

**FUTURE LEADERS LEAGUE CONTEST
OFFICIAL RULES**

NO PURCHASE NECESSARY OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. CONTEST IS VOID IN QUEBEC AND WHERE PROHIBITED BY LAW.

- 1. Contest Description:** The Future Leaders League Contest (the “**Contest**”) begins on December 23, 2020 and ends at 11:59 p.m. Eastern Time (“**ET**”) on February 26, 2021 (the “**Contest Period**”). The Contest provides eligible “**Teams**” (as described below) to submit a video of themselves talking about innovative proposals to help tackle one of the provided business challenges (the “**Video**”), as more fully set forth below. Eligible Videos will be judged by representatives of Sponsor who will select up to five (5) Finalists. Additionally, members of the general public will be invited to vote for their favorite Video to determine one (1) Finalist. The six (6) confirmed Finalists will have the opportunity to participate in the global contest, as described herein.

The Contest Period will flow as follows:

Entry Period: The Entry Period (“**Entry Period**”) takes place from December 23, 2020 through 11:59:59 p.m. ET on February 18, 2021.

Public Voting Period: The Public Voting Period (“**Public Voting Period**”) will take place from 12:00:01 a.m. Eastern Time (“**ET**”) on February 19, 2021 through 11:59:59 p.m. ET February 25, 2021 Wherein the results of the Public Voting Period will determine one (1) Popular Vote Finalist.

Finalist Judging Period: The Finalist Judging Period (“**Judging Period**”) takes place throughout the Entry Period and continuing through 12:00:01 pm. Eastern Time (“**ET**”) on February 25, 2021 wherein eligible entries will be judged according to the judging criteria indicated below to select up to five (5) Content Finalists.

National Judging Round: The six (6) confirmed Popular Vote and Content Finalist Teams will be invited to take part in the National Judging Round currently scheduled to take place in early March 2021.

By participating in the Contest, each entrant unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of Conopco, Inc., d/b/a Unilever (“**Sponsor**”), 800 Sylvan Ave., Englewood Cliffs, NJ 07632 USA.

- 2. Eligibility:** The Contest is open to teams of three (3) (each, a “**Team**”) each of whom must be a legal United States or Canadian (excluding residents of Quebec) resident who is eighteen (18) years of age or older and is a college/university student currently enrolled in an accredited United States or Canadian college or university pursuing an undergraduate degree or first year graduate students currently enrolled in an accredited United States or Canadian college or university pursuing a graduate degree. **All Team members do not need to be enrolled in the same school.** The person uploading the Video will be deemed the Team Captain (“**Team Captain**”). The Team Captain will be the point of contact for the Contest and he/she will be responsible for contacting Team members if any additional information is needed. Each participating Team may have an academic mentor (“**mentor**”), who is a university professor or teacher, to give advice during the

Team participation. The Finalist Teams (once determined) may be accompanied by their academic mentors to the National Final round, as described below. However, the mentors will not be allowed to present or answer questions on behalf of the participating Teams.

3. **How To Enter:** To enter the Contest, during the Entry Period go to <https://unilever.directemployers.works/> (the “Website”) and follow the on-screen instructions to complete the entry form in its entirety and upload your Video to the Website.

Each Video that is submitted into the Contest must meet the following “Video Requirements” (any Video that, in Sponsor’s sole and absolute discretion, violates the following criteria will be disqualified):

- Video must be in English and responsive to the call-to-action;
- Video must be entirely original to the entrant and entrant must be the rightful owner of the Video included with the entry or must have the rights, title and interest necessary to utilize the Video for the Contest in compliance with these Official Rules;
- Video must be no longer than three (3) minutes in length;
- Video must be in one (1) of the following formats: AVI, MOV, MP4, WMV, or M-peg4;
- Video must NOT contain material which is (or promoting activities which are) sexually explicit, obscene, pornographic, violent, self-mutilating (e.g., relating to murder, the sales of weapons, cruelty, abuse, etc.), discriminatory (based on race, sex, religion, natural origin, physical disability, sexual orientation or age), illegal (e.g. underage drinking, substance abuse, computer hacking, etc.), offensive, threatening, profane, or harassing; or material that contains any derogatory references to any Contest Entities;
- Video must not contain or transmit any materials that contain software viruses or other computer code, files or programs designed to impair, limit, interfere with or cause harm to any communications network operated by any of the Contest Entities or the computers of any individual or entity participating in or otherwise associated with the Contest;
- Video must NOT include prominent third party logos, insignia, trademarks, signage or slogans, other than those belonging to Sponsor;
- Video must NOT have been previously submitted to another contest or submitted to any entertainment entity that would conflict with this Contest, as determined in the Contest Entities’ sole discretion;
- Video must NOT contain any content that is protected by copyright, such as background music (without the express prior written consent of the owner of such right), or include any recognizable locations or include names and/or descriptions of any copyrighted media production, including, without limitation, films, books, television programming, etc., or identifying descriptions of any media property;
- Video must NOT contain any derogatory references to any Contest Entities; and
- Video must comply with the Website’s Terms & Conditions located at <https://www.altrulabs.com/terms>.

