

**Samsung Canada “Solve for Tomorrow” 2022-2023 Contest
(Excluding Quebec Residents)
OFFICIAL RULES**

THE CONTEST IS SPONSORED AND ADMINISTERED BY SAMSUNG ELECTRONICS CANADA INC. (“SPONSOR”), 2050 DERRY ROAD WEST, MISSISSAUGA, ON, L5N 0B9.

No purchase necessary to enter or win. Void where prohibited. The Samsung Canada “Solve for Tomorrow” 2022 Contest (the “Contest”) will run in accordance with these Rules.

The Sponsor reserves the right, subject to any required approval of any regulatory authorities, to cancel, amend, modify or terminate this Contest or these Official Rules at any time in its sole discretion and without further notice. Changes to these rules will be posted online at samsung.com/ca/solve. You must comply with these Official Rules and you will be deemed to have received, understood and agreed to these Official Rules if you participate in the Contest.

1. Entry Date:

The Contest begins at 12:00:01 a.m. Eastern Standard Time (“EST”) on Monday, November 21, 2022 and ends at 11:59:59 p.m. EST on Tuesday, January 31, 2023 (“Contest Entry Period”). The Contest will be divided into two (2) phases, as outlined below.

2. Eligibility:

The Contest is open only to legal residents of Canada (excluding residents of the Province of Quebec) who are between sixteen (16) years of age and twenty five (25) years of age. You can enter as an individual entry or as part of a team, with a maximum of three (3) individuals per team. Employees of Samsung Electronics Canada Inc. (“Sponsor”), not-for-profit organizations that are supporting the Sponsor with the promotion, and each of their respective parents, affiliates, subsidiaries, advertising and promotion agencies, retailers, distributors and suppliers (collectively the “Contest Entities”), and the immediate families (spouse, parents, children and siblings and their respective spouses, regardless of where they reside) and individuals living in the same households of any of the foregoing individuals, whether or not related, are ineligible to participate or win a prize. Subject to all applicable federal, provincial and local laws and regulations.

3. Phase One

A) Phase One Entry Submission:

You may enter the Contest by visiting samsung.com/ca/solve during the Contest Entry Period and following the directions to complete and submit an Official Entry Form (collectively, the “Entry”).

Entry Note: Your answers to questions #1 through #4 on the Entry Form, as provided below, will be judged in accordance with the specifications set out below to determine which entrants will advance to Phase Two of the Contest:

B) Entry Form Questions:

This Contest focuses on how Science, Technology, Engineering, and Math (STEM) can be applied to help improve your local community (the “Project”). The Contest entrants will be required to answer the following questions to enter into the Contest by way of a written application available at samsung.com/ca/solve:

- What is a problem in your community within one of the four entry categories?
 - Education
 - Sustainability
 - Mental health
 - Diversity, Equity & Inclusion
- How can Samsung technology and STEM-based applications be used to help solve this problem?
- What is the anticipated improvement(s) to your local community?
- What are the key performance indicators or benchmarks you will to put in place to

measure the success and impact of your project?

Answers to each question must not exceed two hundred (200) words. All Phase One entries must be received by 11:59:59 p.m. EST on Tuesday, January 31, 2023 to be considered. Entries will only be accepted in English answers to all questions must be in the form of a statement and only fully completed entries will be accepted and eligible for entry into the Contest. Answers submitted in other forms such as poems or songs will not be considered. The decisions of the judges are final and legally binding in all matters relating to this Contest. Entries generated by script, macro or other automated means and entries by any other means which subvert the entry process or are otherwise not in compliance with these Official Rules are void. Limit one (1) entry per team and per e-mail address during Phase One. If multiple Entries are received from the same person utilizing multiple email addresses, the judges may use their discretion to select the entry submission and or disqualify the Entrant from participation in this Contest. Proof of submitting an entry does not constitute proof of delivery. Entries that are in any way fraudulent, illegible, altered, mutilated or tampered with, in the sole discretion of the Sponsor, will be declared invalid. All entries become the property of the Sponsor and will not be acknowledged or returned. The responses to the questions must never have been previously exhibited publicly outside of this Contest or selected as a winner in any other contest. Entry must be entrant's own original work, be true and verifiable, cannot be previously published or submitted in connection with any other, program or contest, may not be offensive or inappropriate and may not contain profanities or obscenities nor depict Contest Entities unfavorably, as determined by Sponsor in their sole discretion. Entries must be consistent with the images of the Contest Entities and must not defame or invade publicity rights or privacy of any person, living or deceased, or otherwise infringe upon any person's personal or property rights or any other third party rights. Sponsor reserves the right in its sole discretion to disqualify any entry it determines does not comply with these requirements or these Official Rules, in its sole discretion.

