

RULES OF THE CONTEST

Version 1.0.

Effective date: September 01, 2025

The announced Contest (hereinafter – Contest) is subject to the below Rules. Therefore, these Rules govern your participation in this Contest and any of your actions conducted in relation to the Contest.

Please carefully read and familiarize yourself with the Rules. By participating in the Contest in accordance with the mechanics described below you irrevocably accept and agree with these Rules. Any matter which is not explicitly covered by these Rules shall be subject to the terms and conditions of either www.propellerads.com.

1. GENERAL PROVISIONS

- 1.1. The Contest is organised by PropellerAds Advertising Platform (www.propellerads.com) (hereinafter – ‘Organiser’ or ‘PropellerAds’) with the involvement of affLIFT affiliate marketing forum (www.afflift.com) as a technical partner (hereinafter – ‘Technical Partner’ or ‘affLIFT forum’). For the purposes of these Rules, Organiser may be referred to as ‘We’, ‘Us’, ‘Our’, etc.
- 1.2. The Contest is organized with the purpose to stimulate engagement of affiliate marketing community with the services provided by PropellerAds.
- 1.3. The Contest is neither a lottery, nor a betting game, nor any other risk-based gambling activity.
- 1.4. The **Contest Page** is the page at the Technical Partner’s website with the announcement of the Contest that can be accessed on the Internet at <https://afflift.com/f/threads/propellerads-follow-along-contest-pa25.15525/>.
- 1.5. A brief description of the Contest schedule and terms as well as the complete text of these Rules may be freely accessed on the Contest Page.

2. PARTICIPATION RULES

- 2.1. In order to take part in the Contest and become a participant should meet the following requirements:
 - have a registered and active account with PropellerAds;
 - have a registered and active account with Technical Partner;
 - be at least 18 years old (in case you are an individual).
- 1.2. Legally capable persons living in the countries of operation of PropellerAds are allowed to take part in the Contest.
- 2.2. Participation in the Contest requires completion of actions described in section 3 of these Rules within the Contest Period.
- 2.3. **!Please note** – All the participants that fail to meet the requirements for participation or have not successfully completed the mechanics of the Contest, or have in any sense violated the Rules stipulated herein, as well as the terms & conditions of PropellerAds or affLIFT forum, cannot participate in the Contest and do not have legitimate claim for the Contest prizes. If such cases are identified during any stage of the Contest, including interaction with a relevant person in order to obtain/deliver the prize or later – they lose their claim for the prize. If the violation of the Rules is discovered during the interaction in order to obtain/deliver the prize to the participant, the Organiser keeps the prize and does not award it to any of the other participants.

3. CONTEST TIMELINE AND MECHANICS

- 2.4. **Contest Active Period:** The participants actively participate in the Contest **from September 1, 2025 to September 30, 2025 inclusively**.
!Please note – no new entries to the Contest are accepted after September 26, 2025. This means that no new PropellerAds/affLIFT forum account registrations shall suffice for participation in the Contest after the said date.
The Contest Period may be cut short or extended at the Organiser’s discretion without any notifying the participants in advance.
- 2.5. **The results of the Contest** shall be published at the Contest Page **no later than on October 13, 2025**.
!Please note – any of the dates and timings stipulated in these Rules are approximate and may be changed by Organiser at any moment without any notice.
- 2.6. **Mechanics of the Contest:**

