KAJABI BLACK FRIDAY CYBER MONDAY 2026
PARTNER SWEEPSTAKES OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES. A PURCHASE OR PAYMENT BY YOU WILL NOT INCREASE YOUR CHANCES OF WINNING. THIS SWEEPSTAKES IS OPEN ONLY TO ELIGIBLE KAJABI PARTNERS WHO ARE LEGAL RESIDENTS OF THE ELIGIBLE COUNTRIES LISTED IN SECTION 1 BELOW. IT IS VOID WHEREVER PROHIBITED OR RESTRICTED BY LAW. EXCEPT WHERE THE MANDATORY LAWS OF YOUR COUNTRY OF RESIDENCE PROVIDE OTHERWISE, THIS SWEEPSTAKES IS GOVERNED BY U.S. LAW AND THE LAWS OF THE STATE OF CALIFORNIA. DO NOT ENTER IF YOU ARE NOT ELIGIBLE.

Entry into the sweepstakes constitutes your acceptance of these Official Rules.

1. **Eligibility**: The Kajabi Black Friday Cyber Monday 2026 Partner Sweepstakes (the "Sweepstakes") is open only to legal residents of the following countries: the fifty (50) United States and the District of Columbia (excluding Puerto Rico, Guam, the U.S. Virgin Islands and all other U.S. territories and possessions); Canada (excluding the Province of Quebec); the United Kingdom; the Republic of Ireland; Australia (excluding the Australian Capital Territory and the Northern Territory); New Zealand; Germany; France; Belgium; and Switzerland; and Austria, the Netherlands, Denmark, Norway, Sweden, Greece, the Czech Republic, Slovakia, Luxembourg, Singapore and South Africa (collectively, the "Eligible Countries"); who (a) are at least eighteen (18) years old and have reached the age of majority in their jurisdiction of residence as of the date of entry, and (b) at the time of entry and at the time any prize is awarded, are enrolled and in good standing in the Kajabi Partner Program in accordance with the Kajabi Partner Program Terms (each such person, a "Partner"). Limit one (1) Partner account per Entrant. Employees of Kajabi, its affiliates, subsidiaries, advertising and promotion agencies, and suppliers (collectively, "Employees"), and immediate family members and/or those living in the same household of Employees are not eligible to participate in the Sweepstakes. The Sweepstakes is subject to all applicable federal, state, provincial, national, and local laws and regulations. Void where prohibited.
2. **Agreement to Rules**: By participating, you ("You" or the "Entrant") agree to be fully and unconditionally bound by these Rules, and You represent and warrant that You

meet the eligibility requirements. In addition, You agree to accept the decisions of Kajabi as final and binding as it relates to the content of these Sweepstakes.

3. **Entry Period**: The Sweepstakes begins at 12:00:00 a.m. PT on November 2, 2026 and ends at 11:59:59 p.m. PT on December 4, 2026 (the "Entry Period"). The Entry Period is divided into three (3) drawing periods (each, a "Drawing Period"): (a) Drawing Period 1 begins at 12:00:00 a.m. PT on November 2, 2026 and ends at 11:59:59 p.m. PT on November 16, 2026; (b) Drawing Period 2 begins at 12:00:00 a.m. PT on November 17, 2026 and ends at 11:59:59 p.m. PT on November 30, 2026; and (c) Drawing Period 3 begins at 12:00:00 a.m. PT on December 1, 2026 and ends at 11:59:59 p.m. PT on December 4, 2026. Kajabi is the official time-keeper for the Sweepstakes. Referrals recorded before or after the Entry Period will not be counted.
4. **How to Enter and Participate**:
    a. **Qualifying Referrals**. To enter, You must be a Partner and, during the Entry Period, refer at least one (1) qualifying referral to Kajabi as defined in the Kajabi Partner Program Terms. Kajabi's records are final and binding as to whether, and when, a referral is a Qualifying Referral. Self-referrals, referrals of accounts owned or controlled by You or Your immediate family or household members, and referrals procured through fraud, misrepresentation, spam, incentives not permitted under the Partner Program Terms, or any other violation of the Partner Program Terms will not count and may result in disqualification.
    b. **Entries**. Each Qualifying Referral credited to Your Partner account during a Drawing Period automatically earns You one (1) entry (each, an "Entry") into the Cash Prize drawing for that Drawing Period. There is no limit on the number of Entries You may earn. Entries are specific to the Drawing Period in which the Qualifying Referral is credited and do not carry over to a later Drawing Period. Entries are not transferable and may not be combined across Partner accounts.
    c. **Retreat Prize Ranking & Random Draw.** At the end of the Entry Period, all Entrants who have been credited with at least twenty-five (25) Qualifying Referrals during the Entry Period will be ranked according to the total number of Qualifying Referrals credited to their Partner account during the Entry Period, and the five (5) highest-ranked Entrants will each be awarded a Retreat Prize (described below). Ties will be broken in favor of the Entrant who reached the tied number of Qualifying Referrals first. Five (5) Retreat Prizes are awarded on the basis of performance and are not awarded by chance. In addition, five (5) Entrants will be selected by random chance.

