

KELLOGG'S x TESCO BREAKFAST CLUB GRANT PROMOTION 2026

TERMS AND CONDITIONS

1. Promoter

1.1 The promoter is Kellogg Marketing and Sales Company (UK) Limited, Orange Tower, MediaCityUK, Salford, M50 2HF ("Promoter").

1.2 Tesco are the promotion partner, however they are not involved or responsible for the delivery or operation of this Promotion.

1.3 Forever Manchester is the grant administrator and will contact the selected schools and arrange for the payment and administration of the grants.

2. Promotion Period

2.1 The promotion opens at 00:01 GMT on 29 September 2026 and closes at 23:59 GMT on 26 October 2026 ("Promotion Period").

2.2 Entries received outside the Promotion Period will not be accepted.

3. Eligibility

3.1 The promotion is open to residents of the United Kingdom aged 18 years or over.

3.2 Entrants must have a valid email address.

3.4 Schools eligible to receive a grant must:

3.4.1 Be located in the United Kingdom;

3.4.2 Be a state-funded primary or secondary school; and

3.4.2 Operate an existing breakfast club or similar breakfast provision at the time of nomination.

3.5 Eligibility will be confirmed and verified by Forever Manchester prior to the award of the grant.

3.6 The following schools are excluded: independent schools, private schools, nurseries and early years settings.

4. How to Enter

4.1 To nominate a school during the Promotion Period, entrants must:

- Scan the promotional QR code;

- Have internet access and a smartphone.
- Login to the webpage using an email address.
- Receive one time code to verify email address.
- Complete the online nomination form, which will include submitting:
 - The name of the school;
 - The school's postcode; and
 - Details about the school's breakfast club.

4.2 No purchase is necessary to nominate a school.

4.4 Multiple nominations of the same school by different individuals are permitted, but only one nomination per person will be accepted. Each nomination a school receives will count as a separate entry into the prize draw.

4.5 Incomplete, illegible, duplicate, automated, bulk or fraudulent nominations will be disqualified.

5. Grant Awards

5.1 There are 300 grants, each worth £500, available to eligible schools

5.2 A school may receive only one grant regardless of the number of nominations received.

5.3 The total grant fund available is £150,000.

5.4 Grants are non-transferable and no cash alternative is available.

5.5 Grants must be used for the continuation, expansion or general operational of the school's existing breakfast club operation.

5.6 Forever Manchester will administer the grant funding and in order to receive the grant, schools will need to provide basic information as set out in paragraph 7 below. Schools may also be asked to provide a quote or statement or take in promotional activity, however, this is optional and not a condition of the grant.

6. Selection Process

6.1 Following the close of the Promotion Period, eligible schools will be selected at random from all valid nominations received.

6.2 The draw will be conducted by: Mindtree

6.3 The draw will take place on or around: Friday 30th October

6.4 If a school has multiple valid nominations, that school will be entered into the selection process with the same number of entries as it has received nominations. However, a school can only win one award. If a school wins an award, all remaining entries will be removed.

6.5 A school can only win one grant, regardless of the number of nominations it receives.

6.6 If a selected school cannot be contacted within 14 days or does not respond within the required timeframe an alternative school will be selected.

7. Verification Requirements

7.1 Forever Manchester, will contact the winning schools, using publicly available information and before receiving a grant, selected schools must provide evidence that they satisfy the eligibility criteria.

7.2 Evidence may include:

- School registration details;
- Confirmation of state-school status;
- Confirmation that a breakfast club or similar breakfast provision operates at the school;
- Banking information;
- Any additional information reasonably requested by Forever Manchester to administer the grant.

7.3 The Promoter reserves the right to disqualify any school unable to demonstrate eligibility. The Promoter's decision in this regard is final.

8. Notification

8.1 Selected schools will be contacted by Forever Manchester using publicly available information that is obtained during the verification process.

8.2 Schools must respond within 14 days of initial contact from Forever Manchester.

8.3 If a selected school:

- Cannot be contacted;
- Does not respond within 14 days;
- Declines the grant; and/or
- Is found to be ineligible;

Then the grant will be awarded to a reserve school selected in accordance with clause 6.

