

# Project Connect Contest Official Rules

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED. CONTEST BEGINS AT 12:00:00:00 A.M. (ET) ON MARCH 8, 2021 AND ENDS AT 11:59 P.M. (ET) ON MAY 28, 2021 (THE "ENTRY PERIOD").

**1. HOW TO ENTER:** To enter the Project Connect Contest (the "Contest") visit the Project Connect website located <https://www.research.net/r/UnileverPrestigeProjectConnect> and submit your application in accordance with the instructions located thereon during the Entry Period. Limit one (1) entry per person/business. Submitting multiple entries will not increase your chance of winning and will disqualify you and your business from participation in this Contest. Incomplete mandatory responses and/or inaccurate entries and entries not complying with all rules are subject to disqualification. Entries become sole property of the Sponsors and none will be acknowledged or returned.

**2. SELECTION OF WINNER:** All entries will be judged by a panel of industry experts, selected by the Sponsors based on how well Entrant's business meets the following criteria:

- a. A future-focused mindset that supports rebuilding consumer engagement across industries;
- b. A business plan that serves to humanize technology for the next generation of consumers and businesses whether in beauty, tech, fashion, CPG, etc.;
- c. Products or services that demonstrate the human side of technology, associating human touch with virtual communication;
- d. Social impact at the core of the business with efforts that promote an inclusive platform and progressive marketplace values; and
- e. Industry-wide implications through scalable technology that help to drive consumer adoption of technology solutions and professionals to adapt to a future marketplace.

In the event of a tie, an additional "tie-breaker" judge selected by the Sponsors will determine the Winner from among all such tied entries using the judging criteria above. Decisions of judges are final and binding. Potential Winner(s) will be notified by email by a representative of the Sponsors on or around June 30, 2021

**3. ELIGIBILITY:** Contest open to individual legal residents of the United States (including the District of Columbia, but excluding the U.S. territories and possessions) who are age eighteen (18) years (except in the case of legal residents of certain states/territories/providences where the legal age of majority is greater than eighteen (18) years of age, such legal age of majority) or older at time of entry ("Entrant(s)"). Officers, directors and employees (and their immediate families and members of the same household) of the Sponsors, their respective affiliates, agents, judges and advertising and promotion agencies are not eligible to participate. All federal, state, provincial and local rules and regulations apply. WWD will be the official timekeeper for the Contest. Each Sponsor reserve the right, in its sole discretion, to disqualify any entry that does not meet the eligibility requirements or otherwise does not comply with these Official Rules.

**4. PRIZES AND APPROXIMATE-VALUE:** One (1) winner (the "Winner") will receive:

- a. one-on-one mentorship with Unilever Prestige to further propel their business and access Unilever Prestige resources to scale and move business to the next level (aprx. value: \$5,000 USD) (Unilever Prestige prize element);
- b. A grant from Unilever Prestige in the sum of \$15,000 to be used to scale and support your business. (aprx. value: \$15,000 USD) (Unilever Prestige prize element)
- c. A profile feature in the WWD Digital Daily E-Reader and on WWD.com, highlighting the Project Connect Winner, their business model and their brand. The feature will include an interview, photos from the winner and call to action on where readers can view Winner's products. (approx. value: \$5,000 USD) (WWD prize element)

All other expenses not specified herein are the responsibility of the Winner. All prizes are awarded without warranty, express or implied, of any kind. All prize details will be determined by the Sponsors in their sole discretion and will be final and binding on all Entrants into the Contest. All prizes will be awarded (assuming sufficient number of eligible entries). Each Sponsor reserves the right to substitute their own prize elements with prizes of equal or greater value in their sole discretion. No cash equivalent for the prizes will be offered and no other substitution or transfer of prizes permitted. Each Sponsor is responsible

only for their own prize elements' delivery; not responsible for prize utility, quality or otherwise, for the other Sponsor's prize elements. Taxes and fees, if any, are the responsibility solely of the Winner.

