

every **story** matters.

# Every Story Matters Competition Guide

We're excited to have you involved in contributing to our Every Story Matters campaign!

To ensure consistency, quality, and alignment with Permobil's mission, please follow these guidelines when creating content. We look forward to celebrating your story and what makes you, you.

At Permobil, it is our privilege to enable you to live a life without limits, one that comes with independence – and freedom. We understand that no two lives move the same way, which is why Every Story Matters.

## #MyStoryMatters

We invite you to share your unique story with the Permobil community using #MyStoryMatters – and show us how you experience life at full speed!



Show us snapshots of your life with Permobil for the chance to win a Content Creator Starter Kit including the Livoo 4K Wifi Sports Camera, Haws Gyro gimbal, Lippa Pro wireless microphone with USB-C, and Nedis 10" Ring Light – everything you need to start your journey as a budding creator. Show us your best work – there are 5 up for grabs!

### How To Take Part

Show us a snapshot of your day! We want to see what brings you joy; this could be:

- Spending time with your family;
- Taking part in a physical activity – such as adapted sport or the gym;
- A part of your work day;
- Socialising with friends.

Record a 30-60 second video of you doing your chosen activity. Be cheerful and confident – we want to see you at your happiest and most fulfilled!

Share your #MyStoryMatters video to your Facebook or Instagram channel with the copy below and the hashtag #MyStoryMatters



### Social Media Example

<Write 1-2 sentences on what makes your story unique>

No two lives move the same way, which is why #MyStoryMatters ❤️

#EveryStoryMatters #Permobil  
#InnovatingForIndividuals #ManualWheelchair



permobil

# #MyStoryMatters Terms & Conditions

## SUMMARY

1. This promotion is conducted, and the prize is administered by Permobil.
2. This promotion is free to enter by posting a short video showcasing your story on a social media platform of your choice using the hashtag #MyStoryMatters, and each eligible entry has an equal chance of winning. By posting your story you agree to Permobil using your name and story as well as sharing your information connected to the promotion, and for the situation where you would be drawn as one of the winners.
3. All entry instructions and prize information published by Permobil form part of these Terms and Conditions. Entry to the promotion constitutes acceptance of these Terms and Conditions.

## PARTICIPATION

4. Entries open from 10am CET, 23rd February 2026 and close at 10am CET, 25th May 2026 (“Promotion Period”). This entry is only available for residents within the European Union and the UK.
5. Employees of Permobil are ineligible to enter the promotion, as are their immediate families.
6. An entrant’s submission must not be later than 10am CET 25th May 2026, incomplete, incomprehensible or in violation of any of Permobil policies or any laws.
7. Entry to the promotion is limited to one (1) entry per person.
8. If there is a dispute as to the identity or eligibility of an entrant, Permobil reserves the right, in its sole discretion, to determine the identity or eligibility of the entrant or the validity of an entry. In the event that the winner cannot provide suitable proof of eligibility, they will forfeit the prize and no substitution or compensation will be offered.
9. Entries are deemed to be received at the time of receipt by Permobil (not the time of transmission). Permobil takes no responsibility for late, lost or misdirected entries or for delays or failures in any telecommunications services or equipment.
10. Permobil may, in its absolute discretion, declare an entry to be invalid if that entry has not been submitted in accordance with these Terms and Conditions or where the entrant has engaged in any unlawful or other improper misconduct calculated to jeopardise the fair and proper conduct of the promotion.

## WINNER

11. There will be 5 winners. The winner will be randomly drawn by Trine Jensen, Commercial Marketing Manager (the Judge) in Permobil, Taastrup, Denmark on 25th May at 14:00 CET.
12. The winner(s) will be notified via Direct Message within five (5) working days of the judge’s decision and published on the Permobil website for 30 days.
13. All reasonable attempts will be made to contact the winners and deliver the prizes. However, if the prize is not claimed by 22nd June 2026, it will be redrawn, and the winner of an unclaimed prize will be notified via Direct Message.

## PRIZE

14. Each winner will win one (1) Permobil Content Creator Kit
15. Permobil will, at Permobil cost, post the prize to the winner’s postal address within 28 days of the winner claiming the prize.
16. The prize cannot be exchanged or transferred and is not redeemable for cash.

## GENERAL

Permobil collects personal information about entrants to enable them to participate in this Promotion. If the entrant does not provide their personal information as requested, they may be ineligible to enter or claim a prize in the Promotion. Permobil Privacy Policy contains information about how Permobil handles personal information, including how entrants can access, correct and delete their information or make a privacy complaint. Permobil will not save your data longer than necessary for this promotion.

17. Failure by Permobil to enforce any of its rights at any stage does not constitute a waiver of those rights.
18. If this promotion is interfered with in any way or is not capable of being conducted as reasonably anticipated due to any reason beyond the reasonable control of Permobil, Permobil reserves the right, in its sole discretion, to the fullest extent permitted by law to modify, suspend, terminate or cancel the promotion, as appropriate.