

SEPHORiA 2026 EVENT TERMS AND CONDITIONS

PLEASE READ THIS ENTIRE DOCUMENT CAREFULLY BEFORE PURCHASING YOUR TICKETS. THIS DOCUMENT HAS LEGAL CONSEQUENCES AND WILL AFFECT YOUR LEGAL RIGHTS AND ABILITY TO BRING FUTURE LEGAL ACTIONS.

IN CONSIDERATION of being allowed to purchase tickets for **SEPHORiA** to be held at Magic Box, Los Angeles, California on March 20, 2026 through March 21, 2026 (the "Event"), the purchaser of any ticket to the Event (each a "Ticket"), on behalf of themselves (or if they are a minor, their parent or legal guardian acting on their behalf) (if applicable) (the "Participant" or "You"), and Participant's personal representatives, heirs, assigns, and next of kin, hereby accept and agree to the following terms and conditions.

1. Sephora USA, Inc. ("Sephora") will offer Tickets for sale for the Event. A Ticket confirmation email will be issued following Ticket purchase. The corresponding Ticket(s) will be delivered electronically to the Ticket purchaser via email the week of the Event. To enter the Event, You must have Your Ticket available to receive Your Event wristband for entry. Wristband must be worn at all times during the Event. Wristbands will be provided during the check-in process at the Event location upon entry to Your purchased session.
2. Tickets will be made available for sale on a priority basis as follows:
 - a. Beauty Insider loyalty program members who qualify as "Rouge" can purchase Tickets on December 11, 2025
 - b. All other members of the public can purchase tickets from December 12, 2025.
3. You must be 18 years old or older to purchase a ticket. If you are under the age of 18, a parent or legal guardian 18 years old or older must purchase a ticket for you. **Attendees must be 10 years of age or older to attend SEPHORiA. All minor attendees must be accompanied by a parent or legal guardian 18 years old or older at all times.** If you purchase a ticket for a minor under the age of 18, you agree to these terms on their behalf.
4. The number of Tickets are limited and will be sold on a first come, first served basis (subject to the priority purchasing noted above.)
5. The resale or unauthorized transfer of any Ticket to someone other than the named Participant on the registration form is expressly prohibited. Such action will render the Ticket and any other ticket(s) associated with the purchase transaction, null and void. Sephora may deny access to any person Sephora reasonably suspects to be holding a re-sold, unauthorized or counterfeit ticket.
6. Only one (1) person will be admitted per Ticket. For entry to the Event, a Participant must present their Ticket. Once admitted to the Event on a particular Ticket, Participants who leave the Event will not be re-admitted.
7. Event timings are as follows:
 - a. On Friday, March 20, 2026: Session 1 from 11:00 a.m. -2:00 p.m. and Session 2 from 5:00 p.m. -8:00 p.m.
 - b. On Saturday March 21, 2026: Session 1 from 11:00 a.m. -2:00 p.m. and Session 2 from 5:00 p.m. -8:00 p.m.
 - c. For all four sessions, VIP Ticket holders will gain entry one hour early (10:00 a.m. or 4:00 p.m., respectively).
8. Each Ticket is for an individual session. If You wish to attend more than one session (there are two sessions per day over the course of two days) or attend sessions on both days, You must purchase a separate Ticket for each session. Ticket holders are not permitted to remain in the Event venue between sessions. Each session on a particular day will feature different headline speakers and special guests. The identity and attendance of speakers or special guests at a particular session are subject to change in Sephora's sole discretion and without notice.
9. Ticket prices vary. Ticket prices shown are inclusive of Your SEPHORiA Ticket and associated benefits, applicable California state and local taxes, ticketing vendor fees, and credit card processing fees.
 - a. A General Admission Ticket is available (while supplies last) at Early Bird pricing from December 11, 2025 through December 25, 2025 at 11:59 p.m. ET for \$155, and will increase to \$180 beginning December 26, 2025 at 12:01 a.m. ET. This Ticket entitles the Participant to entry for one (1) person to the Event and to one (1) swag bag of complimentary products with an estimated retail value of at least \$700.
 - b. A VIP Ticket is available (while supplies last) at Early Bird pricing from December 11, 2025 through December 25, 2025 at 11:59 p.m. ET for \$440, and will increase to \$465 beginning December 26, 2025 at 12:01 a.m. ET. This Ticket entitles the Participant entry for one (1) person to the Event and to one (1) swag bag of complimentary products with an estimated retail value of at least \$1,650.
 - c. Sephora reserves the right, in its sole discretion and without notice, to modify Ticket sales dates.
10. Attendees must be present at their ticketed session to collect the swag bag associated with their Ticket and session. If You do not attend the Event or miss Your ticketed session, You forfeit the right to Your swag bag and brand provided samples and merchandise.
11. Swag bags or sample bags from previous sessions cannot be brought back into the venue.
12. Ticket prices do not include food and beverage which is otherwise available for purchase during the Event from various food vendors and/or trucks at Magic Box outside of the SEPHORiA event grounds.
13. Ticket prices do not include parking near the Event or any other transportation. Parking is available for additional purchase at the Event by Magic Box, while supplies last. Ride share use or carpool is encouraged.
14. Tickets are non-refundable and non-transferable. Tickets cannot be upgraded or exchanged (e.g., a General Admission ticket cannot be upgraded to a VIP ticket. Tickets cannot be replaced if lost or stolen. In the unlikely event that Sephora elects, in its sole discretion, to cancel the Event, including, without limitation, due to circumstances beyond Sephora's control such as a public emergency, weather event, or government closure orders and Sephora is unable to reschedule the Event, Sephora will refund the actual Ticket price paid by You, less any ticketing provider fees. Swag bags or sample bags will not be provided or shipped to You in such circumstances.
15. Sephora strongly advises against the public dissemination of Ticket images, including without limitation, posting on social media platforms or other publicly accessible forums, as such actions may result in unauthorized use or theft. Sephora shall

