

FUT UNITED THE JOURNEY CHALLENGE

Rules Schedule

1. Sponsor	EA SWISS SÁRL, a company incorporated in Switzerland with offices at Place du Molard 8, 1204 Geneva, Switzerland.											
2. Contest	FUT UNITED THE JOURNEY CHALLENGE											
3. Eligible Countries and Territories	Australia, Hong Kong, Japan, Malaysia, South Korea, Saudi Arabia, Thailand and United Arab Emirates											
4. How to Enter	<p>During the Submission phase, submit a post showing us which real-world teammate you would choose to help your hero reach Champions League success, in the form of text, image or video on Instagram or Twitter using the following hashtags:</p> <p>(a) For entries from Australia - #FUTAU and #EAcontest</p> <p>(b) For entries from Hong Kong - #FUTHK and #EAcontest</p> <p>(c) For entries from Japan - #FUTJP and #EA コンテスト</p> <p>(d) For entries from Malaysia – #FUTMY and #EAcontest</p> <p>(e) For entries from Middle East (Saudi Arabia /United Arab Emirates) - #فرسان19 and #مسابقةEA</p> <p>(f) For entries from South Korea - #FUTKR and #EAcontest</p> <p>(g) For entries from Thailand - #FUTTH and #EAcontest</p> <p>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 this entry criteria, 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.</p>											
5. Timing	Phase	Start Date and Time (Australian Eastern Standard Time)	End Date and Time (Australian Eastern Standard Time)									
	Submission (all regions)	30 October 2018, 4pm AEST	3 December 2018, 4pm AEST									
	Judging (all regions)	4 December 2018	18 December 2018									
6. Special Conditions	<p>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 19 on certain social media platforms using the same hashtags in Item 4 above (“Points Content”):</p> <p>Users will earn the following amount of points for their Points Content:</p> <table border="1"> <thead> <tr> <th></th> <th>Type</th> <th>Number of Points</th> </tr> </thead> <tbody> <tr> <td>Sharing Points Content to Facebook, Twitter or Google+ via the share feature on the Site and using the required hashtags as set out above.</td> <td></td> <td>1</td> </tr> <tr> <td></td> <td>Video</td> <td>150</td> </tr> </tbody> </table>				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		Video	150
	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										
	Video	150										

* futunited.com/au, futunited.com/hk, futunited.com/jp, futunited.com/my, futunited.com/kr, futunited.com/me and futunited.com/th

	<p>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.)</p>	Image	100																
	<p>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.</p> <p>The terms and conditions that apply to Entries as set out in section 6 of the Official Rules (Guidelines and Restrictions) also apply to Points Content.</p>	Text	25																
7. EA Game	FIFA 19																		
8. Winner Determination	<p>The following number of Winners will be determined per region.</p> <table border="1" data-bbox="370 680 1450 1108"> <thead> <tr> <th data-bbox="370 680 971 732">Region</th> <th data-bbox="971 680 1450 732">Number of winners</th> </tr> </thead> <tbody> <tr> <td data-bbox="370 732 971 785">Australia</td> <td data-bbox="971 732 1450 785">1</td> </tr> <tr> <td data-bbox="370 785 971 837">Hong Kong</td> <td data-bbox="971 785 1450 837">1</td> </tr> <tr> <td data-bbox="370 837 971 890">Japan</td> <td data-bbox="971 837 1450 890">1</td> </tr> <tr> <td data-bbox="370 890 971 942">Malaysia</td> <td data-bbox="971 890 1450 942">1</td> </tr> <tr> <td data-bbox="370 942 971 995">Middle East: Saudi Arabia / United Arab Emirates</td> <td data-bbox="971 942 1450 995">1</td> </tr> <tr> <td data-bbox="370 995 971 1047">South Korea</td> <td data-bbox="971 995 1450 1047">1</td> </tr> <tr> <td data-bbox="370 1047 971 1100">Thailand</td> <td data-bbox="971 1047 1450 1100">1</td> </tr> </tbody> </table> <p>The Winner will be determined according to the following process.</p> <p>(a) The top 20 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 20 on the FUT United Leaderboard, the FUT United Winners Pool will be determined by time of Entry from earliest to latest.</p> <p>(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.</p> <p>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.</p>			Region	Number of winners	Australia	1	Hong Kong	1	Japan	1	Malaysia	1	Middle East: Saudi Arabia / United Arab Emirates	1	South Korea	1	Thailand	1
Region	Number of winners																		
Australia	1																		
Hong Kong	1																		
Japan	1																		
Malaysia	1																		
Middle East: Saudi Arabia / United Arab Emirates	1																		
South Korea	1																		
Thailand	1																		
9. Winner 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																		
10. Winner Response Time	Ten (10) days																		
11. Prize	There will be one (1) prize awarded for each region, for a total of seven (7) prizes.																		