5. **Voluntary Participation.** Participation in the Sweepstakes is voluntary and does not require you to purchase anything from Kajabi. Entries generated through multiple Partner accounts owned or controlled by the same person or entity will be void. No illegible, incomplete, corrupted, forged, or altered entries will be accepted. All entries are subject to Kajabi's Privacy Policy, Terms of Service, Partner Program Terms, and these Rules. In the event of a conflict between these Rules and the Partner Program Terms with respect to the Sweepstakes, these Rules control. The Entrant must fulfill all Sweepstakes requirements, as specified, to be eligible to win the prize. Entries that are incomplete or do not adhere to the rules or specifications may be disqualified at the sole discretion of Kajabi.
6. **Prizes**: Two (5) types of prizes will be awarded to the winners of the Sweepstakes (each, a "Winner"): Retreat Prizes and Cash Prizes (each, an "Award" or "prize"), as described below. All prize values are stated in U.S. dollars. The total approximate retail value ("ARV") of all prizes is Five Thousand U.S. Dollars ($5,000). Actual value may differ at time of prize award, and any difference between the stated ARV and the actual value of a prize will not be awarded. The specifics of the prize shall be solely determined by Kajabi. Winners may not substitute, assign, or transfer the prize or redeem the prize for cash, but Kajabi reserves the right, at its sole discretion, to substitute a prize (or any portion thereof) with one of comparable or greater value. Further, Kajabi reserves the right to forfeit or award any unclaimed prize at its sole discretion. Kajabi reserves the right to fulfill any Award entirely through a cash payout. Additional restrictions may apply.
7. **Retreat Prize.** In total Seven (7) Retreat Prizes will be awarded, Five (5) by performance and Five (5) by chance, as determined under "How to Enter and Participate" above. Each Retreat Prize consists of an invitation for the Winner (only) to attend the Kajabi Partner Retreat to be held at a time and date to be determined by Kajabi in the future (the "Retreat"), including: round-trip economy-class air transportation for the Winner between a major commercial airport near the Winner's residence (as selected by Kajabi); 2 nights of hotel accommodation (single occupancy) selected by Kajabi; ground transportation between the destination airport and the hotel; and the meals and activities scheduled by Kajabi as part of the Retreat. The ARV of each Retreat Prize is up to Five Thousand U.S. Dollars ($5,000), depending on the Winner's point of departure. The Winner must travel on the dates specified by Kajabi and must hold a valid passport and any visa or other documentation required to travel to United States; Kajabi will not obtain or pay for travel documents, and a Winner who cannot

obtain them, cannot travel on the specified dates, or is otherwise unable or unwilling to attend forfeits the Retreat Prize, which Kajabi may award to the next highest-ranked eligible Entrant. Travel insurance, transportation to and from the Winner's departure airport, baggage fees, meals and activities not scheduled by Kajabi, room service, incidentals, gratuities, personal expenses and all other costs not expressly listed are the Winner's sole responsibility. Travel and accommodation are subject to availability and to the terms and conditions of the applicable carriers and hotel, and Kajabi is not responsible for any delay, cancellation or change to travel arrangements. If the Retreat is cancelled, postponed or relocated for any reason, Kajabi may, in its sole discretion, award the Retreat Prize for the rescheduled Retreat or a substitute prize of comparable value, and no other compensation will be provided. The Retreat Prize has no cash value.