- 2.6.1. The Contest consists of two parts related respectively to the **Main Prize Fund** and **Secondary Prize Fund**.
- 2.6.2. **Mechanics of Part A.** In order to be eligible for the prize awards from the Main Prize Fund (hereinafter also referred to as '**Fund A**'), you must complete each of the steps mentioned below within the Contest Period:
- (i) [Sign up](#) to PropellerAds platform (if you are already a PropellerAds advertiser you shall skip this step and go to the next one).
 - (ii) Share the email address you used for registration of your account with PropellerAds team via a direct message to the Technical Partner.
!Please note – if the Technical Partner does not receive your account by September 26, 2025 – your Participating Thread will not be eligible for the Poll (as defined below) and therefore for the prize awards.
 - (iii) Make a deposit to your account at PropellerAds platform of minimum amount of \$100 (one hundred US dollars).
If you already have an account with a positive balance of not less than \$100 (one hundred US dollars), you can use it for the Contest, as well.
 - (iv) Create an advertising campaign at PropellerAds platform (using PropellerAds traffic) with a minimum budget of \$100 (one hundred US dollars). You are free to start a campaign with any of the following advertising formats: Telegram Mini Apps, Popunder, Direct Click, Push Notifications, In-Page Push, Interstitial and Survey Exit.
!Please note – you can create an unlimited number of advertising campaigns.
 - (v) Create a thread – i.e. so called “Follow Along” (hereinafter – **Participating Thread**) – about the particular advertising campaign on affLIFT forum depending on the advertising format you have chosen for your campaign.
!Please note – it is mandatory to put the following hashtag – **#PA25** – in the Participating Thread title, otherwise your case will not be recognized for the Contest participation purposes.
 - (vi) Share the link to your Participating Thread in a reply to the thread with the Contest announcement at the Contest Page.
 - (vii) Post at least four (4) updates (posts) in your Participating Thread about the progress of the relevant advertising campaign and your results (in the following sequence of topics – campaign settings, first results of the campaign, campaign improvements and the final results). **The fourth (4th) post should be published no later than September 30, 2025.** This means that by default no new post published after this date in the Participating Thread shall be considered for the Contest purposes, however you can still update your existing posts in the Participating Thread. Nevertheless, the Organizer reserves the right to allow exceptions from this rule and consider the posts made after the said date at their sole discretion.
- 1.1.3. In order to be eligible for participation in Part A of the Contest you must make sure that the relevant advertising campaign you created follows [PropellerAds advertising policies](#) (hereinafter – '**Policy**'). In case of violations of any provision of the Policy or these Rules, your Participating Thread will be disregarded and excluded from the contest participants list and from the Contest Page.
- 2.6.3. **Mechanics of Part B.** Part B of the Contest relates to the Secondary Prize Fund and is comprised of several mechanics which are described in p. 4.2 of these Rules.
- 1.4. The content of any Participating Thread may be used by the Organiser, including but not limited to, posting on any of the official PropellerAds channels.
- 2.7. **Winner selection.** The procedures for selection of the winners are different and separate for parts A and B of the Contest. This means that different steps will be taken by the Organiser and the Technical Partner to determine the winners of both Parts A and B of the Contest and they will be taken separately in relation to each of those Parts.
- 2.7.1. The procedure for selection of winners of Part A:
- (i) after the final date of the Contest Period – approximately on October 6, 2025 – the Technical Partner will create a poll at the Contest Page (hereinafter – '**Poll**').
 - (ii) Only the registered users of affLIFT forum, who are the “paid users” in accordance with the Terms & Conditions of the affLIFT forum, will be able to participate in the Poll by voting for any author (Participant) of any Participating Thread they find the best/most impressive/successful/etc.
 - (iii) The Poll will last until October 10, 2025, inclusively. The winners will be selected on October 13, 2025, based on the results of the Poll:
 - a. **For Part A of the Contest** – the first four (4) authors (participants) of Participating Threads who got the most votes within the Poll shall take the 1st, 2nd, 3rd, 4th place in the Contest accordingly.

!Please note – any of the dates and timings stipulated herein are approximate and may be changed by Organiser at any moment without any notice.

- 1.1.2. Selection of the winners whose prizes are comprised of the Secondary Prize Fund, is made solely by Organiser as detailed in Section 4 of these Rules.
- 1.1.3. **Announcement of the Contest results.** The list of the winners for both parts A and B of the Contest will be published by the Technical Partner at the Contest Page on October 13, 2025.
- 1.2. The Organiser will communicate with each of the winners using the email address provided by them or by sending a direct message to their account at affLIFT forum used within completion of the mechanics of the Contest shortly after the date of the announcement of the Contest Rules.

