

REGULATIONS OF THE "BLACK NOVEMBER" I HOTMART 2025 CAMPAIGN

These regulations contain the rules applicable to the campaign called "Black November 2025" ("Campaign"), promoted by Hotmart, through **Launch Pad Tecnologia, Serviços e Pagamentos Ltda.**, registered with the CNPJ/ME under nº 13.427.325/0001-05, headquartered in the city of Belo Horizonte, state of Minas Gerais, at Avenida Assis Chateaubriand, nº 499, Bairro Floresta, ZIP Code nº 30.150-101 and/or its controlled companies, parent companies or companies under common control ("Company").

1. Campaign:

1.1. The Campaign, promoted by Hotmart, aims to encourage the development of users registered and active with the Company and shall consist of certain mechanics, as follows:

1.1.1. **First Mechanic.** It consists of the assignment of an Individual Goal to each Participant and the evaluation, during the Term, of the sales of Products carried out by the Participants and, consequently, the Net Revenue generated in this period, as well as the granting of the Awards listed in this instrument to the Participants who achieve at least 100% (one hundred percent) of their Individual Goal within the Assessment Period ("First Mechanic").

1.1.2. **Second Mechanic.** It consists of establishing a performance ranking based on the Net Revenue derived from the Completed Sales of the Participants during the Accounting Period of the Campaign, which shall be segmented into 4 (four) Categories, and each Participant shall be allocated into 1 (one) Category according to their business stage with the Company. The top 10 (ten) Participants in the ranking of each Category will be awarded ("Second Mechanic").

1.1.3. **Third Mechanic.** It consists of evaluating and awarding the Participant who, during the Accounting Period of the Campaign, achieves the highest Net Revenue among all Categories ("Third Mechanic").

1.1.4. The Awards of the Campaign shall be granted in accordance with their availability in the Applicable Territory of each Winner, as set forth in the tables contained in item 7 below. Furthermore, Winners must observe the conditions of use of the Awards set forth in the same item.

1.2. Participation in the Campaign is voluntary and carried out directly through the Platform, and implies knowledge of all the terms and conditions of these Regulations and agreement to receive communications regarding the Campaign.

2. Definitions:

2.1. The terms below, in these Regulations, shall have the following definitions:

- **Category(ies):** means the categories in which the Participants are placed for the purposes of ranking allocation and receiving Awards in the Second Mechanic of the Campaign, being divided into: 1, 2, 3 and 4. The Categories are defined according to the Participant's business stage with the Company and will only be disclosed to the Winners

at the time of the announcement of the result of the Second Mechanic. It is not possible to request a change of Category for any reason, including, but not limited to, an increase in Net Revenue during the Campaign.

- **Disclosure Dates:** means the dates of disclosure of the Winners, as set forth in item 7.8 of this instrument.
- **Net Revenue:** means the revenue obtained by the Participants from Completed Sales of Products registered on the Platform during the Accounting Period of the Campaign. Such revenue generated by the Participant is calculated according to the sale price of the Product(s) to the final consumer $\times$ volume of Product(s) sold, i.e., the total quantity sold less Company fees, commissions, as well as any refunds, chargebacks and canceled or expired purchases.
- **Winner(s):** means (i) all Participant(s) who, during the Accounting Period, achieve 100% (one hundred percent) of the Individual Goals, for the purposes of the First Mechanic; (ii) the top 10 (ten) Participants in the ranking of each Category, for the purposes of the Second Mechanic; and (iii) the Participant with the highest Net Revenue in the entire Campaign, for the purposes of the Third Mechanic.
- **Individual Goal:** means the individual growth goal of Net Revenue (defined by the Company for each Participant) during the Term of the Campaign, for the purposes of the First Mechanic. Participants will be awarded if they achieve 100% (one hundred percent) of the Individual Goal. It will not be possible to request a change to the Individual Goal.
- **Participants:** means all Users registered and active with the Company who meet all the eligibility requirements set forth in item 4 below.
- **Assessment Period:** means, for the First, Second, and Third Mechanics, respectively, the period for assessing the achievement of the Participants' Individual Goals and the position in the ranking of each Category by the Participants, namely, until December 14, 2025.
- **Accounting Period:** means the period of sales of the Participants' Products to be accounted for the purposes of verifying the Participants' Individual Goals, for the purposes of the Mechanics.
- **Term:** means the total period of validity of the Campaign.
- **Company Platform or Platform:** means both the website hotmart.com and its subdomains, as well as any other websites, interfaces, or applications through which the Company makes its resources available.
- **Base Award:** means the base award granted to Participants upon enrollment in the Campaign.