8. **Cash Prizes**. Eight (8) Cash Prizes of Five Thousand U.S. Dollars ($5,000), which collectively total Forty Thousand U.S. Dollars ($40,000), will be awarded in three (3) random drawings as described under "Winner Selection and Notification" below: three (3) Cash Prizes for Drawing Period 1, three (3) Cash Prizes for Drawing Period 2, and two (2) Cash Prizes for Drawing Period 3. Cash Prizes will be paid in U.S. dollars after the Winner's eligibility has been verified and all required documentation has been received. Winners residing outside the United States are responsible for any currency conversion, bank or transfer fees, and exchange-rate fluctuations.
    a. **Prize Limit**. Except as expressly provided in this paragraph, limit one (1) prize per Entrant. An Entrant may win no more than one (1) Cash Prize during the Sweepstakes. An Entrant who is awarded a Retreat Prize is not eligible to also receive a Cash Prize. If an Entrant who has already been selected for a Cash Prize is subsequently determined to be a Retreat Prize Winner, the Entrant will be given [five (5)] business days to elect either the Retreat Prize or the Cash Prize (but not both). If the Entrant elects the Retreat Prize, or fails to make an election within that period, the Cash Prize will be forfeited and awarded to an alternate Winner selected at random from the remaining eligible Entries for the applicable Drawing Period. If the Entrant elects the Cash Prize, the Retreat Prize will be awarded to the next highest-ranked eligible Entrant.
9. **Taxes**: All income, sales, and use tax and any other taxes (and the reporting thereof) imposed as a result of the award of a prize and any other fees or costs associated with a prize are solely the Winner's responsibility. It is the Winner's responsibility to understand and abide by any federal, state, provincial, local, or

foreign tax laws that may apply to receipt of a prize. The Winner may be required to complete certain tax information reporting forms before or upon receipt of a prize. All Entrants agree that information provided by Kajabi is not advice, including but not limited to, tax advice or legal advice, and every Entrant is advised to consult a professional, including a tax professional. Winners who are U.S. persons and who receive prizes with a total value of US$600 or more in a calendar year will be issued an IRS Form 1099 for the value of the prize(s) and must provide a completed IRS Form W-9 before the prize is released. Winners who are not U.S. persons must provide any relevant completed IRS Form, including, without limitation, W-8BEN (or other applicable Form W-8) before the prize is released. Kajabi may withhold from any prize, or require the Winner to pay before the prize is released, any tax that Kajabi is required by applicable law to withhold or remit, and the value of any prize will be reported to tax authorities where required.

10. **Odds**: Cash Prizes: The odds of winning a Cash Prize in a given drawing depend on the number of eligible Entries received for the applicable Drawing Period. Retreat Prizes: Retreat Prizes are not awarded by chance; they are awarded to the highest-ranked eligible Entrants as described under "How to Enter and Participate" above.
11. **Winner Selection and Notification**: Cash Prize Drawings: Within approximately [three (3)] business days after the close of each Drawing Period, Kajabi (or its designated administrator) will select potential Cash Prize Winners at random from among all eligible Entries received during that Drawing Period, as follows: three (3) potential Winners following Drawing Period 1 (on or about November 17, 2026); three (3) potential Winners following Drawing Period 2 (on or about December 1, 2026); and two (2) potential Winners following Drawing Period 3 (on or about December 7, 2026). If the same Entrant is selected more than once in a drawing, or has already been awarded a Cash Prize in a prior drawing, the additional selection will be disregarded and an alternate potential Winner will be drawn. Retreat Prizes: Within approximately [five (5)] business days after the end of the Entry Period, Kajabi will determine the five (5) Retreat Prize Winners in accordance with "How to Enter and Participate" above. Potential Winners will be notified via the email address associated with their Partner account within approximately [five (5)] business days after the applicable drawing or determination. Kajabi shall have no liability for Winner's failure to receive notices due to spam, junk e-mail, or other security settings or for Winner's provision of incorrect or otherwise non-functioning contact information. If a Winner cannot be contacted, is ineligible,

or fails to claim the prize within two (2) business days from the time award notification was sent, the prize may be forfeited and an alternate Winner selected. Potential Winners may be required to complete, sign and return an affidavit or declaration of eligibility, a liability release and, where lawful, a publicity release (and, for Retreat Prize Winners, a travel release and traveler information) within two (2) business days of the date notice is sent, failing which the prize may be forfeited. Canadian residents: Before being declared a Winner, a potential Winner who is a resident of Canada must first correctly answer, unaided and within the time allotted, a time-limited mathematical skill-testing question, which will be administered by email or online. Receipt by Winner of the prize offered in this Sweepstakes is conditioned upon compliance with any and all federal, state, provincial, national, and local laws and regulations. ANY VIOLATION OF THESE OFFICIAL RULES BY WINNER (AT KAJABI'S SOLE DISCRETION) WILL RESULT IN WINNER'S DISQUALIFICATION AS WINNER OF THE SWEEPSTAKES, AND ALL PRIVILEGES AS WINNER WILL BE IMMEDIATELY TERMINATED.