3. CONTEST PRIZES

- 3.1. The total Main Prize Fund (Fund A) is formed with the Organiser's private funds and amounts to **\$5,000.00 (five thousand US dollars)** in monetary equivalent. The prizes comprising the Fund A shall be distributed in the following proportions between the winners of Part A of the Contest:
 - (i) 1st place – gets a prize of \$2,000.00 (two thousand US dollars) in monetary equivalent;
 - (ii) 2nd Place – gets a prize of \$1,500.00 (one thousand and five hundred US dollars) in monetary equivalent;
 - (iii) 3rd Place – gets a prize of \$1,000.00 (one thousand US dollars) in monetary equivalent;
 - (iv) 4th Place – gets a prize of \$500.00 (five hundred US dollars) in monetary equivalent.
- 1.2. The Secondary Prize Fund is formed with the Organiser's private funds, amounts to **at least \$5,000.00** (five thousand US dollars) in monetary equivalent and consists of three parts: **Funds B, C, and D** that shall be distributed among the participants who meet the criteria listed below (the mechanics of Part B of the Contest):
 - 3.1.1. **Fund B** amounts to \$5,000.00 (five thousand US dollars) in monetary equivalent. The prizes comprising Fund B shall be divided and distributed in equal parts among all the Participants of who have completed the mechanics of Part A of the Contest regardless of their winner status. In other words, no matter how many votes you get in the relevant Poll – you will get a prize from Fund B if you comply with the requirements set in this paragraph.
 - 3.1.2. **Fund C** amounts to \$750.00 (seven hundred and fifty US dollars) in monetary equivalent. The prizes comprising Fund C may be distributed among the Participants who have completed the mechanics of Part A, regardless of their winner status, as follows:
 - (i) "Team's favorite" prize – the Participant, whose Participating Thread has been chosen by Organiser's team as the most interesting, gets a promo-code of \$300.00 (three hundred US dollars) value in monetary equivalent.
The promo-code can be activated through the personal account interface in PropellerAds provided that your balance in the account is not less than \$550.00 (five hundred fifty US dollars).
 - (ii) "Forum's favorite" prize – the Participant, whose Participating Thread has not been awarded any other prize and which have received a significant (in Organiser's sole opinion) attention and large number of comments, gets a promo-code of \$300.00 (three hundred US dollars) value in monetary equivalent.
The promo-code can be activated through the personal account interface in PropellerAds provided that your balance in the account is not less than \$550.00 (five hundred fifty US dollars).
 - (iii) "Most active participant" prize – the Participant, who has shown a significant activity at the Forum throughout the Contest by providing help and useful (in Organiser's sole opinion) advice to other Participants of the Contest, gets a promo-code of \$150.00 (one hundred and fifty US dollars) value in monetary equivalent.
The promo-code can be activated through the personal account interface in PropellerAds provided that your balance in the account is not less than \$300.00 (three hundred US dollars).
- To receive a prize from Fund C you must comply with every requirement set in this paragraph.
- 3.1.3. **Fund D** total cap is determined by Organiser's sole discretion, whereas one prize from Fund D equals to \$50.00 (fifty US dollars) per each participant who:
 - has completed the mechanics of Part A of the Contest;

- has sent a bonus request to the Organiser via the direct messages to the official PropellerAds's affLIFT-forum [profile](#) in which provided:
 - link to the Participating Thread;
 - their PropellerAds account email;
 - link to the campaign described in the Participating Thread;
 - the title of the direct message "Want50".

The prizes from Fund D may be distributed among eligible participants regardless of their winner status in the form of a coupon. In other words, no matter how many votes you get in the relevant Poll – you will get a prize from Fund D if you comply with the requirements set in this paragraph at any stage of the Contest Period. To receive a prize from Fund D you must comply with every requirement set in this paragraph. Each participant can receive only one prize (bonus) from the Fund D.

!Please note – the prizes sourcing from the Funds C and D shall be delivered by Organiser in the form of promo-codes/coupons which may be activated by yourself through the functionality of your personal account interface in accordance with the PropellerAds terms and policies. Kindly note that the prizes sourced from Funds C and D are distributed based on the Organiser's unilateral choice. This means also that the Organiser reserves the right to not give any prizes sourced from Funds C and D to anyone.

5. PROCEDURE FOR OBTAINING CONTEST PRIZES

- 3.2. After the announcement of the winners according to the procedure of p. 3.5.3. the Organiser conducts a review of each winner's case to make sure that no violation of these Rules or any of PropellerAds policies have taken place. The Participants who have been found to have violated any of the said rules/policies are not eligible for obtaining the prize and therefore will not be awarded.
- 1.1. Upon completion of the review described in p.5.1., Organiser, whose cases have successfully passed the said review, Organiser or Technical Partner must contact each of the winners, whose case has successfully passed the review, using the email address provided by them or by sending a direct message to their account at affLIFT forum used within completion of the mechanics of the Contest.
After that, the Technical Partner shall initiate the delivery of the prize in the form previously agreed with Organiser (including, inter alia, monetary form) to the relevant winner. You hereby agree to obtain the prize via any channel chosen by the Technical Partner (including the wire transfer to your bank account).
- 3.3. According to the p 4.1. of the Contest Rules, the maximum number of **possible** winners of the Part A of the Contest who can get the prizes from the Fund A is **four (4)**. It is possible for the same individual to become a winner of both Part A and Part B of the Contest unless explicitly provided otherwise by the other provisions of these Rules.
- 3.4. Transfer or delivery of the prize to third persons is not permitted.
- 3.5. The prizes sourcing from the Funds C and D are distributed by Organiser in the form of promo-codes/coupons in accordance with p. 4.2.2.-4.2.3 of the Rules.
- 3.6. **The winners receiving the Contest prizes are solely responsible for any costs or payments connected to receiving the prizes in accordance with the current laws of their country of residency including, but not limited to all the taxes and other mandatory fees, bank fees, or any other costs. Neither Organiser nor Technical Partner act as tax officials or agents and do not pay any commissions for winners. In no way they calculate, withhold, or pay the income tax on the winner's prizes amounts to the corresponding budget. Each winner is the taxpayer for said income. The winner bears sole responsibility for their actions or lack thereof where the receiving of the Prize is concerned as per the laws of their country of residence.**
By participating in the Contest and agreeing to these Rules, the participant confirms their awareness of the aforementioned obligation.