BY SUBMITTING AN ENTRY, YOU AGREE THAT THE INFORMATION IN YOUR RESPONSES COMPLIES WITH ALL CONDITIONS STATED IN THESE OFFICIAL RULES. THE RELEASED PARTIES (AS DEFINED BELOW) WILL BEAR NO LEGAL LIABILITY, EXPRESSED OR IMPLIED, REGARDING THE USE OF THE INFORMATION BY THE SPONSOR. THE RELEASED PARTIES SHALL BE HELD HARMLESS BY YOU IN THE EVENT IT IS SUBSEQUENTLY DISCOVERED THAT YOU HAVE DEPARTED FROM OR NOT FULLY COMPLIED WITH ANY OF THE OFFICIAL RULES.

C) Phase One Judging and Judging Criteria:

All eligible entries received during the Contest Entry Period will be judged based on the following criteria by a panel of qualified judges selected by the Sponsor. The judging panel will consist of six (6) judges who will be both Sponsor judges and qualified individuals of Sponsor's partners as chosen by the Sponsor. Entries will be saved as a PDF and sent electronically to all judges and graded individually by each judge at their place of residence in accordance with a scorecard provided by the Sponsor that contains the criteria set out below. Judging will begin Wednesday, February 1, 2023 at 09:00 am EST and will conclude on Tuesday, February 14, 2023 at 11:59 pm EST and be based on the following criteria:

- 40% Originality and Feasibility
- 40% Solutions applies STEM and Samsung Technology
- 10% Impact to community with specific examples
- 10% Quality of submission, including response to criteria, writing style and grammar

Subject to verification of eligibility and compliance with these Official Rules, a maximum of five (5) entries, with the highest scores will be deemed Finalists will advance to Phase Two (see section 4 for Phase Two details). In the event of a tie, an additional "tie-breaking" judge will determine the last entrant(s) who will proceed to Phase Two based on the above stated criteria.

D) Phase One Finalist Notification:

Each potential Finalist will be notified by the Sponsor via telephone and/or email on or about

Wednesday, February 15, 2023. If any e-mail to a potential Finalist is undeliverable, any phone number provided by a potential Finalist is incorrect or no longer in service, a response to any given e-mail or phone call is not received within three (3) business days of date of its issuance, or any potential Finalist does not comply with these Rules, the opportunity to participate in Phase Two of the Contest may be forfeited and, at Sponsor's discretion, an alternate Finalist may be selected from all eligible entries in accordance with the Phase One Judging and Judging Criteria set out above.

Odds of winning depend upon the total number of eligible entries received during the Contest Entry Period.

E) Phase One Prizing:

There is a total of five (5) Finalist prizes (the "Finalist Prizes") available to be won, with each Finalist Prize consisting of a Samsung technology prize pack including mobile devices and consumer electronic products selected by the Sponsor in its sole discretion, valued at a total of \$5,000 (based on MSRP of the products) per team.

Finalist Prizes are awarded "as is" with no warranty or guarantee, either express or implied, by Sponsor except for any manufacturer's warranty accompanying the Samsung products. Finalists will be responsible for any expenses associated with acceptance and use of the prize except as expressly stated in these Official Rules. All prize details are at the sole discretion of the Sponsor.