12. **Rights Granted by You**: Except where prohibited by applicable law, and subject to the "Privacy Policy" section below, by entering the Sweepstakes, each Entrant grants to Kajabi and its licensees, successors, and assigns, to the fullest extent permitted by applicable law, an irrevocable, perpetual, unlimited, royalty-free, fully paid-up license to reproduce, distribute, display, exhibit, exploit, perform, edit, create derivatives of, and otherwise use the Entry and all elements of such Entry, together with any other material, and the name, user name, city and state, province or country of residence, voice, image, and/or likeness of Entrant (including, but not limited to, applicable profile photo), in any and all media now known or hereafter devised, in any manner, in whole or in part, worldwide, without compensation or notification to, or permission from, Entrant or any third party, for any purpose whatsoever, including without limitation, for purposes of advertising or trade. Released Parties (defined below) are not responsible for any unauthorized use of Entries by third parties. Kajabi has no obligation to make use of the rights granted herein. Where lawful, Winner may be required to sign and return a Publicity Consent and Liability Release. For Entrants who reside in the United Kingdom, the European Economic Area or Switzerland, Kajabi will use the Entrant's name, image, voice or likeness for advertising or promotional purposes only with the Entrant's separate consent, which may be withdrawn at any time, except that Kajabi may publish a Winner's name (or first name and first initial of surname) and country,

state or province of residence to announce the results of the Sweepstakes as described under "Winners List" below.

13. **Terms & Conditions**: Kajabi reserves the right, in its sole discretion, to cancel, terminate, modify, or suspend the Sweepstakes should virus, bug, non-authorized human intervention, fraud, or other cause beyond Kajabi's control corrupt or affect the administration, security, fairness, or proper conduct of the Sweepstakes. In such case, Kajabi may select the Winner from all eligible entries received prior to and/or after (if appropriate) the action taken by Kajabi. Kajabi reserves the right, in its sole discretion, to disqualify any individual who tampers or attempts to tamper with the entry process or the operation of the Sweepstakes or website or violates these Rules. Kajabi has the right, in its sole discretion, to maintain the integrity of the Sweepstakes, to void entries for any reason, including, but not limited to: multiple entries from the same user from different IP addresses; multiple entries from the same computer in excess of that allowed by these rules; or the use of bots, macros, scripts, or other technical means for entering; self-referrals or referrals of accounts owned or controlled by the Entrant; referrals procured through fraud, misrepresentation or violation of the Partner Program Terms; or referrals that are cancelled, refunded, reversed or charged back. Any attempt by an Entrant to deliberately damage any website or undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil laws. Should such an attempt be made, Kajabi reserves the right to seek damages to the fullest extent permitted by law.
14. **LIMITATION OF LIABILITY**: By entering the Sweepstakes, You agree to release and hold harmless Kajabi, and their respective subsidiaries, affiliates, advertising and promotion agencies, partners, representatives, agents, successors, assigns, employees, officers, and directors ("Released Parties") from any liability, illness, injury, death, loss, litigation, claim, or damage that may occur, directly or indirectly, whether caused by negligence or not, from: (i) Entrant's participation in the Sweepstakes or his/her acceptance, possession, use, or misuse of any prize or any portion thereof; (ii) technical failures of any kind, including but not limited to the malfunction of any computer, cable, network, hardware, or software, or other mechanical equipment; (iii) the unavailability or inaccessibility of any transmissions, telephone, or Internet service; (iv) unauthorized human intervention in any part of the entry process or the Sweepstakes; or (v) electronic or human error in the administration of the Sweepstakes or the processing of entries. NOTHING IN THESE OFFICIAL RULES EXCLUDES OR LIMITS ANY LIABILITY THAT

CANNOT BE EXCLUDED OR LIMITED UNDER APPLICABLE LAW, INCLUDING LIABILITY FOR DEATH OR PERSONAL INJURY CAUSED BY NEGLIGENCE, FOR FRAUD OR FRAUDULENT MISREPRESENTATION, OR UNDER CONSUMER PROTECTION LAWS THAT CANNOT BE WAIVED BY AGREEMENT (INCLUDING, FOR AUSTRALIAN RESIDENTS, THE CONSUMER GUARANTEES UNDER THE AUSTRALIAN CONSUMER LAW). THE RELEASE ABOVE APPLIES ONLY TO THE FULLEST EXTENT PERMITTED BY THE LAWS OF YOUR JURISDICTION OF RESIDENCE.

