

## FUT United Competition

### Official Rules

This contest is sponsored by EA SWISS SÁRL (“EA” or “Sponsor”), a company incorporated in Switzerland with offices at Place du Molard 8, 1204 Geneva, Switzerland.

#### **NO PURCHASE NECESSARY.**

1. **Eligibility:** FUT United Competition (the “Contest”) is open only to legal residents of Australia, Hong Kong, Japan, South Korea, Saudi Arabia, United Arab Emirates and Thailand, who are at least as old as the minimum age of majority in the jurisdiction from which they enter the Contest. Those who are employees of Electronic Arts Inc. or its affiliates, subsidiaries, representatives, advertising, promotion and publicity agencies (“Sponsor and its agents”) or who are immediate family members or persons living in the same household of each such employee and Influencers (a.k.a Team Captain) are not eligible. Subject to all applicable laws and regulations. Void where prohibited. By participating in any Contest, the participant signifies his or her full and unconditional agreement to these Official Rules.

2. **Timing:** The Contest consists of the phases set forth in the chart below for all territories:

<b>Phase</b>	<b>Start Date and Time</b>	<b>End Date and Time</b>
Submission	Dec 6, 4 PM AEST	Dec 20, 4 PM AEST
Judging	Dec 21, 4 PM AEST	Jan 12, 4 PM AEST

**IMPORTANT NOTICE TO ENTRANTS: ENTRANTS ARE RESPONSIBLE FOR DETERMINING THE APPLICABLE CONTEST ENTRY PERIOD TIMES IN THEIR RESPECTIVE TIME ZONES.**

3. **How to Enter:** During the Submission phase, post your answer to “Show off what football pride looks like in your country” in the form of image, video etc. on Instagram or Twitter using the following hashtags (collectively, the “Entry”):

<b>Region</b>	<b>Required Hashtags</b>
Australia	#FUTAU and #EAcontest
Hong Kong	#FUTHK and #EAcontest
South Korea	#FUTKR and #EAcontest
Japan	#FUTJP and #EA コンテスト
Thailand	#FUTTH and #EAcontest
Saudi Arabia and United Arab Emirates	#مسابقة18 and #EA

By uploading your Entry, you agree that it conforms to the Entry Guidelines and Content Restrictions as defined below (collectively, the “Guidelines and Restrictions”) and that Sponsor, may disqualify you from the Contest if it believes, in its sole discretion that your Entry fails to conform to the Guidelines and Restrictions.

4. **FUT United Leaderboard:** During the Submission Phase of the Contest, users of the <http://www.futunited.com>\* website (the “Contest Site” or “Site”) will earn an amount of points (“**FUT United Points**”) for connecting their social media accounts to the Site and sharing content relating to FIFA 18 on certain social media platforms using the same hashtags in Section 3 above (“**Points Content**”):

Users will earn the following amount of points for their Points Content:

	Type	Number of Points
Sharing Points Content to Facebook, Twitter or Google+ via the share feature on the Site and using the required hashtags as set out above.		1
Points Content posted on Twitter, Instagram or YouTube (via Google+) using the required hashtags as set out above will earn either 25, 100 or 150 points depending on the type of Points Content being shared. (*Users will not earn additional points if they repost the same content on multiple social media platforms.)	Video	150
	Image	100
	Text	25

Throughout the duration of the Contest, the Site will feature a leaderboard ranking users on the Site that have earned the most FUT United Points in each Region (“**FUT United Leaderboard**”). The ranking for the FUT United Leaderboard is determined by the number of FUT United Points earned by the user.

5. **Guidelines and Restrictions:**

- Technical Requirements
  - Entries and Points Content must include the above hashtags within the searchable text of the Entry and Points Content.
- Content Requirements
  - Entries and Points Content must (i) incorporate only the Sponsor-provided game images as instructed herein and/or on <http://www.futunited.com> (the “Site”), if any, (the “Contest Assets”) and/or the entrant’s own originally created or licensed artwork (“Original Creations”). Entries and Points Content must pertain to the FIFA 18 as determined by Sponsor in its sole discretion. For purposes of this Contest all Entries will be presumed authored by the person submitting the Entry. You may not incorporate the likeness of another person within your Entry or Points Content design without their consent. Entries and Points Content submitted in this Contest must not contain any pornography, or other illicit, illegal, defamatory, morally offensive or obscene content, as determined by Sponsor in its sole discretion. Sponsor, in its sole discretion, reserves the right to disqualify and remove any Entry or Points Content containing racial, religious, or ethnic slurs, explicit language, obscene, pornographic, violent, or sexual content, or libel, hate speech, references to alcohol, drugs or other illicit substances, or otherwise objectionable, offensive, illegal, inappropriate or prohibited material. Submission of previously published art (other than the Sponsor-provided images) is prohibited. Any Entry or Points Content that incorporates prohibited content, including but not limited to, third party creations (other than the Sponsor-provided images),