IF YOU ARE A SELECTED CONTESTANT, YOU MUST, BEFORE BEING DECLARED A WINNER: (i) correctly answer, without assistance of any kind, whether mechanical or otherwise, a mathematical skill testing question; and (ii) execute and deliver to the Sponsor within the time specified by the Sponsor a Declaration of Eligibility and Waiver of Liability Form (the "Waiver") in a form acceptable to the Contest Sponsor, confirming your compliance with these Rules, acceptance of the Prize as awarded without substitution, and releasing the Sponsor, its affiliates and related third parties, advertising and promotional agencies, and each of their respective shareholders, directors, officers, employees, agents, dealers, representatives, successors and assigns (collectively the "Released Parties") from any liability in connection with this Contest, your participation therein and/or the awarding and use/misuse of the Prize or any portion thereof. If you are under the age of majority in your province or territory of residence, you must have a parent or legal guardian co-sign the Waiver in order to receive a Prize. All required documents must be executed and returned prior to receiving a Finalist Prize.

4. Phase Two

The five (5) Finalists will move forward in the Contest in accordance with the procedure set out below.

A) Phase Two Video Entry Submissions:

Each Finalist will be required to produce and submit one (1) video of up to five minutes in length, demonstrating how STEM can be applied to help improve their local community. Video should show the application of Samsung technology to a specific STEM lesson/topic used to address and solve the problem in your community that was raised in Phase One. Video submission should also include any learnings, improvements and lessons from the submission in Phase One.

Upon receipt of all completed documents the Parent Permission Forms and Declaration of Eligibility and Waiver of Liability Forms (the "Phase Two Documents") by the Sponsor from each Finalist, the Sponsor will provide Finalists with access to a password-protected website to upload their video submission. The video must be uploaded in the period between Saturday, April 1, 2023 and Sunday, April 30, 2023 EST to be eligible to continue in the Contest.

Each video must be no larger than 100MB in size and be in .avi, .mov, .mpeg, or .wmv format. Each video must be narrated in English and must not exceed five (5) minutes in length. Limit one (1) unique video submission per Finalist team. Sponsor reserves the right to disqualify any video submission if not compliant with these Official Rules or any other guidelines provided by Sponsor,

as determined by Sponsor in its sole discretion. Anyone under the age of 18 and depicted in a video must have submitted a Parent Permission Form, by the deadline specified above. In the event Finalist has not submitted the Phase Two Documents is depicted in a video, the video in question will be disqualified. Any video submission will not be returned.

B) Requirements of Video Submission:

Video submissions may not contain, as determined by the Sponsor, in its sole discretion, any content that:

- Is sexually explicit or suggestive; unnecessarily violent or derogatory of any ethnic, racial, gender, orientation, identity, religious, professional or age group; profane or pornographic; contains nudity;
- Promotes alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing); promotes any activities that may appear unsafe or dangerous; promotes any particular political agenda or message;
- Is obscene or offensive; endorses any form of hate or hate group; appears to duplicate any other video submission;
- Defames, misrepresents or contains disparaging remarks about other people or companies;
- Contains trademarks, logos, or trade dress (such as distinctive packaging or building exteriors/interiors) owned by others;
- Contains any personal identification, such as personal names or e-mail addresses;
- Contains copyrighted materials owned by others (including music, photographs, sculptures, paintings, and other works of art or images published on or in websites, television, movies or other media);
- Contains materials embodying the names, likenesses, voices, or other indicia identifying any person, including, without limitation, celebrities and/or other public or private figures, living or dead, without permission;
- Contains look-alikes of celebrities or other public or private figures, living or dead;
- Communicates messages or images inconsistent with the positive images and/or good will to which we wish to associate; and/or
- Violates any law.

