RULES OF THE "BLACK NOVEMBER" CAMPAIGN I HOTMART 2026

This regulation contains the rules applicable to the action named "Black November 2026" ("Campaign"), promoted by Hotmart, through **Launch Pad Tecnologia, Serviços e Pagamentos Ltda.,** registered under CNPJ/ME 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, CEP No. 30.150-101 and/or its controlled companies, controlling entities, or entities under common control ("Company" or "Hotmart").

1. Campaign:

1.1. The Campaign, promoted by Hotmart, aims to encourage the development of registered and active users at the Company and will consist of several mechanics, which are:

1.1.1. **First Mechanic (exclusive for Latam and Europe operations).** Consists of assigning an Individual Goal to each Participant and evaluating, during the Accounting Period, the sales of Products made by Participants and, consequently, the Net Revenue generated during this period, as well as awarding the Prizes listed in this instrument to Participants who achieve at least 100% (one hundred percent) of their Individual Goal and Minimum Revenue during the Accounting Period ("First Mechanic").

1.1.2. **Second Mechanic**. Consists of establishing a performance ranking based on Net Revenue derived from Completed Sales by Participants during the Campaign's Accounting Period, which will be segmented into 3 (three) categories for Brazil operations, 3 (three) categories for Europe operations, and 4 (four) categories for Latam operations. Each Participant will be allocated to 1 (one) Category according to their stage of business with the Company, and the Participant who achieves the highest absolute result per category for each of the three operations will be rewarded ("Second Mechanic").

1.1.3. **Third Mechanic**. Consists of evaluating and awarding Participants ranked between 2nd (second) and 10th (tenth) place in each Category's ranking, across each region, during the Campaign's Accounting Period, based on highest Net Revenue. ("Third Mechanic")

1.1.4. **Fourth Mechanic**. Consists of evaluating and awarding the Participant who obtains, during the Campaign's Accounting Period, the highest Net Revenue across all Categories for each of the three operations (Brazil, Latam, and Europe) ("Fourth Mechanic").

1.1.5. The Campaign's Prizes will be awarded based on their availability in the Applicable Territory of each Winner, as set out in the tables in item 6 below. Furthermore, Winners must pay attention to the terms of use for the Prizes, outlined in the same item.

1.2. Participation in the Campaign is voluntary and carried out directly through the Platform, via automatic enrollment of all eligible users, which implies full knowledge and agreement with all its terms and conditions, as well as authorization to receive operational and promotional communications related to the Campaign.

2. Definitions:

2.1. The terms below in this Regulation shall have the following definitions:

- Category(ies): mean the categories in which Participants are placed for allocation in the ranking and receiving Prizes for the Second Mechanic of the Campaign, divided into: Brazil (6D, 7D, and 8D), Europe (6D, 7D, and 8D), and Latam (Gold, Platinum, Titanium, and Nova30). Allocation in each Category strictly observes objective historical Net Revenue criteria, defined and documented by the Company prior to the start of the Term, and corresponds to the community the Participant belongs to on the date of enrollment in the Campaign. Each Participant's Category will be informed on the Platform at the time of enrollment and will remain unchanged throughout the Term, with no possibility of requesting changes for any reason, including but not limited to increases in Net Revenue during the Campaign.

- Disclosure Dates: mean the dates for announcing the Winners, set out in item 6.8 of this instrument.

- Net Revenue: means the revenue obtained by Participants from Completed Sales of Products registered on the Platform during the Campaign's Accounting Period. This revenue generated by the Participant is calculated according to the sales price of the Product(s) to the final consumer x volume of Product(s) sold, i.e., total amount sold minus Company fees, commissions, as well as any refunds, chargebacks, and canceled or expired purchases.

- Minimum Revenue: means, following the above accounting parameters, the need to reach the minimum revenue required to calculate the personalized goal, which is based on average revenue from recent months plus the expected uplift for the campaign.

- Winner(s): mean(s) (i) all Participant(s) who manage, during the Accounting Period, to achieve 100% (one hundred percent) of Individual Goals and Minimum Revenue for the First Mechanic; (ii) the Participant ranked 1st (first) place in the ranking for each Category for the Second Mechanic, and Participants ranked 2nd (second) to 10th (tenth) place in each Category's ranking for the Third Mechanic; and (iii) the Participant with highest Net Revenue across the entire Campaign for the Fourth Mechanic in each operation (Brazil, Latam, and Europe).

- Individual Goal: means the individual growth goal defined by Hotmart for each participant during the Campaign's Term for the First Mechanic. It will not be possible to request changes to the Individual Goal.

- Participants: mean all registered and active Users of the Company who meet all eligibility requirements set out in item 4 below.

