Payment Methods") count toward a creator's Challenge sales total. Sales processed

through a Custom Payment Gateway (CPG), external checkouts or any other payment method do not count, regardless of when they are processed. Creators may continue selling through other methods during the Challenge Period, but those sales are not included in their total.

3.3 Late Activation and Migration

Creators who activate or migrate to teachable:pay after the Challenge Period has started can still take part. Only sales processed through an Eligible Payment Method from the date of activation or migration onward will count. Creators who do not have an Individual Target when the Challenge Period starts receive a $10,000 target, which is not adjusted to the days remaining. Teachable will email the target to these creators after activation or migration. Example: a creator who activates teachable:pay on November 15 will have sales counted from November 15 through November 30.

4. INDIVIDUAL TARGETS

4.1 How Targets Are Set

Each Individual Target is based on the creator's average monthly sales from January to September 2026 and on their own historical Black Friday performance. Tier-based caps keep targets achievable. Creators with limited sales history receive the maximum growth rate for their tier. If a creator's Black Friday 2025 sales were below their normal monthly sales, the target maintains their 2026 run rate, or reflects their 2026 growth if their sales are growing. Targets are then adjusted to the 26 days of the Challenge Period, and no Individual Target is lower than $10,000.

4.2 Target Communication

Individual Targets will be sent to each creator by email on November 5, 2026, when the Challenge Period starts, or as described in Section 3.3. During the Challenge Period, Teachable will also send regular email updates on each creator's progress toward their Individual Target.

4.3 Disputes

Creators who believe their Individual Target contains a factual error may contact Teachable Support to request a review. Teachable may correct an Individual Target in cases of verified data error and will notify the creator. Outside of data errors, Individual Targets are final once communicated.

5. SALES CALCULATION

5.1 What Counts

A creator's Challenge sales total is the sum of all sales processed through Eligible Payment Methods during the Challenge Period, net of refunds and chargebacks on those sales. Refunds and chargebacks are counted up to December 8, 2026. Any identified after that

date will not affect the final total. All amounts are calculated in U.S. dollars, using the conversion method Teachable applies in the ordinary course of business.

5.2 What Does Not Count

Sales processed through any payment method that is not an Eligible Payment Method. Sales made outside the Challenge Period. Refunded or charged-back transactions, as described in Section 5.1.

6. REWARDS

6.1 Individual Rewards

Attainment	Reward
100% of Individual Target	Gift card: Tier 1 $300, Tier 2 $150, Tier 3 $100, Tier 4 $60
120% or more of Individual Target	Gift card: Tier 1 $400, Tier 2 $200, Tier 3 $150, Tier 4 $100. Includes entry into the tier's Grand Prize leaderboard (Section 6.3).

Rewards are not cumulative. A creator who reaches 120% receives only the 120% reward.

6.2 Minimum Sales Requirement

To receive any reward, including the Grand Prize, a creator must process at least $10,000 in sales through Eligible Payment Methods during the Challenge Period, net of refunds and chargebacks. This applies regardless of the percentage of the Individual Target reached.

6.3 Grand Prize

Each creator's tier is their Teachable Customer Journey tier as of the start of the Challenge Period: Tier 1 is Teachable Elite, Tier 2 is Teachable Select, Tier 3 is Teachable Scale and Tier 4 is Teachable Base. Tier 1 and Tier 2: among creators who reach at least 120% of their Individual Target and meet the minimum in Section 6.2, the two creators in each tier with the highest net sales during the Challenge Period each win a trip to the next Teachable Collective in Lisbon, Portugal, scheduled for March, 2027. The trip consists of round-trip economy-class airfare for one person between a major commercial airport near the winner's residence, selected by Teachable, and Lisbon, admission to the event, and standard hotel accommodation for 4 nights during the event. Approximate retail value: USD 6,000.00, which varies by departure location. Meals, local transportation, travel insurance and any other expenses are the winner's responsibility. Tier 3 and Tier 4: under the same conditions, the creator in each tier with the highest net sales during the Challenge Period wins a USD 1,000 gift card. Grand Prizes are awarded in addition to the gift card in Section 6.1. If fewer creators in a tier meet the conditions above than there are Grand Prizes in that tier, only the creators who qualify receive a Grand Prize. The remaining Grand Prizes in that tier are not awarded.