By submitting a Video, you attest that you have made all those depicted in the Video aware that you are creating a Video for purposes of this Contest and all depicted have agreed that you may submit such Video for the purposes contemplated herein. You must obtain signed release forms from each of the people appearing in your Video (or parent/legal guardian if a minor). If your Video contains a recognizable building or other location, you must obtain a release from the Location for use in the Video and as contemplated herein. You may be required to submit your signed release forms if requested by Sponsor. Incomplete entries, or those containing incorrect

information, will be voided. Any digital video that is not of satisfactory quality (i.e., brightness, focus, volume) to be streamed online will likely be rejected, at Sponsor's sole discretion. In the event of a dispute as to the identity of any members of the Team or the Team Captain, the Team/Team Captain will be deemed the name(s) included in the entry form at the time of entry. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. Except as contemplated in these Official Rules, personal information collected in connection with this Contest will be used in accordance with Sponsor's privacy policy available at <https://www.altrulabs.com/privacy>. Sponsor reserves the right to disqualify any entrant for any purpose.

Limit one (1) entry per Team. Limit one (1) Team per person. Additional entries received from any Team, person, or e-mail address thereafter will be void. Contest Entities are not responsible for lost, late, incomplete, illegible, incorrect, damaged, delayed, garbled, undelivered, misdirected Submissions. Submissions will not be acknowledged or returned. Your entry of a Submission constitutes your representation of eligibility, consent to participate in the Contest and consent for Sponsor to obtain, use, and transfer your name, address and other information for the purpose of Contest administration.

4. **Representations and Warranties/Indemnification:** Each person who enters this Contest represents and warrants as follows: (i) the Video is the Team's own original, previously unpublished, and previously unproduced work; (ii) the Video does not contain any computer virus and is otherwise uncorrupted; (iii) as of the date of entry, the Video is not the subject of any actual or threatened litigation or claim; (iv) the Video does not and will not violate or infringe upon the intellectual property rights or other rights of any other person or entity; and (v) the Video does not and will not violate any applicable laws, and is not and will not be defamatory, obscene or libelous. Each Team Captain, on behalf of him/herself and his/her Team, hereby agrees to indemnify and hold the Contest Entities harmless from and against any and all third party claims, actions or proceedings of any kind and from any and all damages, liabilities, costs and expenses relating to or arising out of any breach or alleged breach of any of the warranties, representations or agreements of entrant hereunder.
5. **Grant of Rights:** Each entrant, on behalf of him/herself and his/her Team, hereby irrevocably grants to Sponsor, its designees, affiliates, successors and assigns, the non-exclusive, irrevocable, fully paid, universal license to use, copy, sublicense, transmit, distribute, publicly perform, publish, delete or display the Video in any media now known or hereafter devised including, but not limited to all forms of electronic media, print media and all forms of internet and wireless protocol in perpetuity and throughout the universe for advertising, marketing, publicity and promotional purposes in connection with the Contest and other marketing and promotions. Sponsor shall have the right, in its sole discretion, to edit, composite, morph, scan, duplicate, or alter the Video for any purpose which Sponsor deems necessary or desirable, and each entrant irrevocably waives any and all so-called moral rights they may have therein.
6. **Publicity Release:** By participating in the Contest, in addition to any other grants which may be granted in any other agreement entered into between Sponsor and any entrant in or winner of the Contest, each entrant, on behalf of him/herself and his/her Team, irrevocably grants the Sponsor and its successors, assigns and licensees, the right to use such entrant's and his/her Team member's names, likenesses, and biographical information in any and all media for any purpose, including without limitation, advertising and/or promotional purposes as well as in, on or in connection with the Website or the Contest or other promotions, and hereby releases the Sponsor from any liability with respect thereto.