- Assessment Period: means, for the First, Second, Third, and Fourth Mechanics, respectively, the assessment period for achieving Participants' Individual Goals, ranking position in each Category, and overall highest Net Revenue, namely December 7 to December 14, 2026.

- Accounting Period: means the sales period for Participants' Products to be accounted for verifying Participants' Individual Goals for the Mechanics.

- Term: means the total term of validity of the Campaign.

- Company Platform or Platform: means both hotmart.com website and its subdomains, and any other websites, interfaces, or applications where Company provides its resources.

- Base Prize: means base prize granted to Participants upon enrolling in Campaign.

- Users: mean Creators, Co-producers, Affiliates, and Hybrid Users (platform users combining more than one mentioned profile) on Company Platform.

- Regulation: means all rules and conditions set forth in this instrument.

- Completed Sales: mean sales of Products registered on Platform whose refunds and/or *chargebacks* have not been requested by customers by end of Assessment Period, without prejudice to subsequent review provided in item 9.1.1.

- Applicable Territories: Brazil, Latam, and Europe, according to operation (BU) to which Participant's account is linked.

3. Term and Territory:

3.1. This Campaign is aimed at Participants located in Applicable Territories and will take place between 10/05/2026 and 12/06/2026 ("Term").

3.2. The sales period for Participants' Products accounted for verifying criteria of all Mechanics of this Campaign will start on October 5, 2026, at 9:00 AM Brasília time (GMT-3), and close on December 6, 2026, at 11:59 PM Brasília time (GMT-3), considering Net Revenue generated only during said period ("Accounting Period"). Participants acknowledge and agree that Net Revenue generated before or after Accounting Period will not be counted for this Campaign.

4. Eligibility:

4.1. All active registered users on Platform meeting following requirements will be eligible ("Participants"): (a) hold an active registered account on Platform until September 30, 2026, except Europe operation accounts extending until October 31, 2026, and NB clients migrating to CS until November 3, 2026, integrated into main mechanic; (b) reach minimum revenue requirement established by respective BU (Business Unit); (c) hold Creator, Co-producer, Affiliate, or Hybrid User profile.

4.1.1. All products sold in registered Platform account, provided active without reservation and/or compliance requests, meeting Regulation rules, are eligible for Net Revenue accounting and Campaign participation.

4.1.2. Expressly prohibited from participating: (i) individuals under 18 or minors according to applicable country laws, and (ii) employees of Company and economic group companies (including interns and service providers).

4.2. Participation in Campaign and completing enrollment via Platform implies full knowledge and acceptance of this Regulation, Platform Terms of Use, and linked Policies, including understanding of Privacy Policy, plus consent for data collection, processing, and marketing communications.

4.3. Company reserves right to disqualify and/or exclude from Campaign, at any time, any Participant who (i) directly or indirectly breaches any clause of this Regulation, Platform Terms of Use, or linked Policies, and/or (ii) is considered a risk to Company at its sole discretion.

5. Campaign Mechanics:

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

5.1.1. First Mechanic, restricted to Latam and Europe operations, consists of tracking and evaluating Participants' Net Revenue growth during Accounting Period for granting Prizes upon reaching 100% of Individual Goals and Minimum Revenue by end of Accounting Period.

5.1.1.1. Individual Goals will be calculated and made available on Company Platform starting October 5, 2026, following variables: (i) currency used by Participant on platform (USD, EUR, BRL), unchangeable after selection, and (ii) Participant's historical Net Revenue.

5.1.1.2 Evaluation criterion for First Mechanic Winners will be Net Revenue earned during Accounting Period for registered product(s), plus 100% achievement of Individual Goals during said Period.

5.1.1.3. Net Revenue calculation logic: revenue obtained from Completed Sales of registered Products according to sales price x volume sold, minus Company fees, commissions, refunds, chargebacks, canceled or expired purchases during Accounting Period.

5.1.2. Second Mechanic establishes a performance ranking based on Net Revenue during Accounting Period. Participants will be divided into Categories with exclusive rankings. First place in each of 3 Brazil, 3 Europe, and 4 Latam Categories will be awarded per item 6 rules.

5.1.3. Third Mechanic uses same ranking from previous clause. Participants ranked 2nd to 10th in each Category across Brazil (3), Europe (3), and Latam (4) will be awarded per item 6 rules.

5.1.4. Fourth Mechanic evaluates and awards Participant obtaining highest Net Revenue across all Categories in each operation (Brazil, Latam, Europe) during Accounting Period.

5.1.5. In case of Net Revenue/ranking tie in same Category or operation, tiebreaker criteria in order: (a) highest % Individual Goal achievement (where applicable); (b) lowest refund rate during Accounting Period; (c) lowest chargeback rate; (d) date/time tied Net Revenue was reached first.

5.1.6. For ranking/comparison using different currencies, Net Revenue will be converted to a single currency using Platform exchange rate on sale date.