- **Users:** means the Creators, Co-producers, Affiliates, and Hybrid Users (users of the Platform who combine more than one of the aforementioned profiles) of the Company Platform.
- **Regulations:** means all rules and conditions set forth in this instrument.
- **Completed Sales:** means the completed sales of Products registered on the Platform, i.e., those for which refunds and/or chargebacks were not requested by customers within the refund and/or chargeback period (chosen by the Participant).
- **Applicable Territories:** Company offices in Brazil and abroad.

3. Term and Territory:

3.1. This Campaign is directed at Participants located in the Applicable Territories and will take place between 10/01/2025 and 03/31/2026 ("Term").

3.2. The period of sales of the Participants' Products to be accounted for the purposes of verifying the criteria of all Mechanics of this Campaign shall begin on October 20, 2025, at 12:00 a.m. Brasília time (GMT-3), and shall end on December 7, 2025, at 11:59 p.m. Brasília time (GMT-3), with only the Net Revenue generated within the aforementioned period being considered ("Accounting Period"). Participants acknowledge and agree that, if Net Revenue is generated before or after the Accounting Period, such amounts shall not be accounted for the purposes of this Campaign.

4. Eligibility:

4.1. All users active and registered on the Platform who meet the following requirements will be eligible to participate in the Action ("Participants"): (a) have an active account registered on the Platform; (b) have a Creator, Co-producer, Affiliate, or Hybrid User profile.

4.1.1. All products sold in the Platform account registered for the Action, provided they are active, without any reservations and/or requests for adjustment, and that comply with the rules of these Regulations, may be used for purposes of calculating Net Revenue and participation in the Action.

4.1.2. The following are expressly prohibited from participating in the Action: (i) persons under 18 (eighteen) years old or under the age of majority according to the applicable legislation of their country, and (ii) employees of the Company.

4.2. Participation in this Action implies knowledge and full acceptance of these Regulations by the Participant, as well as of the Platform's Terms of Use and the Policies linked to it, including awareness and understanding of the [Privacy Policy](#), through their registration.

4.3. The Company reserves the right to disqualify and/or exclude from the Action, at any time, the Participant who, (i) directly or indirectly, violates any clause of these Regulations, the Company's Terms of Use, and/or any of the Policies linked to it, and/or (ii) is considered a risk, in any aspect, to the Company, at its sole discretion.

5. Mechanics of the Action:

5.1. For Participants who have already made sales on the Hotmart platform, the Action will consist of 4 (four) Mechanics, namely:

5.1.1. The First Mechanic consists of monitoring and evaluating the growth of Participants' Net Revenue during the Accounting Period, for purposes of granting certain Prizes, if the said Participants achieve 100% (one hundred percent) of their Individual Goals by the end of the Accounting Period.

5.1.1.1. The Individual Goals will be calculated and made available to Participants on the Company's Platform. Such Individual Goals will follow the following variables: (i) currency already used by the Participant on the Platform, with the options being: dollar, euro, and real, which cannot be changed after the initial choice, and (ii) the Participant's historical Net Revenue; or, if the Participant has not historically obtained a certain minimum Net Revenue, (iii) the Net Revenue goal will be fixed according to the chosen currency, which may be R\$1,000.00 (one thousand reais) or R\$4,000.00 (four thousand reais), USD 500 (five hundred U.S. dollars) or USD 1,000 (one thousand U.S. dollars), or EUR 400 (four hundred euros) or EUR 800 (eight hundred euros).

5.1.1.2 The evaluation criterion for defining the Winners of the Action will be the Net Revenue earned during the Accounting Period, related to the Product(s) registered by the Participant on the Platform, as well as the achievement of 100% (one hundred percent) of the Individual Goals during the said Period, respectively.