Video submissions must be the original work of the Finalist team, may not have been previously published, and may not have won previous awards or selected as a winner in any other contest. The Entry should only contain members of the Finalist's team. The Finalist is responsible for obtaining, any and all releases and consents necessary to include in their Entry and the video submission, as the case may be. Sponsor reserves the right to request proof of these permissions in a form acceptable to Sponsor from any Finalist at any time. Failure to provide such proof may, if requested, render such Entry disqualified from the Contest. By submitting an Entry, each Finalist warrants and represents that they have all the necessary consent to the submission in the Contest and to its use as otherwise set forth herein.

You acknowledge and agree that Released Parties do not now or in the future have any duty or liability, direct or indirect, vicarious, contributory or otherwise, with respect to the infringement or protection of any copyright in and to any video submission entry. Sponsor and its designees shall have the right to edit, publish, use, adapt, reproduce, exploit, modify or dispose of any entry and all elements of such entry, including the written submission in Phase One and the video submission in Phase Two, online, in print, film, television, social media, or in any other media now or hereafter known in perpetuity throughout the world without any further compensation or permission.

Each eligible live pitch submission will be judged to determine which entries will be chosen a Winner.

C) Phase Two Judging:

Once all eligible video submissions have been received, judging will begin based on the following criteria by a panel of qualified judges selected by the Sponsor. The judging panel will consist of six (6) judges who will be both Sponsor judges and qualified individuals of Sponsor's partners as chosen by the Sponsor. Judging will begin on or about Saturday April 1, 2023 and continue until Sunday to April 30, 2023 and will be based on the following criteria:

- **40%** The submission is clear and addresses the questions laid out in Phase One
- **40%** The submission demonstrates real world impact and change using STEM learning applications and Samsung technology
- **20%** Quality of presentation performance and quality of video submission

Judges will select three (3) Winners – first, second and third place, based on the highest scores tallied in each scorecard.

D) Phase Two Prizing:

The three (3) Winners shall each receive a Winner Prize consisting of the following elements: based on their placement:

- First Place - \$20,000 cash prize (by way of a cheque) plus \$8,333 in Samsung Technology (based on MSRP value)
- Second Place - \$2,500 cash prize (by way of a cheque) plus \$8,333 in Samsung Technology (based on MSRP value)
- Third Place - \$2,500 cash prize (by way of a cheque) plus \$8,333 in Samsung Technology (based on MSRP value)

Sponsor reserves the right to not award all prizes or advance fewer entries for any phase if, in its sole discretion, it determines it has not received a sufficient number of qualified eligible entries.

Winner Prizes are awarded “as is” with no warranty or guarantee, either express or implied, by Sponsor except for any manufacturer’s warranty accompanying the Samsung products. Winners may not substitute, assign or transfer prize or redeem prize for cash, but Sponsor reserves the right, at its sole discretion, to substitute the prize (or portion thereof) with one of comparable or greater value. Winner Prizes will be awarded to each collective team and will be responsible for any expenses associated with acceptance and use of the prize except as expressly stated in these Official Rules. All prize details are at the sole discretion of the Sponsor.

IF YOU ARE A SELECTED CONTESTANT, YOU MUST, BEFORE BEING DECLARED A WINNER: (i) correctly answer, without assistance of any kind, whether mechanical or otherwise, a mathematical skill testing question; and (ii) execute and deliver to the Sponsor within the time specified by the Sponsor a Declaration of Eligibility and Waiver of Liability Form (the “Second Waiver”) in a form acceptable to the Contest Sponsor, confirming your compliance with these Rules, acceptance of the Prize as awarded without substitution, and releasing the Released Parties from any liability in connection with this Contest, your participation therein and/or the awarding and use/misuse of the Prize or any portion thereof. If you are under the age of majority in your province or territory of residence, you must have a parent or legal guardian co-sign the Waiver in order to receive a Prize. All required documents must be executed and returned prior to receiving a Finalist Prize.

PRIZE NOTE: Actual values based on approximate retail value of selected merchandise. Any difference between value of merchandise and package selected and stated prize package value will not be awarded. All prizes will be awarded to the entrants. The value of Samsung merchandise are based on the estimated retail value at the commencement of the Contest. No compensation will be offered for any difference in value between stated ARV and the actual ARV at time of prize award.

