

HOKA Transport Hike GTX Sweepstakes Official Rules

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Eligibility: HOKA Transport Hike GTX Sweepstakes (the “Sweepstakes”) is open only to legal residents of the fifty (50) United States (including the District of Columbia) who (i) are at least eighteen (18) years old, (ii) are a HOKA Rewards* member at the time of entry. Employees of Deckers Outdoor Corporation (“Sponsor”), Merkle Inc. (“Administrator”), and their parent and affiliate companies as well as the immediate family (spouse, parents, siblings, and children) and household members of each such employee are not eligible. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void where prohibited. Participation constitutes entrant’s full and unconditional agreement to these Official Rules. Sponsor’s and Administrator’s decisions are final and binding in all matters related to the Sweepstakes. Eligibility for winning a prize is contingent upon fulfilling all requirements set forth herein.

2. Sponsor: Deckers Outdoor Corporation, 250 Coromar Drive Goleta, California 93117. **Administrator:** Merkle Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

3. Timing: The Sweepstakes begins at 12:00 a.m. Eastern Time (ET) on October 1, 2025 and ends on October 15, 2025 at 11:59 p.m. (the “Sweepstakes Period”). Administrator’s servers are the official time-keeping devices for the Sweepstakes.

4. How to Enter: During the Sweepstakes Period, visit <https://www.hoka.com/> and log into your HOKA Rewards membership*. Membership in HOKA Rewards is free.

Already a HOKA Rewards Member:

If you are an existing HOKA Rewards Member, you will be directed to a web page (“Sweepstakes Site”) where you may register for this Sweepstakes. Follow the links and instructions to accurately complete and submit the registration form, including your first and last name (initials are not sufficient), phone number, and email address associated with your HOKA Rewards membership. Important: To continue, please ensure your name and email address is accurate and matches your HOKA membership profile. Inaccurate information could impact your ability to be eligible to win a prize. Upon submission of the registration form, you will receive one (1) entry into the Sweepstakes.

Not a HOKA Rewards Member Yet:

If you are not a HOKA Rewards Member, you will become a member by completing the HOKA membership form (found at <https://www.hoka.com/en/us/login/?action=register&checkoutCreateAccount=true>) with the information indicated on the form and accepting the HOKA Rewards Terms and Conditions (<https://www.hoka.com/en/us/terms-and-conditions-membership.html>) and Privacy Policy (<https://www.hoka.com/en/us/privacy-policy.html>). Then, you will be directed to a web page (“Sweepstakes Site”) where you may register for this Sweepstakes. Follow the links and instructions to accurately complete and submit the registration form, including your first and last name (initials are not sufficient) and email address associated with your HOKA Rewards membership. Important: To continue, please ensure your name and email address is accurate and matches your HOKA membership profile. Inaccurate information could impact your ability to be eligible win a prize. Upon submission of the registration form, you will receive one (1) entry into the Sweepstakes.

Note: By joining HOKA Rewards, you agree to receive communications with information or carefully selected commercial opportunities from Sponsor or its subsidiaries or agents on their behalf. Sponsor will hold any personal details it is entitled to hold on its own or a duly authorized agent’s database for the purposes of optimizing its commercial offering to consumers, actual or potential. Any individual (or duly authorized person) may elect to exclude the name and email address of that individual from all lists used by Sponsor by submitting a removal request in writing to Sponsor at

Sponsor's Mailing Address above or by clicking "unsubscribe" in any communications. PLEASE VISIT SPONSOR'S PRIVACY POLICY ON THE WEBSITE LISTED IN SECTION 15 BELOW.

Limit: You may receive one (1) entry total during the Sweepstakes Period. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, or misdirected registrations, which will be disqualified. In the event of a dispute as to the identity of any entrant, Sponsor and Administrator will rely on the entrant's HOKA Rewards profile information. If any additional information provided by entrant is inconsistent with the information in the HOKA Rewards profile, Sponsor and/or Administrator may disqualify such entrant and such disqualification may result in the forfeiture of any prizes won. Sponsor, in its discretion, may require additional documentation from entrant to show proof of entrant's identity.

5. Prize Drawing and Winner Requirements: Administrator is an independent organization whose decisions as to the selection of the potential winners are final and binding. Administrator will randomly select the potential Sweepstakes winners from all eligible entries received during the Sweepstakes Period, on or around October 16, 2025. Each potential winner will be required to provide their name, home mailing address (P.O. Boxes may not be permitted), and date of birth to confirm eligibility and for purposes of prize fulfillment within three (3) days of the date notice or attempted notice is sent, in order to claim the prize. If a potential winner of any prize cannot be contacted, fails to sign and return the Declaration, the IRS Form W-9, or provide any other requested information within the required time period, or the prize is returned as undeliverable, the potential winner forfeits the prize. Receiving a prize is contingent upon compliance with these Official Rules. In the event that a potential winner is disqualified for any reason or forfeits the prize, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. Only three (3) alternate drawings will be held, after which the prize will remain un-awarded.

6. Prizes, Approximate Retail Value ("ARV"), and Odds of Winning:

- A. Prizes:** Five (5) winners will receive one (1) pair of Hoka Transport Hike GTX Shoes. The exact color will be determined by Sponsor at its sole discretion. ARV of each Prize: \$200. **Total ARV:** The total ARV of all available prizes in the Sweepstakes is up to USD \$1,000.
- B. Odds of Winning:** The odds of winning a prize depend on the total number of eligible entries received during the Sweepstakes Period.

