

NCM 2020 U.S. YOUNG LIONS COMPETITION

OFFICIAL RULES

Important: Please read these Official Rules before entering this competition (the “Competition”). By participating in the Competition, you agree to be bound by these Official Rules and represent that you satisfy all of the eligibility requirements below.

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS COMPETITION. SUBJECT TO APPLICABLE FEDERAL, STATE, LOCAL AND MUNICIPAL LAWS AND REGULATIONS. VOID WHERE PROHIBITED.

I. Eligibility. Winners of the NCM 2019 U.S. Young Lions Competition are not eligible to compete in the 2020 U.S. Young Lions Competition. Subject to additional restrictions below, the Competition is open to young professionals employed by an advertising company or agency, PR company or agency, or media industry company, or marketing company in the U.S., who are at least eighteen (18) years of age at the time of registration and who will not be older than thirty (30) years of age as of June 22, 2020. Each individual participant is a “Participant.” The Competition Period is from start of the Competition Registration Period through the end of the 2020 Cannes Lions International Festival of Creativity, June 26, 2020. Throughout the Competition Period, Participants must be legal residents of one of the fifty (50) United States or the District of Columbia with valid U.S. passports or hold valid Visas authorizing travel to France. All Participants must be an Employee or a Freelancer (as defined herein) at the time of registration throughout the Competition Period. An “Employee” is a current employee in good standing of a relevant company or agency. A “Freelancer” shall mean a Young Creative (under 30 years of age) who is not in full time education but works on a contract basis for one or multiple agencies or companies. These professionals are not full time employees but work within a certain discipline on a freelance basis within the creative communications industry. If a Participant Employee should leave or be terminated from their employer during the Competition Period, does not become a Freelancer, or is not an Employee of another company or agency (defined above), the Participant and his/her Team will be disqualified. Employees and contractors of National CineMedia, LLC (“NCM” or “Sponsor”), and any employees and contractors of Lions Festivals Ltd. and each of their respective affiliated companies, and the immediate family members of, and any persons domiciled with, any such employees or contractors, are not eligible to enter or to win. Any individuals who are participants in the official 2020 “U.S. Hispanic Young Lions Competition” may not enter this Competition. Winning Teams must be able to attend the 2020 Cannes Lions International Festival of Creativity in Cannes, France, from June 22-26, 2020. **IF YOU DO NOT MEET ANY OF THESE REQUIREMENTS, OR ANY OTHER ELIGIBILITY REQUIREMENTS IN THESE OFFICIAL RULES, YOU ARE NOT ELIGIBLE TO WIN THE COMPETITION, AND SPONSOR RESERVES THE RIGHT NOT TO AWARD PRIZES TO YOU. TO BE ELIGIBLE TO WIN, ENTRIES MUST BE COMPLETED AND RECEIVED BY SPONSOR IN THE MANNER AND FORMAT DESIGNATED BELOW.**

II. How to Enter.

a. Registration. Registration will begin at 12:01 a.m. (E.T.) on January 15, 2020 and end at 8:00 p.m. (E.T.) on February 19, 2020 (“Competition Registration Period”). The Competition is open to “Teams” comprised of two (2) Participants who meet the eligibility requirements stated above. A Team may have no less than two (2) nor more than two (2) Participants. If a Participant leaves the Competition for any reason, the entire Team will be disqualified. Participants may only be a Participant of one (1) Team. A Team’s Participants do not have to be employed by the same company or agency; EXCEPT in Marketer Competition. There are six (6) Competition categories (each a “Category”) which Teams can choose to participate in: Digital, Film, Marketer, Media, Print, and PR. Teams can compete in up to two (2) Categories. To register your Team, you must fill out the online registration form that can be found on the Competition website canneslions.ncm.com. All information must be completed on the form in order to receive a confirmation email that will include your Team number. **REGISTRATION CLOSSES at 8:00 p.m. (E.T.) on FEBRUARY 19, 2020.** The following information is required on the registration form: (1.) Young Lions Competition Category your Team wishes to compete in; and (2.) each Participant’s Full Name, Company & Title, Email Address, Phone Number, and Date of Birth. Teams will receive a confirmation code upon receipt of the completed form, and that confirmation code will be required to compete. Teams entering two (2) Categories must submit a separate registration form for each Category.

Sponsor will accept a maximum of twenty-one hundred (2100) Team registrations. Sponsor will cease accepting entries once it has received the maximum number of Team registrations. The twenty-one hundred (2100) Team registration maximum is limited to three hundred and fifty (350) Digital Teams, three hundred and fifty (350) Film Teams, three hundred and fifty (350) Marketer Teams, three hundred and fifty (350) Media Teams, three hundred and fifty (350) Print Teams, and three hundred and fifty (350) PR Teams. Teams will be accepted in the order that they register during the Competition Registration Period.