Winner Notifications:

Winners will be notified by the Sponsor by telephone and/or e-mail in the period from Saturday, April 1, 2023 until Sunday, April 30, 2023 and will have three (3) business days to respond to such notification by the method specified therein. If any e-mail to a potential Winner undeliverable, any phone number provided by a potential Winner is incorrect or no longer in service, a response to any given e-mail or phone call is not received within three (3) business days of date of its issuance or any potential Prize Winning team does not comply with these Official Rules, the opportunity to participate in the Contest may be forfeited and, at Sponsor's discretion, an alternate Prize Winning team may be selected. Members of each prize winning team may, and at the sole discretion of the Sponsor, be required to execute and return an Affidavit of Eligibility/Liability, a Prize Selection form(s) and, unless prohibited, a Publicity Release form within five (5) business days of date of issuance. Acceptance of a prize constitutes permission for Sponsor and its designees to use members of the teams name for purposes of advertising, promotional and other purposes in any and all media now or hereafter known throughout the world for a period of two (2) years from the conclusion of the Contest, without further compensation, notification or permission unless prohibited by law. If any potential Winner does not comply with these Official Rules, at Sponsor's discretion, an alternate Winner may be selected from all eligible entries in accordance with the Phase Three Judging and Judging Criteria set out above, as applicable. Odds of winning depend upon the total number of votes cast by the judges received during the Final Judging periods.

The three (3) Winners will be publicly announced on or about Saturday April 1, 2023 to Sunday, April 30, 2023 on samsung.com/ca/solve.

5. General Rules:

The Contest is governed by the laws of Canada, province of Ontario without regard its conflict of laws principles with venue in Toronto, Ontario Canada, and all claims must be resolved in the courts of Toronto, Ontario Canada.

As a strict condition of participating in the Contest, entrants agree; (a) to abide by these Official Rules, and to the decisions of Sponsor and the judges, which shall be final and binding in all respects; (b) to the publication, reproduction and/or other use of their names, cities of residence, statements about the Contest, and/or likenesses and/or biographical data by Sponsor and its designees, as well as any content created or generated by the Entrant, for advertising, promotional and other purposes in any and all media now or hereafter known throughout the world for a period of two (2) years from the conclusion of the Contest at discretion of Sponsor without compensation, permission or notification (except where prohibited by law); (c) THAT CONTEST ENTITIES (collectively the "Released Parties") SHALL HAVE NO LIABILITY AND SHALL BE HELD HARMLESS FOR ANY DAMAGE, LOSS OR INJURY TO AN ENTRANT OR ANY THIRD PARTY RESULTING FROM PARTICIPATION IN THIS SWEEPSTAKES OR THE USE OR MISUSE OF ANY PRIZE. PRIZES ARE AWARDED "AS IS" WITHOUT ANY REPRESENTATIONS OR WARRANTIES EXCEPT FOR ANY "IN THE BOX" WARRANTY THAT MAY BE PROVIDED WITH A PRIZE; (d) UNDER NO CIRCUMSTANCES WILL ENTRANT BE PERMITTED TO OBTAIN AWARDS FOR, AND ENTRANT HEREBY WAIVES ALL RIGHTS TO CLAIM PUNITIVE, INCIDENTAL, CONSEQUENTIAL, OR ANY OTHER DAMAGES, OTHER THAN FOR ACTUAL OUT OF POCKET EXPENSES, IF ANY; (e) ALL CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THIS SWEEPSTAKES, OR ANY COMPENSATION OR CREDIT TO BE PROVIDED, SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION; AND (f) ANY AND ALL CLAIMS, JUDGMENTS, AND AWARD SHALL BE LIMITED TO ACTUAL OUT OF POCKET COSTS INCURRED, IF ANY, AND IN NO EVENT SHALL ENTRANT BE ENTITLED TO RECEIVE ATTORNEYS' FEES OR OTHER LEGAL COSTS OR EXPENSES.