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\* [Futunited.com/jp](http://Futunited.com/jp), [futnited.com/au](http://futnited.com/au), [futunited.com/hk](http://futunited.com/hk), [futnited.com/th](http://futnited.com/th), [futunited.com/kr](http://futunited.com/kr), and [futunited.com/me](http://futunited.com/me)

trademarks, names, or other third party property(ies), or the work of creative consultants or the likenesses of any other real-life individuals without their consent, or any content that is pornographic, illicit, or otherwise in Sponsor's sole and absolute discretion violates the above Guidelines and/or is not in compliance with these Official Rules, may not be accepted for entry and may not be eligible to win any prize in this Contest.

- By entering, entrants warrant that their Entries and Points Content contain only Sponsor-provided Contest Assets, if any, and/or their own, Original Creations. Entrants further warrant their Entries and Points Content do not contain any unauthorized third party copyrighted materials, and otherwise do not violate or infringe the rights, including, without limitation, copyrights, trademark rights or rights of publicity/privacy, of any third party.
- Limitations
  - During the Contest Period, Entries with official contest hashtag #EAcontest will count as the Submission and only the first Entry of your Submission, which meets the entry criteria in Section 3, as judged by Sponsor, will be considered as the official Entry. No later posts will be treated as valid Entries. The decision of Sponsor on which post is entrant's first valid Entry is final and binding. Entries received from any person or email address in excess of the stated limit will be void. Entries or Points Content generated by script, macro or other automated means are void.
  - Uploading an Entry and submitting Points Content constitutes entrant's consent to give Sponsor a royalty-free, irrevocable, non-exclusive license to use, reproduce, modify, publish, create derivative works from, and display such submissions in whole or in part, on a worldwide basis, and to incorporate it into other works, in any form, media or technology now known or later developed, including for promotional or marketing purposes. If requested, entrant will sign any documentation required for Sponsor or its designees to make use of the non-exclusive rights entrant is granting to use the Entry and the Points Content. Sponsor and its agents are not responsible for lost, late, stolen, damaged, incomplete, invalid, un-intelligible, garbled, delayed or misdirected Entries or Points Content, all of which will be void. Physical copies of Entries or Points Content become the property of Sponsor and will not be returned.
  - By providing any Contest Assets for entrants' use Sponsor is granting entrants a limited, non-exclusive, non-commercial license to use the Contest Assets solely in connection with, and as a part of, the Contest. Entrants shall otherwise have no right, title or interest in or to any Contest Assets except as otherwise granted by Sponsor, and any use of the Contest Assets (including use of the Entry or Points Content that contains Contest Assets) other than as permitted by these Official Rules may constitute copyright and/or trademark infringement.
  - In the event of a dispute regarding any Entry or Points Content, the authorized account holder of the email address used to register will be deemed to be the entrant or participant. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Each potential winner may be required to show proof of being an authorized account holder.
  - Entrants may submit Entry or Points Content in their local languages.

**6. Personal Information:** Nothing in these Official Rules shall be deemed to exclude or restrict any of the winner's or the entrant's statutory rights as a consumer.

By participating in the Contest, entrant consents to Sponsor processing their personal information (name, address, email, birthdate) in accordance with Sponsor's Privacy and Cookie Policy, available at <http://www.ea.com/privacy-policy> for the purposes of:

(a) Organizing, running and monitoring the Contest and prize fulfillment, including, if entrant wins a prize and for the purposes of displaying the FUT United Leaderboard for each region, publishing (i) their name on the Winner(s) List and the top ranking users on the FUT United Leaderboard and (ii) their name and country of residence online or in any other media in connection with the Contest, as described further in Section 8 below); and

(b) Any additional processing activities to which entrants consent.

Entrants acknowledge that personal information may be stored and processed for the purposes set out in the Privacy and Cookie Policy in the United States or any other country in which EA, its subsidiaries, or third party agents operate. By entering the Promotion, you consent that your personal information may be transferred to recipients in the United States and other countries that may not offer the same level of privacy protection as the laws in your country of residence or citizenship.

EA participates in the U.S.-Swiss Safe Harbor Framework for the collection, use, and retention of data from Switzerland. While EA relies on various mechanisms to effectuate cross-border transfers, we continue to adhere to the Safe Harbor Privacy Principles of notice, choice, onward transfer, security, data integrity, access, and enforcement. To learn more about the Safe Harbor program, and to view our certification, please visit <http://www.export.gov/safeharbor>.

**7. Winner Determination:** The following number of Winners will be determined:

<b>Region</b>	<b>Number of winners</b>
Australia	11
Middle East: Saudi Arabia / United Arab Emirates	11
Hong Kong	11
Japan	11
Thailand	11
South Korea	11

The Winner will be determined according to the following process.