Category-Specific Team Member Criteria:

- **Digital Category:** Open to a Team of two digital professionals working in creative communications/advertising/digital agencies. Freelancers will be accepted into this competition.
- **Film Category:** Open to a Team of two creative professionals working in creative communications/advertising/digital agencies. Freelancers will be accepted in this competition.
- **Marketer Category:** Open to a Team of two brand marketers who work for the **SAME** client company which engages the services of advertising and communications companies (ie Intel; Coca-Cola). Freelancers are **NOT** eligible to compete in this competition.
- **Media Category:** Open to a Team of two professionals working for Media agencies or specific in-house Media departments in agencies (i.e., planners/buyers/strategists) or from a client in-house Media department. Freelancers will be accepted into this competition.
- **Print Category:** Open to a Team of two creative professionals working in creative communications/advertising/digital agencies. Freelancers will be accepted into this competition.
- **PR Category:** Open to a Team of two professionals working within a PR agency or within a specific in-house PR department of an agency or within a client in-house PR department. Freelancers will be accepted into this competition.

b. Entry. An assignment brief will be sent to each confirmed Team no later than 6:00 p.m. (E.T.) on February 27, 2020. **Submissions will be accepted beginning at 8:00 a.m. (E.T.) March 3, 2020 and ending at 8:00 p.m. (E.T.) March 10, 2020 (“Entry Period”). Each submission must include the Team’s confirmation code for that Category.** Submission specifications and entry details vary by Category and will be outlined in the assignment brief. All submissions must be the original work of the Team and be in English. If a Team submits an advertisement which includes photos or video of individuals, the Team will be required to submit a completed release confirming that the Team has the right to include the individuals in the submission. All entries must fully comply with the specifications outlined in the assignment brief.

c. For All Entry Categories. Limit one (1) entry per Team per Category. All requested information must be provided for your entry to be valid. Entries must be submitted following Sponsor’s requested submission process. Receipt of entry occurs when Sponsor’s servers records your submitted entry form or Sponsor receives your offline entry submission. Proof of sending (such as an automated computer receipt confirming the delivery of e-mail, a “thanks for entering” message or post office receipt) does not constitute proof of actual receipt by Sponsor. Entries become the exclusive property of Sponsor and will not be acknowledged or returned. All Participants and entries are subject to verification by Sponsor.

Neither Sponsor, Sponsor Group, nor the Lions Festivals Ltd. will be responsible for incomplete, lost, late, postage-due, misdirected, or illegible entries. In addition, neither Sponsor, Sponsor Group, nor the Lions Festivals Ltd. shall be responsible for entries that are corrupted or otherwise not received correctly or for any problems or technical malfunction of any telephone network or lines, computer on-line systems, networks, servers or providers, web sites, cell phone text messaging availability, computer equipment, software, failure of e-mail, or on account of technical problems, traffic congestion on the internet, or technical errors or difficulties, or other errors of any kind whether human, mechanical, electronic or network or the incorrect or inaccurate capture of entry or other information or the failure to capture, or loss of, any such information. Sponsor reserves the right to terminate, modify or suspend the Competition in the event of technical difficulty, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or for any other reason which may corrupt or affect the administration, security, fairness, integrity or proper conduct of the Competition, and select the winner from among all eligible entries received from the unaffected portion of the Competition prior to and/or after the action taken by Sponsor (if any, as appropriate) or by some other means deemed by Sponsor in its sole discretion to be fair, appropriate and consistent with the letter and spirit of these Official Rules. If the use of any software or service is required either for the completion or

submission of entries, each Team Participant must agree to any terms and conditions related to that software or service and neither Sponsor, Sponsor Group, nor the Lions Festivals Ltd. will be responsible for any problems, technical malfunctions, security issues, errors, or difficulties associated with that software or service. Neither Sponsor, Sponsor Group, nor the Lions Festivals Ltd. shall be responsible for injury, damage, tampering, or hacking to participant's or to any other person's computer, on-line accounts or cellular phone related to or resulting from participating in this Competition.

Each Participant acknowledges and agrees that Sponsor shall have the right to reproduce, publish, adapt, modify, or otherwise display or use the submissions and advertisements in any way it sees fit, including in any media (i.e. internet, broadcast, print, video, or audio) without compensation to the Participant. Sponsor and judges reserve the right to disqualify any entry that is alleged to infringe on any third party's intellectual property rights, or that Sponsor deems obscene, offensive, or otherwise inappropriate for viewing by a general audience. Judges may disqualify entries that have won previous awards or competitions.

Your computer must accept cookies, or any successor or similar technology, which may be used for the purpose of entry tracking. Ad blocking software on your computer needs to be disabled so that it doesn't interfere with processing your entry. By entering, you agree to the terms of these Official Rules and to receive e-mails from Sponsor or those directed by Sponsor.

- d. Identity of Participants.** In the event of a dispute about the identity of the Participant(s), entries made online will be declared made by the authorized account holder of the e-mail address submitted at time of entry. An authorized account holder is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider or other organization (e.g., business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. The potential winner may be required to provide Sponsor with proof that the potential winner is the authorized account holder of the e-mail address associated with the winning entry. Any questions regarding the number of entries submitted or the owner of an ISP account shall be determined by Sponsor in its sole discretion, and Sponsor reserves the right to disqualify any entries by persons determined to be tampering with or abusing any aspect of the Competition.