5.1.1.3. The calculation of Net Revenue will follow the following rationale: revenue obtained by Participants from Completed Sales of Products registered on the Platform, according to the sales price of the Product(s) to the final consumer x volume of Product(s) sold, i.e., the total quantity sold minus Company fees, other commissions, as well as any refunds, chargebacks, and canceled or expired purchases. The calculation will take into account the sales made during the Accounting Period.

5.1.2. The Second Mechanic, in turn, will consist of establishing a performance ranking based on the Net Revenue of Participants during the Accounting Period of the Action. For this mechanic, Participants will be divided into Categories, each with an exclusive ranking. The first 10 (ten) Participants in the ranking of each of the 4 (four) Categories will be awarded, according to the rules set forth in item 7 below.

5.1.3. The Third Mechanic will consist of evaluating and awarding the Participant who obtains, during the Accounting Period of the Action, the highest Net Revenue across all Categories.

5.1.4. In the event of a tie in Net Revenue and/or ranking between Participants of the same Category, i.e., Participants with equal Net Revenue, the following tiebreaker criteria will be considered, in order of priority: (a) highest percentage of achievement of Individual Goal thresholds; (b) lowest refund rate of sales made during the Accounting Period; and (c) lowest chargeback rate of sales made during the Accounting Period of the Action.

5.2. According to criteria to be defined by Hotmart, new Participants, i.e., those who have not yet made sales on the Hotmart Platform, will have a specific mechanic and will count double points for the Star Journey.

5.3. The Company may eliminate from the Action Participants who: (a) obtain a refund rate equal to or greater than 7.5% (seven point five percent) of sales in the Accounting Period and/or (b) a chargeback rate equal to or greater than 1% (one percent) of sales in the Accounting Period.

6. Prize and Winners:

6.1. For Participants, upon registration in the Action, some of the following Base Prizes will be granted:

FIRST MECHANIC		
BASE PRIZE		
PRIZE	AVAILABILITY	VALIDITY AND TERMS OF USE
1. DOUBLE PERFORMANCE ACCOUNTING FOR STARS 2025 RANKING	All Applicable Territories	Only for internal accounting purposes of the Participant in the STARS 2025 track, sales made in October, November, and December will count double*. This doubled value will not be reflected in any payment to the Winner, account balance, Platform reports, accounting in the Legacy track of Hotmart Journey, and/or any other means related to values/payment within the Platform.
2. BLACK NOVEMBER MODELS	All Applicable Territories	The Participant may access over 100 (one hundred) templates of copies and designs for emails, ads, WhatsApp messages, as well as a menu of winning strategies, to use in the Action.

6.2. **First Mechanic:** Participants who achieve 100% (one hundred percent) of their Individual Targets during the Accounting Period will be considered Winners of the First Mechanic of the Action.

6.2.1. Prizes for this Action will be granted to Winners as follows, according to availability in the Winner's Applicable Territory and other conditions of use:

100% OF INDIVIDUAL TARGET ACHIEVED		
GENERAL PRIZE		
PRIZE	AVAILABILITY	VALIDITY AND TERMS OF USE
1. (ONE) COLLECTIBLE ITEM	All Applicable Territories	The Winner will receive 1 (one) exclusive collectible* from the Action. Winners located in Brazil will receive this Prize at their residence. Winners from other countries must pick up this Prize at the nearest international office of the Company. *Delivery of items is subject to stock quantity and duration. The Company reserves the right to stop sending items without prior notice if stocks run out.
3. SOCIAL MEDIA KIT	All Applicable Territories	Participants will receive some exclusive digital pieces from the Action to share on their social networks and confirm their participation in the campaign.
4. HOTMART FIRE 2025 COURTESY	All Applicable Territories	Courtesies for Fire (VIP ticket) for winners located in Brazil, and Fire Sessions for BU Latam and BU Europe for those among the top 5 results per category.