- a. The top 30 users on the FUT United Leaderboard for each Region who have submitted an Entry will be selected for judging (the "FUT United Winners Pool"). In the event that entrants have the same amount of FUT United Points as those in the top 30 on the FUT United Leaderboard, the FUT United Winners Pool will be determined by time of Entry from earliest to latest.
- b. Judging Phase: During the Judging Phase, a Team Captain as determined by Sponsor in its sole discretion will select winners with the highest-scoring Entries (the "Top Entry" or "Top Entries"), from the FUT United Winners Pool, based on the following criteria ("Judging Criteria"): 30% Creativity, 40% Originality and 30% Appropriateness to Topic.
- c. In the event of a tie, the entrant whose Entry received the highest score for Creativity, as determined by the qualified judges, in their sole discretion, will be deemed the

potential Grand Prize winner. Sponsor reserves the right to select fewer Top Entries if, in its sole discretion, it does not receive a sufficient number of eligible and qualified Entries.

**8. Notification:** The potential winners will be notified by inbox messaging via the social media channels that the Entrant has connected to the Site within seven (7) business days after the end date of Judging. Except where prohibited, each potential winner will be required to sign and return a Declaration of Eligibility and Release of Publicity and Liability, which must be received by Sponsor, within ten (10) days of the date notice or attempted notice is sent, in order to claim his/her prize. If any potential winner cannot be contacted, fails to sign and/or return the Declaration of Eligibility and Release of Publicity and Liability within the required time period, fails to respond to the Sponsor's winner notification inbox message via social media channels within ten (10) days, refuses the prize, is ineligible to win the prize, or prize is returned as undeliverable, potential winner forfeits prize. Receiving a prize is contingent upon compliance with these Official Rules; all prizes claimed in accordance with these Official Rules will be awarded. In the event that a potential winner is disqualified or the prize is forfeited for any reason, Sponsor will award the applicable prize to an alternate winner using the skill-based criteria set forth above from among all remaining eligible Entries. Only three (3) alternative winners will be selected, after which Sponsor retains the discretion to donate the applicable prize to a charity of Sponsor's choosing.

**9. Prizes:** 66 X Limited edition FUT United kits, one for each winner. Each prize is valued at AUD \$50. If for any reason an advertised prize is unavailable, Sponsor reserves the right to substitute a prize of equal or greater value. The odds of winning depend upon the number of eligible entries received and relative skill of entrants. Allow until the end of January for shipment of prize(s).

**10. General Terms:**

a. By participating in any Contest, each participant agrees:

(1) To the extent allowable under applicable law and, in Australia, subject to and without excluding, restricting or modifying any rights or remedies to which the participant may be entitled as a consumer under the consumer guarantee provisions of the Australian Consumer Law in relation to the operation of the Contest and any prize won, to release and hold harmless Sponsor and its agents from any and all liability or any injury, loss, damage, right, claim or action of any kind arising from or in connection with this Contest or any Contest-related activity or the receipt, possession, use or misuse of any prize won.

(2) The Contest is governed by and interpreted in accordance with the substantive laws of Switzerland. The parties agree that any dispute arising under these Contest Rules will be resolved in the appropriate courts of Switzerland and the parties hereby submit to the non-exclusive jurisdiction of the Switzerland courts provided that the entrant will not be deprived of his or her statutory rights and legal protection as a consumer granted by the laws of their country of residence.

b. EA reserves the right to cancel, suspend and/or modify the Contest, or any part of it, if any fraud, technical failures or any other factor impairs the integrity or proper functioning of the Contest, as determined by Sponsor in its sole discretion. If terminated, Sponsor may, in its sole discretion, determine the winners from among all

non-suspect, eligible entries received up to time of such action using the judging procedure outlined above. Sponsor, in its sole discretion, reserves the right to disqualify any individual it finds to be tampering with the entry process or the operation of the Contest or to be acting in violation of these Official Rules or those of any other Contest or in an unsportsmanlike or disruptive manner and void all associated entries. **Any attempt by any person to deliberately undermine the legitimate operation of the Contest may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages and other remedies (including attorneys' fees) 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.**

c. Winners are responsible for any applicable taxes on prizes.

**11. Winner(s) List:** Winner List requests will only be accepted after the end the Promotion Period (listed above) and no later than 2 months from the end date. If you send an e-mail to the email address for the region in the below table, we will provide you with a list of confirmed winners.

<b>Region</b>	<b>Email Address</b>
Australia	FUTAU@EA.COM
Hong Kong	FUTHK@EA.COM
South Korea	FUTKR@EA.COM
Japan	FUTJP@EA.COM
Thailand	FUTTH@EA.COM
Saudi Arabia and United Arab Emirates	FUTME@EA.COM

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