not be held liable for any loss, theft, or misuse of Tickets arising from the Participant's decision to share Ticket images publicly. Tickets reported as stolen under these circumstances will not be reissued or replaced.

16. Payment for a Ticket does not count towards Beauty Insider points or towards tier status.
17. Free product samples and free food and beverage, if and where offered, are while supplies last. For each free product sample, there is a limit of one (1) per Participant. Abuse of product or food/beverage sampling may be subject to removal from the Event.
18. Each Ticket gives the Participant access to rooms within the Event (each, a "Room"). Some Rooms will have limited seating or access. VIP and General Admission Ticket holders attend the Masterclass Theatre on a first-come, first-served basis; VIP Ticket holders will receive priority access. Sephora reserves the right to change the experience in a Room or the name of a Room at any time prior to the Event without notice.
19. **Bags, purses and other personal items are limited by size, and they must be a clear / see-through bag. Bags and purses larger than 4.5" x 6.5" and opaque bags are not allowed.** Exceptions will be made for approved medical bags or equipment, subject to inspection. Participant is responsible for all property they bring into the Event or parking areas, and agrees that Sephora will have no responsibility for any loss of or damage to any item.
20. In the event of rain, only small collapsible umbrellas with a maximum length of 8 inches in their collapsed state are permitted inside the Venue.
21. Sephora will not be providing a coat check or other storage at the Event.
22. Strollers are not permitted at the Event.
23. Animals are not permitted in the Event other than licensed service animals. Emotional support animals will require a letter from a licensed medical health professional ("LMHP"). Proof of licensing and/or documentation will be required upon entry to the Event. Weapons, tobacco products, smoking devices (including e-cigarettes) and outside food and drink are expressly prohibited. Additional items may be restricted from the Event as determined by Sephora in its sole discretion.
24. Participants agree they or their possessions may be subject to search or x-ray upon entry to and exit from the Event.
25. **Event Code of Conduct:** Sephora is committed to providing a safe, inclusive, and welcoming environment for all Event participants. Each Event participant is expected to behave in accordance with this Event Code of Conduct which holds all Participants to a high standard of mutual respect and understanding.

Unacceptable behavior considered a violation of this Event Code of Conduct includes, but is not limited to:

- Harassment, intimidation, or discrimination in any form;
- Defamatory, abusive, profane, threatening, offensive actions and/or remarks towards an attendee, speaker, presenter, moderator, or another event guest or participant;
- Disseminating personal information such as an IP, physical, or email address, phone number, etc.;
- Willful disruption of activities during the Event which hinders or detracts from a panelist, guest and/or another participant's experience; or
- A participant acting in a manner that represents a danger to themselves or others, being intoxicated or suspected of being under the influence of drugs.