5. **CONDITIONS OF PARTICIPATION:** Nothing in these official contest rules shall obligate the Sponsors to publish or otherwise use any materials submitted in connection with this Contest. All federal, state and local laws and regulations apply. Entrants agree to be bound by the terms of these Official Rules and by the decisions of the Sponsors, which are final and binding on all matters pertaining to this Contest. By entering, Entrant represents that any materials submitted in connection with Entrant's participation in the Contest, including any application prompt responses, interview responses, photos, product information, biography, statements, business plans, brand and financial details (collectively, the "Application Materials") are original and will not constitute defamation or an invasion of privacy or otherwise infringe upon the rights of any third party, and that the Entrant owns or has the rights to disclose such materials and information and to convey any and all right and title herein granted with respect there to. By entering, Entrant grants to the Sponsors a non-exclusive, worldwide, royalty-free license to edit, publish, promote, republish at any time in the future and otherwise use Entrant's Application Materials, along with Entrant's name, likeness, biographical information, and any other information provided by Entrant, in any and all media, throughout the world, in perpetuity for possible editorial, promotional or advertising purposes, without further permission, notice or compensation (except where prohibited by law). Any potential Winner, as a condition of receiving any prize, also may be required to sign and return an Affidavit of Eligibility, a Liability Release and where legally permissible a Publicity Release, and confirmation of a license, as set forth above within five (5) days following the date of first attempted notification, certifying, among other things, the following: (a) the Application Materials do not defame or invade the privacy of any party; (b) the Application Materials not infringe upon the rights of any third party; (c) the Application materials do not include any confidential information; and (d) Winner has the right to grant the rights herein granted. In each case, Winner may, to the extent legally permissible, be obligated to execute such documents on behalf of Winner themselves and on behalf of the winning business. Failure to comply with this deadline may result in forfeiture of the prize and selection of an alternate winner. Return of any prize/prize notification as undeliverable may result in disqualification and selection of an alternate winner. By entering and/or accepting prize, Entrants and Winners agree to hold each Sponsor and their respective promotional partners, its directors, officers, employees and assigns harmless for liability, damages or claims for injury or loss to any person or property relating to, in whole or in part, directly or indirectly, participation in this Contest, the acceptance and/or subsequent use or misuse, or condition of any of the prizes awarded, or claims based on publicity rights, intellectual property rights, defamation, or invasion of privacy. False or deceptive

entries or acts will render the Entrant ineligible. The Sponsors, in their sole discretion, reserve the immediate and unrestricted right to disqualify any Entrant or prize winner, if either commits or has committed any act, or has been involved or becomes involved in any situation or occurrence which the Sponsors deems likely to subject the Sponsors, Entrant or Winner to ridicule, scandal or contempt or which reflects unfavorably upon the Sponsors in any way. If such information is discovered by Sponsor after a winner has received notice of his prize and before the prize is awarded, Sponsor may rescind the prize in its entirety. If a portion of his/her prize has already been awarded, the Sponsors may withdraw the remainder of the prize that has been fulfilled. Decisions of the Sponsors are final and binding in all matters related to this paragraph. The Sponsors are not responsible for any typographical or other error in the printing of the offer, administration of the contest, or in the announcement of the prize. The Sponsors reserve the right to correct clerical or typographical errors in promotional materials.

6. **ARBITRATION PROVISION:** By participating in this Contest, each Entrant agrees: (i) that any and all disputes the Entrant may have with, or claims Entrant may have against, the Sponsor(s) or their respective parent companies, affiliates, subsidiaries and agents (collectively "Sponsor Party(ies)") relating to, arising out of or connected in any way with (a) the Contest, (b) the awarding or redemption of any prize, and/or (c) the determination of the scope or applicability of this agreement to arbitrate, will be resolved exclusively by final and binding arbitration administered by JAMS and conducted before three (3) arbitrators in accordance with the rules of JAMS; (ii) this arbitration agreement is made pursuant to a transaction involving interstate commerce, and shall be governed by the Federal Arbitration Act ("FAA"), 9 U.S.C. §§116; (iii) the arbitration shall be held in Los Angeles County, California; (iv) the arbitrators' decision shall be controlled by the terms and conditions of these Official Rules and any of the other agreements referenced herein that the applicable Entrant may have entered into in connection with the Contest; (v) the arbitrator shall apply California law consistent with the FAA and applicable statutes of limitations, and shall honor claims of privilege recognized at law; (vi) there shall be no authority for any claims to be arbitrated on a class or representative basis, arbitration can decide only Entrant's and/or Sponsor(s)' individual claims; the arbitrator may not consolidate or join the claims of other persons or parties who may be similarly situated; (vii) the arbitrator shall not have the power to award punitive damages against the Entrant or any Sponsor Party; (viii) in the event that the administrative fees and deposits that must be paid to initiate arbitration against Sponsor exceed \$125 USD, and Entrant is unable (or not required under the rules of JAMS) to pay any fees and deposits that exceed this amount, Sponsor agrees to pay them and/or forward them on Entrant's behalf, subject to ultimate allocation by the arbitrator; (ix) if the Entrant is able to demonstrate that the costs of arbitration will be prohibitive as compared to the costs of litigation, the applicable Sponsor(s) will pay as much of Entrant's filing