6.4 Trip Conditions

Travel must take place on the dates designated by Teachable. Each trip winner must be at least 18 years of age (or the age of majority in their jurisdiction of residence, whichever is older). Each trip winner is solely responsible for obtaining a valid passport, any required visa and any other travel documents, and for meeting all entry requirements for the destination country. Companions are not included. A winner who cannot attend the March 2027 Collective may choose to use the trip for another Teachable Collective held in 2027 instead, under the same airfare and hotel terms described in Section 6.3, subject to availability. A winner who cannot travel to any of these events, or who cannot obtain the required travel documents, forfeits the trip and will receive no substitute or cash equivalent. If the event is canceled, postponed or relocated, Teachable may substitute a prize of equal or greater value. Trip winners may be required to sign and return an affidavit of eligibility and a liability release within 10 days of notification. Failure to do so may result in forfeiture. Travel is subject to the terms and conditions of the airline, hotel and other travel providers.

7. LEADERBOARD

7.1 Grand Prize Leaderboard

Creators in every tier who reach 120% or more of their Individual Target, and meet the minimum in Section 6.2, are automatically entered into their tier's leaderboard. The leaderboard ranks creators by net sales during the Challenge Period, net of refunds and chargebacks.

7.2 Privacy

The leaderboard is not public. No creator's name, school name or sales figures are shown to other participants. Teachable will not publicly identify any winner without the winner's prior consent.

7.3 Ties

If two or more creators have the same net sales, the creator with the higher percentage of their Individual Target achieved ranks higher. If a tie remains, the creator who reached 120% of their Individual Target first, as recorded by Teachable's systems, ranks higher.

8. REWARD FULFILLMENT

8.1 Timeline

Results are final after December 8, 2026. Rewards will be distributed, and Grand Prize winners notified, between December 8, 2026 and January 31, 2027. Eligible creators will be notified by email at the address associated with their Teachable account. Teachable is not responsible for any change in a creator's email address.

8.2 Delivery

Gift cards will be sent by email through a third-party rewards platform. Grand Prize travel details will be coordinated directly with each winner by Teachable.

8.3 Unclaimed Rewards

If a winner cannot be reached within 30 days of notification, or is found to be ineligible, Teachable may award the prize to the next eligible creator, where applicable, or withhold it. Unclaimed rewards will not be awarded. No more than the stated number of rewards will be awarded.

8.4 Non-Transferability

Rewards are non-transferable, cannot be exchanged for cash except as stated in Section 11.5, and may not be transferred to another creator or account. No substitution of rewards is permitted, except that Teachable may substitute a reward of equal or greater value if a reward, or any portion of it, cannot be awarded for any reason. Rewards are provided "as is," without warranty or guarantee of any kind, express or implied.

8.5 Taxes

Winners are solely responsible for any taxes that apply to their rewards. As a condition of receiving a reward, Teachable may require a winner to provide a completed IRS Form W-9 or Form W-8, as applicable, or any other information needed to comply with tax reporting or withholding requirements. Teachable may report the value of rewards to tax authorities and withhold taxes where required by law. A winner who does not provide the required information may forfeit the reward.

9. DISQUALIFICATION AND CHANGES

9.1 Disqualification

Teachable may disqualify any creator at any time if they: violate Teachable's Terms of Use during the Challenge Period; engage in fraudulent activity, including artificially inflating sales; provide false information in connection with the Challenge or a reward; tamper with, or attempt to interfere with, the operation of the Challenge; or become ineligible under Section 2 at any point during the Challenge Period.

9.2 Changes and Cancellation

Teachable may modify, suspend or cancel the Challenge, in whole or in part, if circumstances outside its reasonable control make it necessary. Such circumstances include computer viruses, bugs, tampering, unauthorized intervention, fraud and technical failures that corrupt or affect the administration, security, fairness, integrity or proper conduct of the Challenge. Teachable will communicate any changes to participants as promptly as practicable. If the Challenge is canceled, Teachable may, in its sole discretion, award rewards based on eligible sales recorded up to the date of cancellation.