6.3. **Third Mechanic:** The Participant with the highest Net Revenue at the end of the Accounting Period will be considered the Winner of the Third Mechanic. The Prize will be:

THIRD MECHANIC		
PRÊMIO	DISPONIBILIDADE	VALIDADE E CONDIÇÕES DE USO
1. SUPREME OF BLACK NOVEMBER 2025	All Applicable Territories	Special commemorative plaque for the participant with the highest revenue per region.

6.4. All Prizes in this Action are individual and unitary, i.e., only 1 (one) Prize of each type will be granted per account registered in the Action (for each Mechanic the Participant is eligible for), and cumulative if the Participant wins more than 1 (one) mechanic.

6.5. All Prizes consisting of physical items require submission of a complete address to the Company for delivery logistics. Winners must provide this information via the Action platform or email by January 31, 2025, under penalty of losing the right to receive such Prizes. Hotmart will not be responsible for Prize delivery if addresses are not correctly completed.

6.6. Announcement of Winners of all Mechanics of the Action, and consequently of the respective Prizes, will occur from December 15, 2025, via email or WhatsApp of the Winners, as well as on the Action Dashboard on the Platform. The deadline for disclosure of all Prizes for these Mechanics is January 4, 2026 ("Announcement Dates").

7. Company Responsibilities:

7.1. It is the exclusive responsibility of each Participant to provide correct, complete, and truthful information when registering for the Action, as such information will be used to identify the Participant and for the possible granting of the Prize. Therefore, the Company will not be responsible for incorrect, incomplete, and/or untruthful information provided by the Participant, nor if, due to this, it is unable to contact the Winner and/or grant the Prize. Participants are also responsible for regularly checking their calls or messages received via phone and/or email regarding their award.

7.2. The Company's responsibility towards the Participants ends at the moment of granting the Prize, including (but not limited to) any defects, faults, or problems with the Prize, as well as the manner of its use.

8. General Provisions:

8.1. Participants who do not meet the requirements provided in this Regulation or who commit or attempt to commit fraudulent acts or violate this Regulation will not be entitled to the Prize. Fraud, for the purposes of this item, is considered obtaining advantages and/or benefits in an illicit manner.

8.2. The Participant grants the Company authorization to use their image, voice, and/or statements related to participation in the Action, which may be disclosed in internal and/or external campaigns, including broadcasting edited videos and/or photos on the company's social networks, such as Facebook, Instagram, Twitter, websites, and all types of existing or future

digital media for an indefinite period throughout the national and/or international territory. Granting the use of image and/or voice does not constitute any kind of right or benefit for the Participant and may or may not be used by the Company.

8.3. Participants agree to maintain strict, total, and absolute confidentiality regarding the subject of this Regulation and Action, as well as all information, data, and documents eventually shared under this instrument, also committing not to disclose, publish, disseminate, make public, or reproduce, in any manner, in whole or in part, any related information, directly or indirectly, to this instrument, to third parties, except with express written authorization from the other party. This confidentiality obligation will remain even after the end of this Action.

8.3.1. Participants hereby acknowledge and agree that no list and/or performance ranking related to this Action will be disclosed. Communication with Winners will be made exclusively via email and on the Platform on the dates indicated above.

8.4. The Company also reserves the right, at any time, upon prior notice, to modify the Action criteria, add or alter Prizes, and/or determine its termination, at its sole discretion and/or in case of fraud, technical difficulties, or any other factor beyond its control that poses a risk to the Action. If the Company modifies, cancels, or suspends the Action, the Company will not incur any liability as a result of such actions, and the Company will not be responsible to any Participant for any expenses or damages, including special, direct, indirect, and/or incidental damages.

8.5. By participating in this Action, under this Regulation, Participants acknowledge that the Company may use and share the data provided for purposes necessary for the proper execution and completion of this Action, as well as for possible contact with Participants, in accordance with applicable law.

8.6. By participating in the Action, Participants are also subject to all [Terms of Use and Company Policies](#).

8.7. Brazilian law applies to the Action in any and all disputes arising from its execution and/or this Regulation, including, but not limited to, its dissemination, management, participation, and awarding of prizes. The exclusive forum chosen by the parties for resolving conflicts arising from this Regulation is the Court of Belo Horizonte, MG, Brazil.