For All Prizes: Prizes are non-transferable, and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize for one of equal or greater value if the designated prize should become unavailable for any reason, including but not limited to the actual items, size, colors, etc. Winners are responsible for all taxes and fees associated with prize receipt and/or use. ARVs are determined as of the time these Official Rules were published and the value of a prize may fluctuate. A winner is not entitled to any difference between the ARV and the actual value of the prize at the time the prize is awarded. Where applicable, prize style, size, and all other details will be determined by Sponsor in its sole discretion. All other costs and expenses associated with acceptance of the prize that are not expressly set forth herein shall be solely the winner's responsibility. Prizes are provided "as is" without warranty of any kind, either express or implied, including but not limited to, the implied warranties of merchantability, fitness for a particular purpose or non-infringement. Prizes will be fulfilled approximately 2-4 weeks after conclusion of the Sweepstakes. Limit of one (1) prize per household.

7. Release: By receipt of any prize, winners agree to release and hold harmless Sponsor, Administrator, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from any and all actions, claims, injury, loss or damage arising in any manner, directly or indirectly, from participation in this Sweepstakes and/or acceptance, use, inability to use, misuse or redemption of a prize (including any injury or harm related thereto)

8. Publicity: Except where prohibited, participation in the Sweepstakes constitutes each winner's consent to Sponsor's and its agents' use of winner's name, prize information, likeness, photograph, social handle,

voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration. Sponsor is not obligated to use any of the above-mentioned information or publicity materials but may do so and edit such information or materials at its sole discretion, without further obligation or compensation.

9. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, if any fraud, technical failures, human error, or any other factor impairs the integrity or proper functioning of the Sweepstakes, or any event or cause beyond Sponsor's control (e.g. events such as natural calamities, national emergencies, wide spread illnesses, declarations of war, acts of God, acts of terrorism) interferes with any aspect of the Sweepstakes, including but not limited to fulfillment of the prize(s), as determined by Sponsor in its sole discretion. In such event, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance and may modify the prizes offered herein. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes, including but, not limited to submitting fraudulent entries, or to be acting in violation of the Official Rules of this or any other sweepstakes or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. In no event will more prizes than are stated in these Official Rules be awarded. If, for any reason, more prize notifications are sent (or more claims are received) than the number of prizes offered, as set forth in these Official Rules, Sponsor reserves the right to award the intended number of prizes through a random drawing from among all eligible prize claims received. In the event there is a discrepancy or inconsistency between, any other statements contained in any Sweepstakes-related materials (including printed versions of these Official Rules) and the Official Rules as posted on the Sweepstakes Site, the Official Rules as posted on the Sweepstakes Site shall prevail, govern, and control.

Participation in the Sweepstakes constitutes participant's permission for the Sponsor to use his/her name, hometown city and state, likeness, biographical information and any statements made by participant regarding the Sweepstakes or Sponsor for editorial, advertising, public relations, and promotional purposes without notice or additional compensation, except where prohibited by law.

By entering the Sweepstakes, each participant warrants that he or she has read and agrees to abide by all of these Official Rules and that he or she is not prohibited from participating in the Sweepstakes. Each participant agrees to release, discharge, indemnify, defend and hold harmless Sponsor and its parent,

subsidiaries, affiliates, shareholders, employees, officers, directors, agents, representatives, advertising and promotion agencies and prize suppliers from any liability arising from or related to the Sweepstakes, including without limitation, personal injury, death, and property damage, and claims based on publicity rights, defamation, or invasion of privacy.

10. Email/Data Protection Notice: If you submit an email address to enter this Sweepstakes, Participants agree to receive communications with information or carefully selected commercial opportunities from Sponsor or its subsidiaries or agents on their behalf. Sponsor will hold any personal details it is entitled to hold on its own or a duly authorized agent's database for the purposes of optimizing its commercial offering to consumers, actual or potential. Any individual (or duly authorized person) may elect to exclude the name and email address of that individual from all lists used by Sponsor by submitting a removal request in writing to Sponsor at Sponsor's Mailing Address above or by clicking "unsubscribe" in any communications. PLEASE VISIT SPONSOR'S PRIVACY POLICY ON THE WEBSITE LISTED IN SECTION 15 BELOW.

11. Additional Terms: Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify, or suspend this Sweepstakes for any reason. Sponsor reserves the right, at its sole discretion, to disqualify any individual it finds, in its sole discretion, to be tampering with the entry process or the operation of the Sweepstakes or Sponsor's website. Sponsor reserves the right to prosecute any fraudulent activities to the full extent of the law.

12. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information either caused by printing errors or by any of the equipment or programming associated with or utilized in the Sweepstakes or provided by entrants; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections to the internet, in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the Sweepstakes, including but not limited to the entry process; (4) technical or human error which may occur in the administration of the Sweepstakes, including but not limited to the processing of entries; (5) late, lost, undeliverable, damaged or stolen mail; or (6) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes, or to the receipt, use, inability to use, or misuse of any prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes, if it is possible.

13. Disputes: All disputes will be resolved as set forth in the HOKA Rewards Terms & Conditions (<https://www.hoka.com/en/us/terms-and-conditions-membership.html>) will be interpreted, construed, enforced, and governed in all aspects in accordance with the laws of the state of California. Any cause of action arising under or relating to the HOKA Terms and Conditions or the HOKA Membership program will be brought exclusively in a court in Santa Barbara County, California and you consent to the exercise of exclusive jurisdiction by and exclusive venue in such courts. You waive any right to trial by jury and agree that any claim brought by you in connection with the HOKA Membership program may not and will not be made the subject of a class action.

14. In addition, if any provision contained in these Official Rules shall for any reason be held to be excessively broad as to duration, geographical scope, activity or subject, it shall be construed by limiting and reducing it, so as to be enforceable to the extent compatible with applicable law.

15. Entrant's Personal Information: Information collected from entrants is subject to [Sponsor's Privacy Policy](#).

16. Winner List: For a winner list, please click [here](#). The winner list will be posted after winner confirmation is complete.