and hearing fees in connection with the arbitration as the arbitrator deems necessary to prevent the arbitration from being cost prohibitive; and (x) with the exception of subpart (vi) above, if any part of this arbitration provision is deemed to be invalid, unenforceable or illegal, or otherwise conflicts with the rules of JAMS, then the balance of this arbitration provision shall remain in effect and shall be construed in accordance with its terms as if the invalid, unenforceable, illegal or conflicting provision were not contained herein. If, however, subpart (vi) is found to be invalid, unenforceable or illegal, then the entirety of this arbitration provision shall be null and void, and neither Entrant nor the Sponsors shall be entitled to arbitrate their dispute. For more information on JAMS and/or the rules of JAMS, visit their website at [www.jamsadr.com](http://www.jamsadr.com).

7. USE OF DATA: Each Sponsor will collect and use Entrant's personal information in accordance with their respective Privacy Policy and Terms of Use. (WWD: Privacy Policy and Terms of Use, Unilever Prestige: Privacy Policy and Terms of Use). By participating in the Contest, participant hereby agrees to each Sponsor's collection and use of their personal information and acknowledges that they have read and accepted each of the foregoing. Entrant agrees that each Sponsor shall be solely responsible for its own collection and use of the Entrant's personal Data and not for any other Sponsor's use and collection of the Entrant's personal Data.

8. GENERAL: The Sponsors are not responsible for: (a) late, lost, stolen, damaged, garbled, incomplete, misaddressed, postage due or misdirected entries, emails or other communications; (b) errors, omissions, interruptions, deletions, defects or delays in operations or transmission of information, in each case whether arising by way of technical or other failures or malfunctions of computer hardware, software, communications devices or transmission lines; (c) data corruption, theft, destruction, unauthorized access to or alteration of entry materials, loss or otherwise; or (d) electronic communications that are undeliverable as a result of any form of active or passive filtering of any kind or insufficient space in Entrant's email account to receive email messages. Each Sponsor disclaims any liability for damage to any computer system resulting from participation in, or accessing or downloading information in connection with, this Contest and reserves the right, at its sole discretion, to modify, cancel, terminate or suspend this Contest if any virus, bug, technical failure, unauthorized human intervention or other cause outside of its control corrupts or affects the administration, security, fairness, integrity or proper conduct of this Contest. Each Sponsor reserves the right, at its sole discretion, to disqualify any Entrant this Contest or any other promotion conducted now or in the future by Sponsor or any of its affiliates if she/he tampers with the entry process or if her/his fraud or misconduct affects the integrity of this Contest. By participating in this Contest, each Entrant accepts the conditions stated in these Official Rules, agrees to be bound by the decisions of the Sponsors and warrants that she/he is eligible to participate in this Contest. CAUTION.

ANY ATTEMPT BY ANY INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, EACH SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW

9. GOVERNING LAW: This Contest is governed by the internal laws of the state of California without regard to principles of conflict of laws. All cases and claims pertaining to this Contest must be brought in a court of competent jurisdiction in the City of Los Angeles, without recourse to class action suits.

10. SEVERABILITY: If any provision of these Official Rules is found to be invalid or unenforceable by a court of competent jurisdiction or appointed arbitrator, such determination shall in no way affect the validity or enforceability of any other provision herein.

11. SPONSORS:

Fairchild Publishing, LLC ("WWD"); and

Dermalogica, LLC; Murad, LLC; Kate Somerville Skincare, LLC; Kingdom Animalia, LLC d/b/a Hourglass Cosmetics; Living Proof, Inc.; Ren USA Inc.; Tatcha LLC and Laboratoire Garancia (collectively "Unilever Prestige")

(each WWD and Unilever Prestige a "Sponsor", collectively, the "Sponsors").

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