9. Grant Fulfilment

9.1 Grants will be paid by BACS using the details provided by the school to Forever Manchester.

9.2 Grants will be delivered within two weeks of the selected school providing relevant information and payment details.

9.3 The Promoter shall not be responsible for payment delays caused by inaccurate information supplied by a school.

10. Publicity

10.1 By accepting a grant, schools agree that the Promoter may announce:

- School name; and
- Town/city where the school is located.

10.2 Schools may also be asked to take part in further publicity, however, this is optional and not a condition of the grant. Any further publicity will be discussed and agreed with the school.

11. Winner Information

11.1 Following completion of the promotion, the surname and county of winning schools may be made available in accordance with the CAP Code.

11.2 Any person seeking winner information should write to Kellogg's https://www.kelloggs.co.uk/en_GB/contact-us.html. We reserve the right to refuse such requests. Schools can object to disclosure, or request that disclosure be limited in scope by contacting Kellogg's through the same address. We may nevertheless disclose the information to the Advertising Standards Authority if required to do so.

11.3 As part of the nomination process, the person or persons nominating a school can tick to confirm that they would like to be informed if their nomination is successful in being awarded a grant. Notification will be sent to the email address included in the nomination form.

12. Data Protection

12.1 We are committed to protecting your privacy. Kellogg Marketing and Sales Company (UK) Ltd. will only process your information for the purposes of the administration of this promotion. Data will be retained for up to 3 months after the end of the promotion. You

have the right to withdraw your consent or access your personal data. For questions about how your personal data is used, you can contact dataprivacyofficer@kellanova.com.

12.2 Personal data may be shared with service providers administering the promotion.

12.3 By participating in the promotion, you agree to the use of your personal data as described above.

13. Disqualification

13.1 The Promoter reserves the right to:

- Verify entrants and schools;
- Refuse nominations;
- Disqualify any entrant or school suspected of misconduct, fraud, abuse or breach of these Terms and Conditions.

13.2 Use of automated systems, scripts or bots is prohibited.

14. Limitation of Liability

14.1 Nothing in these Terms excludes liability for death or personal injury caused by negligence, fraud or any liability that cannot legally be excluded.

14.2 Subject to clause 14.1, the Promoter and Forever Manchester shall not be liable for:

- any losses, damages, costs or expenses arising from or in any way connected with the promotion;
- Lost, late or corrupted entries;
- Technical failures;
- Network interruptions;
- Circumstances outside its reasonable control.

15. Cancellation and Variation

15.1 If for any reason any aspect of this promotion is not capable of running as planned, including by reason of infection by computer virus, network failure, traffic congestion, bugs, tampering, unauthorised intervention, fraud, technical failures or any other cause beyond the control of the Promoter which corrupts or affects the administration, security, fairness, integrity or proper conduct of this promotion, the Promoter may in its sole discretion cancel, modify or suspend the promotion or invalidate any affected entries.

15.2 If an act, omission, event or circumstance occurs which is beyond the reasonable control of the Promoter and which prevents the Promoter from complying with these Terms and Conditions (including but not limited to global or regional health crises, weather

conditions, fire, flood, strike, hurricane, industrial dispute, war, terrorist activity, hostilities, political unrest, riots, civil commotion, epidemic, pandemic, famine, plague or other natural calamities and acts of God), the Promoter will not be liable for any failure to perform or delay in performing its obligation but will always endeavour to minimise the effect to entrants in order to avoid undue disappointment.

16. Governing Law and Jurisdiction

16.1 These Terms and Conditions and any dispute or claim arising out of or in connection with them shall be governed by the laws of England and Wales.

16.2 If you are a resident of England or Wales, you may bring legal proceedings in the courts of England and Wales. If you are a resident of Scotland, you may bring legal proceedings in either the Scottish courts or the courts of England and Wales. If you are a resident of Northern Ireland, you may bring legal proceedings in either the courts of Northern Ireland or the courts of England and Wales.

16.3 Nothing in these Terms and Conditions shall limit any mandatory consumer protection rights available to you under the laws of your country of residence within the United Kingdom.

17. General

17.1 The Decision of the Promoter is final.

17.2 The Promoter has no control over internet or communication networks and is not liable for any problems associated with them due to traffic congestion, technical malfunction or otherwise. The Promoter will not be held liable to any individual for any fraud committed by any third party nor for any event beyond its control including, but not limited to, user error and any network, computer, hardware or software failures of any kind which may restrict, delay or prevent an entrant's entry to the promotion.