7. **Public Voting Period:** During the Public Voting Period, eligible members of the general public will have the opportunity to vote for their favorite Videos. Voters must be legal United States or Canadian residents residing in the fifty (50) United States, Washington, D.C. or Canada (excluding Quebec), who are 18 years of age or older (“**Voters**”). At the conclusion of the Voting Period, the one (1) Team who received the most valid votes will be determined a Finalist Team, subject to verification of eligibility and compliance with these Official Rules. In the event of a tie when determining the Finalist Team from the Public Voting Period, the Sponsor will judge the tied Teams based on the judging criteria outlined below to determine one (1) Finalist Team from the Public Voting Period. Entries or votes generated by script, macro, bot, commercial Contest subscription, incentives or sweepstakes not sponsored by Sponsor, vote-swapping sites, voting software, entering service sites or any other automated means and Entries or votes by any means that subvert the entry/voting process or do not conform to the spirit of these Official Rules will void the entries/votes and may disqualify the Team/Voter. By participating, Teams/Voters agree to the Official Rules and the decisions of the Sponsor, which shall be final and binding in all respects.
8. **Judging Period Finalist Selection:** All eligible Videos received will also be judged by Sponsor-select judges (“**Judges**”) during the Judging Period, based on the following criteria: Creativity of Solution (40%), Impact on Business and Sustainability (30%), and Consumer Centricity (30%) (the “**Judging Criteria**”), to determine up to five (5) Content Finalists. In the event of a tie, the tied Videos will be rejudged by the judges based 100% on Creativity of Solution to determine the applicable Finalist Team.
9. **Finalist Notification:** The Team Captains for the six (6) potential Finalists (five (5) from the Judging Period and one (1) from Public Voting), will be notified by telephone, email and/or overnight mail beginning on or about February 25, 2021 and will be required to respond (as directed) to the notification attempt within twenty-four (24) hours of first attempted notification. The failure to respond timely to the notification may result in forfeiture of participation in the Contest and, in such case; Sponsor may select an alternate Finalist according to the results of the aforementioned Judging Criteria or Public Voting Period, as applicable. All members of the Finalist Teams will be required to execute and return a declaration of eligibility, a liability release and, unless prohibited by law, a publicity release and other related documents required by the Contest Entities (the “**Finalist Documents**”), within a reasonable amount of time, as determined by the Contest Entities in their sole discretion. Potential Finalists cannot proceed to the “National Final Round” until all such properly executed and notarized Finalist Documents are returned. Once the Finalist Documents have been received by the Contest Entities in accordance with these Official Rules, the confirmed Finalists will be contacted with details on the National Final Round. Sponsor shall have no liability for any Finalist notification that is lost, intercepted or not received by a potential Finalist for any reason. If any potential Finalist does not respond within the time required by Sponsor, or if the Finalist notification is returned as unclaimed or undeliverable to any potential Finalist, such potential Finalist will forfeit his or her status as a Finalist and an alternate Finalist may be selected. If any potential Finalist is found to be ineligible, or if he or she has not complied with these Official Rules or declines his/her status as a Finalist for any reason (including, without limitation, the inability to attend the National Final Round), such potential Finalist will be disqualified and an alternate Finalist will be selected using the results of the judging criteria as described herein.
10. **National Final Round:** Finalist Team members will have the opportunity to present in front of the Judges for the National Final Round (the “**presentation**”) and be re-judged based 25% on the presentation and 75% on the Judging Criteria to determine three (**3**) **winning teams**. All details of

the presentation will be in Sponsor's sole discretion and will be explained to Finalist Teams prior to the presentation. All members of the Teams must be present at presentation at the time/location specified by Sponsor in order to be eligible. At the National Final round, based on judging scores, indicated above, the three (3) top Finalist Teams will be ranked as First, Second and Third Prize winning Teams and based on this ranking will receive the following: If ranked First, a check for **\$4500** awarded in winner's local currency, a fast-pass to upcoming discovery center for either an internship or Future Leaders Program (whichever is applicable based on year of study) and invitation for the Global Future Leaders League Competition. The Global Future Leaders League Competition is governed by separate Official Rules which will be provided to the confirmed winning Team. Details will be provided to the winning Team, once that Team is determined. If ranked Second, a check for **\$3,000**, awarded in winner's local currency and a fast-pass to upcoming discovery center for either an internship or Future Leaders Program (whichever is applicable based on year of study). If ranked Third, a check for **\$1500**, awarded in winner's local currency and a fast-pass to upcoming discovery center for either an internship or Future Leaders Program (whichever is applicable based on year of study). Any tied Finalists will be rejudged by the judges based 100% on Creativity of Solution to determine the ranking order among the tied Teams. ***Each prize will be equally split among the Team members of the winning Teams and will be issued directly by Sponsor. Winners shall be solely responsible for any federal, state, provincial or local taxes on any prizes received.**