10. DISPUTES; GOVERNING LAW

Teachable's decisions on Individual Targets, sales calculations, reward eligibility and winner selection are final. These Terms, and any dispute, claim or cause of action arising out of or connected with the Challenge or any reward, are governed by the laws of the State of New York, without regard to its conflict-of-laws principles. Any such dispute will be resolved in accordance with the dispute resolution provisions of Teachable's Terms of Use. Except where prohibited by law, any such dispute will be resolved individually, without resort to any form of class or representative action. Any claims, judgments and awards are limited to actual out-of-pocket costs incurred, and in no event will attorneys' fees be awarded.

TO THE EXTENT PERMITTED BY LAW, TEACHABLE SHALL NOT BE LIABLE FOR ANY INDIRECT, SPECIAL, CONSEQUENTIAL, INCIDENTAL OR PUNITIVE DAMAGES WITH RESPECT TO ANY CLAIM ARISING OUT OF THESE TERMS OR THE CHALLENGE (INCLUDING TEACHABLE'S PERFORMANCE OR BREACH OF THESE TERMS), FOR ANY REASON. TO THE EXTENT PERMITTED BY LAW, EACH PARTY WAIVES ITS RIGHT TO A JURY TRIAL WITH RESPECT TO ALL CLAIMS AND ISSUES ARISING OUT OF OR RELATING TO THESE TERMS OR THE CHALLENGE, WHETHER ARISING IN CONTRACT OR TORT, INCLUDING ANY CLAIM FOR FRAUDULENT INDUCEMENT.

11. GENERAL CONDITIONS

11.1 Liability

To the extent permitted by law, Teachable, its parents, subsidiaries, affiliates, promotional partners, prize partners, agents and agencies, and their officers, directors and employees (the "Released Parties") are not responsible for any liability resulting from: (a) unauthorized human intervention in the Challenge; (b) technical failures, data errors or interruptions affecting computers, servers, providers or network lines; (c) human error; (d) errors in the administration of the Challenge or the processing of sales data; (e) any defect in a reward, or the inability to use a reward; or (f) injury or damage to persons or property caused, directly or indirectly, in whole or in part, by participation in the Challenge or receipt, use or misuse of any reward, including travel. Teachable will use reasonable efforts to correct identified data errors in a timely manner.

11.2 Release

To the extent permitted by law, by participating in the Challenge, each creator releases and holds harmless the Released Parties from and against any claim or cause of action arising out of participation in the Challenge or the receipt, use or misuse of any reward.

11.3 Data Use

By participating, creators acknowledge that Teachable may use their sales data to calculate Individual Targets, track progress and determine reward eligibility, in line with Teachable's Privacy Policy at https://teachable.com/privacy-policy. Creators also acknowledge that Teachable may share winners' contact and identity information with the rewards platform and travel providers as needed to fulfill rewards.

11.4 Opt-Out

Creators may opt out at any time by contacting Teachable Support. Opting out does not affect their Teachable account or any other program.

11.5 International Participants

Rewards are subject to local laws and eligibility verification. If a reward cannot be fulfilled because of local regulations, Teachable may provide a cash equivalent instead.

11.6 Legal Notice

ANY ATTEMPT BY AN INDIVIDUAL, WHETHER OR NOT A PARTICIPANT, TO DELIBERATELY INTERFERE WITH THE OPERATION OF THE CHALLENGE MAY VIOLATE CRIMINAL AND CIVIL LAWS. TEACHABLE RESERVES THE RIGHT TO SEEK DAMAGES AND PURSUE ALL REMEDIES AGAINST ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

11.7 Entire Agreement

These Terms, together with Teachable's Terms of Use and Privacy Policy, constitute the entire agreement between each creator and Teachable regarding the Challenge.

Sponsor: Teachable, Inc., Convene, 9th Floor, WorkSuite #807, 530 Fifth Avenue, New York, NY 10036. For questions about the Challenge, contact Teachable Support at support@teachable.com. Full Terms of Use: https://teachable.com/terms-of-use