FOR RESIDENTS OF THE STATE OF CALIFORNIA: You acknowledge and agree that your release and waiver extends to the following, the protections of which you explicitly waive:

> **California Civil Code Section 1542: A general release does not extend to claims which the creditor does not know or suspect to exist in the creditor or releasing party favor at the time of executing the release, which if known by him or her must have materially affected his or her settlement with the debtor.**

15. **Disputes**: Entrant agrees that: (i) any and all disputes, claims, and causes of action arising out of or connected with this Sweepstakes or any prizes awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Central District of California or the appropriate California state court located in Orange County, California; (ii) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes but in no event attorneys' fees; and (iii) under no circumstances will Entrant be permitted to obtain awards for and Entrant hereby waives all rights to claim punitive, incidental, and consequential damages and any other damages, other than for actual 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, or the rights and obligations of the Entrant and Kajabi in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the 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 the State of

California. Notwithstanding the foregoing, if You are a resident of Canada, the United Kingdom, the European Economic Area, Switzerland, Australia or New Zealand: (a) You will benefit from any mandatory provisions of the law of the country, state or province in which You reside, and nothing in these Official Rules affects Your right to rely on such mandatory provisions; (b) You may bring proceedings in the courts of Your country, state or province of residence; and (c) the waiver of class actions and the limitations on damages set out above apply only to the extent permitted by the law of Your jurisdiction of residence. These Official Rules are written in English; if they are translated into another language, the English version will control to the extent permitted by applicable law. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed as if the invalid or illegal provision were not contained herein. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Sweepstakes-related materials or notifications and these Official Rules, these Official Rules shall prevail, govern, and control.

16. **Privacy Policy**. Information submitted with an entry is subject to the Privacy Policy stated on Kajabi's website. To read the Privacy Policy and for details on how to opt-out, click here.
17. **Winners List**: For a list of the Winners (name or first name and first initial of surname, and state, province or country of residence), available after December 31, 2026 and for sixty (60) days thereafter, or for a copy of these Official Rules, email us at legal@kajabi.com or mail your request along with a stamped, self-addressed envelope to the address described below.
    a. Kajabi will also publish the surname and state, province or country (or, for United Kingdom Winners, county) of residence of each Winner online within thirty (30) days after the final drawing. Winners may object to publication of their information by contacting legal@kajabi.com; Kajabi may nonetheless provide the information to a regulator where required by law.
18. **Additional Terms for Residents of Certain Jurisdictions**: The following additional terms apply to Entrants who reside in the jurisdictions indicated and, to the extent of any inconsistency, prevail over the other provisions of these Official Rules for those Entrants.

a. **Canada**. The Sweepstakes is void in the Province of Quebec. For residents of Canada: (i) before being declared a Winner, a potential Winner must correctly answer, unaided, a time-limited mathematical skill-testing question as described above; (ii) the number and approximate retail value of the prizes, the odds of winning and the drawing dates are as stated in these Official Rules, and there is no regional allocation of prizes; (iii) all prize values are stated in U.S. dollars; and (iv) Kajabi's decisions regarding all aspects of the Sweepstakes are final, subject to applicable law.
b. **Australia**. The Sweepstakes is void in the Australian Capital Territory and the Northern Territory. For residents of the other Australian States and Territories: (i) the Cash Prize drawings are conducted by electronic random selection at Kajabi's offices at 400 Spectrum Center Drive, Suite 2100, Irvine, California, USA, on the drawing dates stated above; (ii) the names and States or Territories of residence of Australian Winners will be published on the Kajabi website after each drawing; (iii) if any Cash Prize allocated to an Australian resident remains unclaimed after the drawing, an unclaimed prize draw will be held at the same place and time, subject to any written directions from a regulatory authority, and the winner will be notified in writing within two (2) days and published at on the Kajabi website; and (iv) nothing in these Official Rules excludes, restricts or modifies any consumer guarantee, right or remedy under the Australian Consumer Law that cannot lawfully be excluded.
c. **United Kingdom, European Economic Area and Switzerland**. The promoter of the Sweepstakes is Kajabi, LLC, 400 Spectrum Center Drive, Suite 2100, Irvine, California 92618, USA. Entry is free of charge and no purchase or payment is required. Cash Prize Winners are selected by a random computerized process and Retreat Prize Winners on the basis of the objective criteria stated above. A Winner's participation in publicity beyond the announcement of results described under "Winners List" is voluntary and requires the Winner's separate consent. Nothing in these Official Rules affects Your statutory rights.

19. **Sponsor**: The Sponsor of the Sweepstakes is: Kajabi, LLC, with corporate addresses at 400 Spectrum Center Drive, Irvine, CA 92618 Suite 2100.
20. **Partner Sign-Up**: Individuals may sign up for free to be a Kajabi Partner at the following link: https://app.kajabi.com/signup/new_partner_monthly, subject to the limitations and restrictions of the Partner Program Agreement and the Kajabi Policies.