Examples of harassment, intimidation or discrimination include, but are not limited to, comments related to gender, sexual orientation, disability, physical appearance, body size, race, religion, national origin, or any other status. This list of examples is not exhaustive. Sephora reserves the right to take any action deemed necessary and appropriate, including immediate removal from the Event without warning or refund, in response to any incident of unacceptable behavior, and Sephora reserves the right to prohibit attendance at any future event. Sephora reserves the right to reject any written messaging or posts for any reason. Identifying behavior that violates this Event Code of Conduct is at Sephora's sole discretion.

26. **PARTICIPANT AGREES TO AND DOES HEREBY RELEASE, WAIVE AND FOREVER DISCHARGE SEPHORA USA, INC. (AND EACH OF ITS AFFILIATES, ADMINISTRATORS, DESIGNEES, LICENSEES, AGENTS, OFFICERS, DIRECTORS AND EMPLOYEES) AS WELL AS OTHER PARTICIPANTS, OPERATORS, VENDORS, SPONSORING AGENCIES, ADVERTISERS AND OWNERS AND LICENSEES OF THE PREMISES WHERE THE EVENT OCCURS (COLLECTIVELY, THE "RELEASED ENTITIES"), FROM ALL LIABILITY AND CLAIMS FOR DAMAGES FOR DEATH, PERSONAL INJURY OR LOSS OR PROPERTY DAMAGE WHICH PARTICIPANT MAY HAVE OR WHICH MAY HEREAFTER ACCRUE TO PARTICIPANT, AS A RESULT OF PARTICIPANT'S PARTICIPATION IN OR OTHERWISE IN CONNECTION WITH THE EVENT, AND WHICH MAY BE ASSERTED BY PARTICIPANT OR ON PARTICIPANT'S BEHALF AGAINST ANY OF THE RELEASED ENTITIES, WHETHER ARISING FROM THE NEGLIGENCE OF THE RELEASED ENTITIES OR OTHERWISE, TO THE FULLEST EXTENT PERMITTED BY LAW;**
27. **PARTICIPANT AGREES TO HOLD HARMLESS, DEFEND, AND INDEMNIFY EACH OF THE RELEASED ENTITIES FROM ANY LOSS, LIABILITY, CLAIM, DAMAGE, JUDGMENT, LEGAL FEES, OR COSTS ARISING FROM OR INCURRED DUE TO PARTICIPANT'S PARTICIPATION IN OR OTHERWISE IN CONNECTION WITH THE EVENT, WHETHER CAUSED BY THE NEGLIGENCE OF ANY RELEASED ENTITY OR OTHERWISE, TO THE FULLEST EXTENT PERMITTED BY LAW;**
28. Participant agrees that: Participant's acts, poses, words and performances at the Event will be in good taste and will not reflect negatively on the image, reputation or business of the Released Entities, and each Participant grants full permission in perpetuity to each of the Released Entities, with no obligation to compensate Participant, to utilize Participant's name, voice, statements, image, likeness, biographical data and/or actions (the "Image") in any live or recorded audio, video, film, or photographic display or other transmission, exhibition, publication or reproduction made of, or at, the Event anywhere in the world in any medium, whether now known or hereafter created, or context, without further authorization or compensation, and represent that Participant has the right to grant such permission.
29. These Terms and Conditions are governed by the laws of the State of California, USA, and are intended to be as broad and inclusive as is permitted by California law, and that if any portion hereof is held invalid, it is agreed that the balance will nonetheless continue in full legal force and effect; and (b) for the purposes of any action or proceeding arising out of or

related to these Terms and Conditions or Participant's participation in the Event, Participant expressly submits to the jurisdiction of all federal and state courts located in the State of California.

30. The rights of residents of New Jersey under these Terms and Conditions may differ as it relates to indemnification, release of claims and governing law or venue for disputes and applicable New Jersey law will govern.

BY PURCHASING TICKETS TO THE EVENT, PARTICIPANT AGREES THAT HE OR SHE HAS READ AND VOLUNTARILY ACCEPTS THESE TERMS AND CONDITIONS ON BEHALF OF THEMSELVES, understands its terms, including that Participant is hereby giving up substantial legal rights, and further agrees that no oral representations, statements or inducement contrary to anything contained herein have been made by any Released Party.