11. General Rules: Each member of the potential First Prize Team (or parent/legal guardian if any Team member is a minor in his/her jurisdiction of residence) will be required to sign and return a First Prize acceptance form (except where prohibited by law) and assignment of rights and waiver of moral rights within three (3) days (including weekends) of notification attempt or the prize will be forfeited and alternate winner may be determined, time permitting. Return of prize or prize notification as undeliverable may result in disqualification and alternate determination, time permitting. Winners and all Teams (or parent/legal guardian if any Team member is a minor in his/her jurisdiction of residence), as a condition of entry into the Contest and any mentors, agree to release Contest Entities, each of their respective agencies, parents, subsidiaries, affiliated companies and each of their respective officers, directors, shareholders, members, employees, agents, assigns, and all others associated with the development and execution of this Contest (collectively the "**Released Parties**") from and against any and all liability, claims or actions of any kind whatsoever for injuries, damages, or losses to persons or property which may be sustained in connection with submitting a Video (as applicable) or otherwise participating in any aspect of the Contest, the receipt, ownership or use of any prize awarded or any typographical or other error in these Official Rules or the announcement or offering of a prize. By participating, Team/Voter (or parent/legal guardian if any Team member/Voter is a minor in his/her jurisdiction of residence) accepts and agrees to be bound by these Official Rules. In the event of a dispute, Videos will be declared to be made by the authorized account holder of the e-mail address submitted at the time of entry. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Sponsor reserves the right at its sole discretion to disqualify any individual that tampers or attempts to tamper with the entry process or the operation of the Contest; violates these Official Rules; acts in an unsportsmanlike or disruptive manner; or acts with intent to annoy, abuse, threaten or harass any other person. The Released Parties are not responsible for technical, hardware or software malfunctions, telephone failures of any kind, lost or unavailable network connections, or failed, incorrect, inaccurate, incomplete, garbled or delayed electronic communications, whether caused by the sender, by any of the equipment or programming associated with or utilized in this Contest which may limit the ability to participate, or by any

human error which may occur in the processing of the Entries in this Contest. Entries generated by script or bot are not eligible. Sponsor reserves the right to cancel, terminate or modify the Contest (or online voting) if it cannot be completed as planned for any reason, including but not limited to for infection by computer virus, bugs, tampering, unauthorized intervention, technical failures or corruption of any sort. In such event, Sponsor will determine Finalists/ First Prize/Second Prize/Third Prize Teams based on the Judging Criteria, from eligible Videos received prior to cancellation and award prizes in the process described above, if enough eligible Videos are received. As a condition of entering the Contest to the extent permitted by law, Team members/Voters (or parent/legal guardian if any Team member/Voter is a minor in her jurisdiction of residence) agree that: 1) under no circumstance will Team/Voter be permitted to obtain awards for, and participant hereby waives all rights to claim, punitive, incidental, consequential or any other damages, other than for out-of-pocket expenses; 2) all causes of action arising out of or connected with this Contest, or any prize awarded, shall be resolved individually, without resort to any form of class action; and 3) any and all claims, judgments, and award shall be limited to actual out-of-pocket costs incurred, but in no event attorney's fees.

12. **Limitation of Liability:** TEAMS/VOTERS (OR PARENT/LEGAL GUARDIAN IF ANY TEAM MEMBER IS A MINOR IN HIS/HER JURISDICTION OF RESIDENCE) HEREBY RELEASE AND DISCHARGE SPONSOR AND ITS ASSIGNS AND LICENSEES FROM ANY AND ALL CLAIMS AND DEMANDS ARISING OUT OF OR IN CONNECTION WITH THEIR USE OF THE VIDEO OR ANY ADS DEVELOPED, INCLUDING BUT NOT LIMITED TO, ANY CLAIMS FOR DEFAMATION, INVASION OF PRIVACY OR RIGHT OF PUBLICITY. THE CONTEST ENTITIES SHALL NOT HAVE ANY LIABILITY FOR ANY INDIRECT, SPECIAL, PUNITIVE OR CONSEQUENTIAL DAMAGES, INCLUDING, WITHOUT LIMITATION, LOSS OF OPPORTUNITY OR GOODWILL. IN ALL EVENTS, THE SOLE MAXIMUM LIABILITY OF SPONSOR, PRIZE PROVIDERS, AND THEIR RESPECTIVE AFFILIATES SHALL BE LIMITED TO THE APPROX. RETAIL VALUE OF THE PRIZES SET FORTH HEREIN.
13. **NO OBLIGATION TO USE:** Sponsor shall have no obligation (express or implied) to use any Video, or to otherwise exploit any Video or, if commenced, to continue the distribution or exploitation thereof, and Sponsor may at any time abandon the use of any Video for any reason, with or without legal justification or excuse, and entrants shall not be entitled to any damages or other relief by reason thereof.
14. **GOVERNING LAW:** ALL ISSUES AND QUESTIONS CONCERNING THE CONSTRUCTION, VALIDITY, INTERPRETATION AND ENFORCEABILITY OF THESE OFFICIAL RULES OR THE RIGHTS AND OBLIGATIONS OF ENTRANTS OR SPONSOR IN CONNECTION WITH THE CONTEST SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE INTERNAL LAWS OF THE STATE OF NEW YORK WITHOUT GIVING EFFECT TO ANY CHOICE OF LAW OR CONFLICT OF LAW RULES OR PROVISIONS THAT WOULD CAUSE THE APPLICATION OF ANY OTHER STATE'S LAWS.