5.2. New participants (no sales on Hotmart to date) have specific mechanics, excluding commercial rankings/mechanics (1st to 4th), earning double points exclusively for Stars Journey.

5.3. Participants eliminated if: (a) refund rate ≥ 7.5% during Accounting Period and/or (b) chargeback rate ≥ 1%, assessed by end of Assessment Period.

6. Prizes and Winners:

6.1. For Participants, upon enrollment and express Regulation acceptance, following Base Prize granted:

BASE PRIZE		
PRIZE	**AVAILABILITY**	**VALIDITY AND CONDITIONS OF USE**
1. **DOUBLE PERFORMANCE ACCOUNTING FOR STARS 2026 RANKING**	All Applicable Territories	Solely for internal accounting in STARS 2026 track, sales in Oct, Nov, Dec within Accounting Period count double*. *Double value not reflected in account balance payments, Platform reports, Hotmart Journey Legacy track, or other values/payments.

6.2. First Mechanic (Latam and Europe exclusive): First Mechanic Winners are Participants reaching 100% Individual Goals during Accounting Period.

FIRST MECHANIC		
PRIZE	**AVAILABILITY**	**VALIDITY AND CONDITIONS OF USE**
1. **DIGITAL BADGE**	Latam e Europa	Winner reaching or exceeding goal receives digital badge celebrating achievement.

6.3. Second Mechanic: Campaign Prizes granted to Winners per below, subject to availability in Winner's Applicable Territory and conditions:

SECOND MECHANIC		
BASE PRIZE		
PRIZE	**AVAILABILITY**	**VALIDITY AND CONDITIONS OF USE**
1. **1 (ONE) RECOGNITION PLAQUE**	All Applicable Territories	Winner of each category per region receives commemorative plaque. Supreme plaque winner excluded. Non-Brazil residents pick up at Hotmart offices within 90 days of notification. Brazil residents receive at agreed address. *Item delivery subject to stock availability. Company reserves right to discontinue item delivery without notice if stock runs out.
2. **1 (ONE) EXCLUSIVE HOTMART KIT**	All Applicable Territories	Winners receive exclusive kit with award items. Delivery coordinated between winners and Hotmart representatives.
3. **PARTICIPATION IN OFFICIAL HOTMART CHANNELS**	All Applicable Territories	Winners participate in shows on official Hotmart channels (e.g., Hotmart Cast). Schedule arranged between winners and Hotmart reps.
4. **FIRE AND FIRE SESSIONS TICKETS**	All Applicable Territories	Each winner receives pair of complimentary tickets for Hotmart Fire 2027 (VIP) & Fire Sessions 2027 (VIP access). Brazil winners & companions receive travel benefit for Fire Sessions up to USD 1,200. Europe winners receive travel benefit (winner only).

6.4. Third Mechanic: Third Mechanic Winners are Participants ranked 2nd to 10th in each Category ranking per operation (Brazil, Latam, Europe) at end of Accounting Period. Granted Prize:

THIRD MECHANIC		
PRIZE	**AVAILABILITY**	**VALIDITY AND CONDITIONS OF USE**
1. **PHYSICAL BADGE**	All Applicable Territories	Third Mechanic Winners receive physical badge. Brazil residents receive at agreed address. Latam and Europe pick up at Hotmart offices.
2. **1 (ONE) EXCLUSIVE HOTMART KIT**	Brazil	Winners receive exclusive kit with award items. Delivery aligned between winners and Hotmart reps.

6.5. Fourth Mechanic: Fourth Mechanic Winner is Participant obtaining highest Net Revenue per operation (Brazil, Latam, Europe) at end of Accounting Period. Granted Prize:

FOURTH MECHANIC		
PRIZE	**AVAILABILITY**	**VALIDITY AND CONDITIONS OF USE**
1. **SUPREME OF BLACK NOVEMBER 2026**	All Applicable Territories	Special plaque for highest revenue per region. Brazil residents receive at agreed address. Latam and Europe pick up at Hotmart offices.
2. **1 (ONE) EXCLUSIVE HOTMART KIT**	All Applicable Territories	Winners receive exclusive kit including jacket and award items. Delivery coordinated between winners and Hotmart reps.
3. **PARTICIPATION IN OFFICIAL HOTMART CHANNELS**	All Applicable Territories	Winners participate in shows on official Hotmart channels (e.g., mini documentary). Schedule arranged between winners and Hotmart reps.
4. **FIRE AND FIRE SESSIONS TICKETS**	All Applicable Territories	Each winner receives pair of passes for Fire (Guest) & Fire Sessions (VIP access) - 2027 edition. Brazil winners & companions receive travel benefit for Fire Sessions up to USD 1,800. Latam winners receive travel benefit (economy flight, winner only) to BH or Bogotá. Europe winners receive travel benefit (economy flight, winner & companion) to BH or Bogotá.