Sponsor is not responsible for: (i) any damage to or loss of the Prize that may occur as a result of or in the course of delivery of a prize, (ii) delivery of a prize within a reasonable or specified time, or (iii) any costs associated with the installation or assembly of a prize, if applicable.

By accepting a prize, each Finalist and Winner agrees to release and hold harmless Released

Parties from and against any damage, loss or injury resulting from the use or misuse of any prize or Released Parties' use of any rights granted herein. Released Parties are not responsible for lost, interrupted or unavailable network, server or other connections, miscommunications, failed phone, computer or telephone transmissions or technical failure, jumbled, scrambled or misdirected transmissions, scoring errors or other problems or errors related to participation in the Contest or other errors or problems of any kind whether typographical, printing, human, mechanical, computer, electronic or otherwise relating to or in connection with the Contest, including, without limitation, errors or problems which may occur in connection with the administration of the Contest, the processing or judging of Entries, the tabulation of votes, the incorrect uploading of any video, the announcement of the prizes or in any Contest-related materials or for any damage to your or other person's computer hardware or software as a result of participation.

Released Parties are not responsible for entries that are late, lost, stolen, incomplete, inaccurate, undelivered, misdirected, garbled or delayed by computer transmissions. Persons found tampering with or abusing any aspect of this Contest or who are in violation of these Official Rules as solely determined by the judges will be disqualified and all associated entries will be void. Every submission must be manually entered by the individual participant and repetitive automated electronic submission of entries is specifically disallowed. In the event the Contest is compromised by virus, bugs, non-authorized human intervention or other causes which corrupt or impair the administration, security, fairness or proper play of the Contest, or if Contest is unable to run as planned for any other reason, Sponsor reserves the right in its sole discretion to suspend or terminate the Contest or any portion thereof and/or terminate the participation of any participant (and void his/her entry) whose conduct potentially compromises the Contest and, if terminated, at Sponsor's discretion, judge all eligible, non-suspect entries received up to time of such action using the applicable judging procedures outlined above.

In the event of a dispute regarding who submitted an entry, entries will be deemed to have been submitted by the authorized account holder of the telephone number submitted at the time of entry. "Authorized account holder" is defined as the person who is assigned a telephone number by a telephone service provider or other organization (e.g. business, educational institute, etc.) that is responsible for assigning telephone numbers. You may be required to provide proof that you are the authorized account holder of the telephone number associated with the selected entry and that you have all necessary consents, permissions and/or licenses as required by these official Rules. The sole determinant of the time for the purposes of a valid entry in this Contest will be the Contest server machine(s). All entries are subject to verification by the Sponsor in its sole discretion. The Sponsor reserves the right, in its sole discretion, to require proof of identity and/or eligibility (in a form acceptable to the Sponsor) to participate in this Contest. Failure to provide such proof in a timely manner may result in disqualification. You may also be required to provide proof that you are the contestant in respect of the selected entry. The Sponsor reserves the right, in its sole discretion, to disqualify any individual (and all of his or her entries) who tampers with the entry process. **ANY ATTEMPT BY YOU OR ANY OTHER PERSON TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND THE CONTEST SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES AGAINST ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.**

PERSONAL INFORMATION: The Sponsor is collecting personal information about you for the purpose of administering this Contest. Your personal information will be used for the administration of the Contest, including contacting selected contestants, the awarding of the prizes and in aggregated, non-personal form in order to create reports regarding contestant demographics and consumer habits, which reports the Sponsor may disclose to others. By entering this Contest, you consent to the collection, use, storage, sharing and disclosure by the Sponsor (and its officers, directors, employees, agents or representatives) of the personal information provided by you in Contest entries in accordance with the Sponsor's privacy policy (available at <http://www.samsung.com/ca/info/privacy.html>).

6. Winners List:

The names of the winners (available after on or about Saturday, April 1, 2023 to Sunday, April 30, 2023), on samsung.com/ca/solve.

Sponsor: Samsung Electronics Canada, Inc., 2050 Derry Road West, Mississauga, Ontario, L5N 0B9

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