



Official Rules (EN)

Sponsor & Promotion Period: This promotion (the “Hunt”) is sponsored by Firsttrade Securities Inc. (“Firsttrade,” “Sponsor”) and runs from 12:00 a.m. ET on July 6, 2026 to 11:59 p.m. ET on July 26, 2026 (the “Promotion Period”). Entries submitted outside the Promotion Period will not be eligible.

How to Enter: To enter, during the Promotion Period a participant must: (1) locate three (3) distinct Firsttrade bus stop ads in Manhattan; (2) photograph each ad with either the participant or the surrounding street visible in frame; (3) post the photos publicly to Instagram or Threads, as a public feed post; and (4) tag @firsttrade or @firsttrade_ch and include the hashtag #FirsttradeStreetHunt in the post. The participant’s Instagram or Threads account must be set to public so that the entry is visible to Sponsor, and the post must remain public for the duration of the Promotion Period. Entries that do not satisfy all four steps, or that are not public and visible to Sponsor, will not be considered complete.

Eligibility: Open to legal residents of the United States who are 18 years of age or older at the time of entry. Firsttrade and its personnel, and their family members, are not eligible to participate. Void where prohibited or restricted by law.

Conduct & Assumption of Risk: Participation involves locating and photographing advertisements in public areas of Manhattan. Each participant is solely responsible for their own safety and conduct, must comply with all applicable laws, traffic regulations, and property rules, and must not trespass, obstruct traffic, or endanger themselves or others while participating. By entering, each participant voluntarily assumes all risks associated with participation and agrees that Sponsor is not responsible or liable for any injury, loss, or damage arising out of or related to participation in the Hunt.

Prize, Notification & Claim Period: The first 30 eligible participants to complete all entry steps will each receive one (1) Firsttrade-branded cap and water bottle (Approximate Retail Value: \$70 USD). Limit one prize per person/household. Qualifying participants will be notified via social media direct message (DM) within 3 business days of completing entry and must reply with the requested shipping information within 3 days of notification, or the prize will be forfeited and awarded to an alternate eligible participant. Prizes will be shipped to U.S. addresses only, approximately 4–6 weeks after eligibility is confirmed. Prizes are not transferable, redeemable for cash, or substitutable, except that Sponsor reserves the right to substitute a prize of equal or greater value. Sponsor is not responsible for prizes that are lost, stolen, or damaged in shipping, and will not replace or reship any such prize.

Winner Determination: Eligibility and order of entry will be determined by Sponsor based on the timestamp of the first qualifying public feed post that satisfies all entry requirements, as reflected on the applicable platform and verified by Sponsor. As part of verification, Sponsor personnel will review the participant’s account to confirm that the qualifying post was published and remains public and visible. The first thirty (30) entries determined by Sponsor to be complete and eligible, in chronological order, will be selected as winners. If a participant’s account is not public, or if the qualifying post is deleted, hidden, or made private at any time during the Promotion Period or before Sponsor confirms eligibility, the entry will be disqualified and the participant will forfeit any prize. In the event of any dispute over timing, completeness, or eligibility, Sponsor’s determination is final and binding.



Taxes: All federal, state, and local taxes, and any other costs associated with the acceptance or use of a prize, are the sole responsibility of the winner. Where applicable, winners may be required to complete and return tax documentation before a prize is awarded.

No Purchase Necessary & No Brokerage Relationship Required: No purchase, account opening, deposit, or securities transaction of any kind is necessary to enter or win. Opening a brokerage account is not a condition of, and will not improve a participant's chances of, winning. This promotion is not, and should not be construed as, an offer, solicitation, or recommendation to buy or sell any security, nor as personalized investment, financial, or tax advice.

Content License & Publicity Release: By tagging @firsttrade or @firsttrade_ch and/or using #FirsttradeStreetHunt, each participant grants Firsttrade a non-exclusive, royalty-free, worldwide, sublicensable license to use, reproduce, edit, display, and distribute the submitted photo(s) and any name, likeness, or username included therein, in social media, marketing, advertising, and promotional materials, in any media now known or later developed, without additional compensation or further notice, for a period of 12 months / however long Firsttrade specifies following the end of the Promotion Period. Participants represent that they own or have the right to share the submitted content and that it does not infringe any third party's rights.

Release & Indemnification: By entering, each participant releases and agrees to hold harmless Sponsor and its affiliates, and their respective officers, employees, and agents, from any and all claims, liabilities, and damages arising out of or relating to participation in the promotion or the acceptance, use, or misuse of any prize. Each participant further agrees to indemnify Sponsor against any third-party claim arising from content the participant submits, including any claim of infringement of intellectual property, privacy, or publicity rights.

Privacy: Personal information (including shipping address) collected from entrants will be used solely to administer this promotion and fulfill prizes, and will be handled in accordance with Firsttrade's Privacy Policy, available at <https://www.firsttrade.com/legal/privacy>.

Platform & Third-Party Disclaimer: This promotion is in no way sponsored, endorsed, administered by, or associated with FIFA, MetLife Stadium, the Metropolitan Transportation Authority (MTA), Meta, Instagram, or Threads. Sponsor is not responsible for advertisements that are damaged, removed, relocated, or otherwise unavailable for any reason during the Promotion Period, and assumes no liability for any technical errors, lost or delayed entries, or platform outages affecting participation.

General: Sponsor reserves the right, in its sole discretion, to modify, suspend, or terminate this promotion at any time and to disqualify any participant who tampers with the entry process or violates these rules. All decisions regarding eligibility, entry validity, and prize award are final. These rules are governed by the laws of the State of New York, without regard to conflict-of-laws principles, and any disputes shall be resolved exclusively in the state or federal courts located in New York, NY.

Governing Language: These Official Rules are provided in English and Chinese. In the event of any inconsistency or conflict between the two versions, the English version shall control.