	<p>Each winner will receive:</p> <p>One (1) player jersey signed by Neymar.</p> <p>The prize value of each jersey is no more than \$500 USD.</p>	
<p>12. Winner's List Requests</p>	<p>Region</p>	<p>Email Address</p>
	<p>Australia</p>	<p>FUTAU@EA.COM</p>
	<p>Hong Kong</p>	<p>FUTHK@EA.COM</p>
	<p>Japan</p>	<p>FUTJP@EA.COM</p>
	<p>Malaysia</p>	<p>FUTMY@EA.COM</p>
	<p>Middle East: Saudi Arabia and United Arab Emirates</p>	<p>FUTME@EA.COM</p>
	<p>South Korea</p>	<p>FUTKR@EA.COM</p>
	<p>Thailand</p>	<p>FUTTH@EA.COM</p>

Official Rules

1. **Sponsor.** This contest is sponsored by the entity identified in Item 1 of the Rules Schedule (“Sponsor” or “EA”).
2. **NO PURCHASE NECESSARY.**
3. **Eligibility:** The contest described in Item 2 of the Rules Schedule (the “Contest”) is open only to legal residents listed in Item 3 of the Rules Schedule who are at least as old as the minimum age of majority in the jurisdiction from which they enter the Contest. Those who are (i) employees of Electronic Arts Inc. or its affiliates, subsidiaries, representatives, advertising, promotion and publicity agencies (“Sponsor and its agents”); (ii) EA contractors that have been engaged to market the Contest (“Contractors”); or (iii) are immediate family members or persons living in the same household of each such employee or Contractor, are not eligible. Subject to all applicable laws and regulations. Void where prohibited. By participating in the Contest, the participant signifies his or her full and unconditional agreement to these Official Rules.
4. **How to Enter:** To enter the Contest, follow the instructions set out in Item 4 of the Rules Schedule. The materials submitted to enter the Contest are, collectively, your “Entry”. 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.
5. **Timing:** The Contest timing, including the submission period and judging period (collectively, the “Contest Period”) are specified in Item 5 of the Rules Schedule.

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

6. **Special Conditions:** The special conditions set out in Item 6 of the Rules Schedule apply.
7. **Guidelines and Restrictions:**
 - (a) Technical Requirements
 - Entries must include any listed hashtags that are specified in Item 4 of the Rules Schedule within the searchable text of the Entry.
 - (b) Content Requirements
 - Entries must (i) incorporate only the Sponsor-provided game images as instructed herein and/or provided by the Sponsor, if any, (the “Contest Assets”) and/or the entrant’s own originally created or licensed artwork (“Original Creations”). Entries must pertain to the EA game specified in Item 7 of the Rules Schedule 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 design without their consent. Entries 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 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 that incorporates prohibited content, including but not limited to, third party creations (other than the Sponsor-provided images), 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 contain only Sponsor-provided Contest Assets, if any, and/or their own, Original Creations. Entrants further warrant their Entries 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.

(c) Limitations

- Entries received from any person or email address in excess of the stated limit will be void.
- Entries generated by script, macro or other automated means are void.
- Uploading an Entry 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. Sponsor and its agents are not responsible for lost, late, stolen, damaged, incomplete, invalid, un-intelligible, garbled, delayed or misdirected Entries, all of which will be void. Physical copies of Entries 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 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, 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 in their local languages.

8. 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, publishing (i) their name on the Winner(s) List and (ii) their name and country of residence online or in any other media in connection with the Contest, as described further in Section 10 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 Privacy Shield 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 Privacy Shield Principles of notice, choice, onward transfer, security, data integrity, access, and enforcement. To learn more about the Privacy Shield program, and to view our certification, please visit <https://www.privacyshield.gov/welcome>.

9. Winner Determination: The winners will be determined in accordance with Item 8 of the Rules Schedule.

10. Notification: The potential winners will be notified by the process set out in Item 9 of the Rules Schedule. Except where prohibited, each potential winner will be required to sign and return a Winner Declaration & Consent, which must be received by Sponsor within the period specified in Item 10 of the Rules Schedule ("Winner Response Time"), in order

to claim his/her prize. If any potential winner cannot be contacted, fails to sign and/or return the Winner Declaration & Consent within the required time period, fails to respond to the Sponsor's winner notification inbox message via social media channels in the Winner Response Time, 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 original criteria for the Contest 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.

11. **Prizes:** The details of the prize is specified in Item 11 of the Rules Schedule. 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.

12. **General Terms:**

(a) By participating in this 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.

13. **Winner(s) List:** Winner List requests will only be accepted after the end the Contest Period and no later than 2 months from the end date. Requests for a Winner's List can be sent to the email addresses specified in Item 12 of the Rules Schedule.

© 2018 Electronic Arts Inc.