6.6. All Prizes in this Campaign are individual and unit-based, meaning only 1 (one) Prize of each type per Participant (accounts under same holder, CPF/CNPJ, or ultimate beneficiary considered single Participant). Except for First Mechanic Prizes which accumulate, other Mechanics are non-cumulative if winning multiple Mechanics.

6.6.1. If Second Mechanic Category winner also wins Fourth Mechanic ("Supreme of Black November"), they exclusively receive Fourth Mechanic Prize (Supreme). Second Mechanic Category plaque won't be granted/passed to 2nd place or others, leaving Category award without another winner.

6.7. All physical item Prizes require complete delivery address submitted to Company via Campaign platform or email within 30 days of notice, under penalty of forfeiture. Hotmart not liable for incorrect addresses. Delivered/available within 60 days of receiving required information.

6.8. Announcement of Winners for all Campaign Mechanics and Prizes starting December 15, 2026, via email/WhatsApp and Platform Dashboard. Final disclosure deadline is January 31, 2027 ("Disclosure Dates").

6.9. Ticket and travel benefit Prizes refer to 2027 edition of Hotmart FIRE and Hotmart FIRE Sessions (location/dates TBD near events), non-cash convertible and non-transferable. Companion must be 18+. Travel benefit issued as airline ticket within specified limits converted BRL to USD (5.17). Unspecified expenses (lodging, meals, transfers, visas, insurance, taxes) are winner/companion responsibility. Event cancellation allows equivalent substitution.
6.10. Prizes subject to applicable tax laws; Company handles required withholdings/remittances, Winner covers legally assigned taxes. Company may request tax data/documents.

7. Responsibilities:

7.1. Each Participant is solely responsible for providing correct, complete, and truthful registration info used for identification and prize granting. Company is not liable for incorrect/incomplete info preventing contact or prize granting. Participants must regularly check calls/messages via phone/email regarding winning status.

7.2. Company responsibility ends upon granting Prize, including defects/issues and usage, except cases of willful misconduct/negligence by Company or non-excludable legal liabilities.

8. Obligation to Register Experience and Disclose Event:

8.1. Travel prize winner for Hotmart FIRE and FIRE Sessions must share experience on Instagram® with at least: (a) 3 stories during event; and (b) 1 feed post within 48h post-event, in collaboration with @hotmartfire and @hotmart. Winner must have active Instagram account during event or create one prior to travel.

8.2. Winner expressly authorizes Hotmart to repost, share, and use stories and feed posts on official channels/marketing campaigns without additional compensation.

8.3. Posts must clearly indicate partnership (paid partnership tool, #ad, #partner per local laws), complying with laws and Platform Terms. Campaign is not sponsored, endorsed, or administered by Instagram/Meta.

9. General Provisions:

9.1. Winners failing requirements or committing/attempting fraud or breaches forfeit Prize. Fraud includes illicit benefits, self-purchases, related party purchases, simulated/fictitious sales, third-party/fraudulent payments, multiple accounts to bypass rules, or sales/refund/chargeback manipulation.

9.1.1. Company may request additional documents/info to verify sales/participants, withhold Prize delivery during verification, and disqualify, revoke, or demand return/reimbursement of Prize within 180 days of results disclosure upon discovering fraud or non-compliance (including post-Assessment Period refunds/chargebacks exceeding 5.3 limits).

9.2. Upon enrollment and Regulation acceptance, Participant grants Company royalty-free non-exclusive consent to use

image, voice, and testimonials for internal/external campaigns across digital media (Facebook, Instagram, X, websites) for 5 years worldwide. Consent creates no rights or guaranteed usage by Company.

9.3. Participants must maintain strict confidentiality regarding non-public Campaign info, especially Individual Goals, Minimum Revenue, and Category criteria, retaining non-disclosure obligations post-Campaign.

9.3.1. Participants acknowledge no public performance ranking list will be published. Winner communication is handled exclusively via email, WhatsApp, and Platform on stated dates.

9.4. Company reserves right to modify criteria, add/alter Prizes, or end Campaign with prior Platform notice for fraud, technical issues, or uncontrolled risks without incurring liability or expense/damage obligations.

9.5. Participants agree Company may share data with logistics, travel, and event providers per Privacy Policy and laws (LGPD/GDPR) as needed for Campaign execution and prize delivery.

9.6. Participants are subject to all Company Terms of Use and Policies.

9.7. Brazilian law applies to disputes regarding execution, participation, or prizes. Belo Horizonte, MG, Brazil courts hold exclusive jurisdiction, without prejudice to mandatory home country rules.

9.8. Translations provided for convenience; Portuguese version prevails in case of discrepancies.