4. FINAL PROVISIONS

- 4.1. If, due to any reason, including but not limited to computer malware, internet malfunction, defects, manipulations, unauthorized interference, falsification, technical difficulties or others that cannot be controlled by the Organiser or Technical Partner, the course of the Contest is distorted or altered in a way that affects the realisation, safety, integrity, of said course, the Organiser reserves the right to unilaterally annul, cancel, change or suspend the Contest, as well as take other measures to eliminate undesirable consequences.

Contest Participants who break the Contest rules, in particular by attempting to increase their chances of winning or by performing other unauthorized actions meant to change the Contest results, shall be removed from the participants' list and the results of their participation shall be annulled.

Moreover, any attempt to defraud the results of the Poll (including but not limited to, by buying the votes or registering several accounts at affLIFT forum for further participation in the Poll) may lead to cancellation of the Poll and re-selection of the winners or cancellation of the Contest altogether without delivering of any prize.

- 1.1. The participants provide their personal data as part of the Contest actions. The participants consent to the Contest Organiser using the data for multiple purposes, including prize distribution. The participants agree to their personal data being processed by the Organiser and Technical Partner, which includes but is not limited to the following: collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction as per the rules set by General Data Protection Regulation (Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016).
- 4.2. The participants agree to receive information related to the Contest via e-mail. In case of winning the winners' names and images, as well as photographs, nicknames interviews or any other actions related to the Contest, as well as any part of the information provided by the winners' Participating Threads, may be used by the Organiser to inform third parties of the Contest and its results. Additionally, each Participant hereby agrees that any part of their Participating Threads content, including any text, picture or any other copyrighted material may be used by Organiser in any of their official channels (including but not limited to, PropellerAds blog or social networks) in any way allowed by the law applicable and for any legitimate purpose including commercial purposes.
These actions on the part of the Organiser do not require any remuneration or additional consent from the Participants.
- 4.3. The Participants may contact the Organiser via the direct messages to the official PropellerAds's affLIFT-forum [profile](#) or via email contact.us@propellerads.com for additional clarification of information related to the Contest.
To withdraw consent to personal data storage and processing the participants may contact the Organiser at contact.us@propellerads.com.
- 4.4. The Organiser may adjust the Contest rules over the course of the Contest without additionally notifying the participants.
- 4.5. The Contest Rules become effective starting midnight September 1, 2025 (CET) and shall be valid until the end of the Contest or until the Organiser changes these rules or cancels the Contest.
- 4.6. The Contest participants are responsible for familiarising themselves with these Rules, as well as changes and additions to them. They may do that on occasion using the set of Rules available on the Contest Page.
- 4.7. These Rules are considered changed or abolished on the day following the day relevant information is published on the Contest Page. The continuing of participation in the Contest after the change of the Rules has been adopted by Organiser shall constitute full and irrevocable agreement of a participant with those changes.
- 4.8. All the materials published on the Contest Page (texts, images, trademarks etc.) are copyright protected. All rights reserved to the Contest Organiser. No use of said materials without appropriate permission is allowed unless the use has purely informative purposes (sharing of the news about the participation in the Contest in social networks, etc.).
- 4.9. The participants solely carry the risks associated with violating the Contest Rules. None of the costs carried by the participants in connection to their participation in the Contest are subject to remuneration. All the Contest participants carry the costs connected to their participation in the Contest themselves (including, but not limited to internet access costs), except the costs that have been clearly stated in these Rules as those carried by the Organiser.
- 4.10. The Organiser is not responsible for the following: any technical malfunctions on the part of the Technical Partner and the Participants' internet provider if those malfunctions prevent the participant from using the Contest Page or affLIFT forum in an appropriate manner; the Participants' failure to receive messages sent by the Contest Organiser, irrespective of the reasons of said failure; the Participants' failure to comply or do so in a timely manner with the obligations set by these Rules.