III. Winner Selection. A panel of qualified judges, selected by Sponsor, will judge all Team entries. Each Category will be judged independently of one another. The ratings scale for each criterion will range from one (1) to seven (7), with seven (7) being the best score. See Category details below for judging criteria and process. All judging will be completed on or about May 1, 2020.

a. Digital Category.

- i. All eligible entries for this Category will be judged according to the following criteria: 25% Presentation/Craft, 25% Social Media Concept, 25% Creative Execution, and 25% Perceived Effectiveness/Functionality.
- ii. Upon completion of the first round of judging there will be no more than twenty-five (25) Semi-Finalist Teams selected based on the entries which receive the highest scores at the conclusion of the judging. In the second round of judging, the Semi-Finalist Teams will be judged by the judges using the criteria stated above. Upon completion of the second round of judging there will be no more than six (6) Finalist Teams selected based on which entries receive the highest scores. Finalist Teams (both Participants) will be required to present their submission in person at the Digitas offices in New York: 375 Hudson Street, New York, NY; to the judges selected by the Sponsor. The live presentation will take place in the April 15 – April 24, 2020 timeframe on a date and time designated by NCM. Finalist Teams will be notified at least ten (10) days prior to scheduled live presentation. All expenses incurred for this trip to New York are the sole responsibility of each of the Finalist Digital Team Participants. Any Finalist Team not able to fully attend the live presentation will be disqualified. The Finalist Team with the highest cumulative score will be designated the Digital Category winner.

b. Film Category.

- i. All eligible entries for this Category will be judged according to the following criteria: 25% Originality, 25% Overall Concept and Message, 25% Creative Execution, and 25% Perceived Effectiveness.
- ii. Upon completion of the first round of judging there will be no more than fifteen (15) Finalist Teams selected based on the entries which receive the highest scores at the conclusion of the judging. In the second round of judging, the Finalist Teams will be judged by the judges using the criteria stated above. The Finalist Team with the highest cumulative score will be designated the Film Category winner.

- c. Marketer Category.**
- i. All eligible entries for this Category will be judged according to the following criteria: 25% Alignment of Charity to the Brand; 25% Strategy/Including Insight; 25% Creative Marketing Execution; and 25% Perceived Effectiveness.
 - ii. Upon completion of the first round of judging there will be no more than twenty-five (25) Semi-Finalist Teams selected based on the entries which receive the highest scores at the conclusion of the judging. In the second round of judging, the Semi-Finalist Teams will be judged by the judges using the criteria stated above. Upon completion of the second round of judging there will be no more than six (6) Finalist Teams selected based on which entries receive the highest scores. Finalist Teams (both Participants) will be required to present their submission in person at the FCB offices in New York: 100 West 33rd Street, New York, NY; to the judges selected by Sponsor. The live presentation will take place in the April 15 – April 24, 2020 timeframe on a date and time designated by NCM. Finalist Teams will be notified at least ten (10) days prior to scheduled live presentation. All expenses incurred for this trip to New York are the sole responsibility of each of the Finalist Marketer Team Participants. Any Finalist Team not able to fully attend the live presentation will be disqualified. The Finalist Team with the highest cumulative score will be designated the Marketer Category winner.
- d. Media Category.**
- i. All eligible entries for this Category will be judged according to the following criteria: 25% Innovative Media Strategy, 25% Consumer/Brand/Media Insights, 25% Creative Execution, and 25% Perceived Effectiveness.
 - ii. Upon completion of the first round of judging there will be no more than twenty-five (25) Semi-Finalist Teams selected based on the entries which receive the highest scores at the conclusion of the judging. In the second round of judging, the Semi-Finalist Teams will be judged by the judges using the criteria stated above. Upon completion of the second round of judging there will be no more than six (6) Finalist Teams selected based on which entries receive the highest scores. Finalist Teams (both Participants) will be required to present their submission in person at the UM offices in New York: 100 West 33rd Street, New York, NY; to the judges selected by Sponsor. The live presentation will take place in the April 15 – April 24, 2020 timeframe on a date and time designated by NCM. Finalist Teams will be notified at least ten (10) days prior to scheduled live presentation. All expenses incurred for this trip to New York are the sole responsibility of each of the Finalist Media Team Participants. Any Finalist Team not able to fully attend the live presentation will be disqualified. The Finalist Team with the highest cumulative score will be designated the Media Category winner.
- e. Print Category.**
- i. All eligible entries for this Category will be judged according to the following criteria: 25% Originality, 25% Overall Concept and Message, 25% Creative Execution, and 25% Perceived Effectiveness.
 - ii. Upon completion of the first round of judging there will be no more than fifteen (15) Finalist Teams selected based on the entries which receive the highest scores at the conclusion of the judging. In the second round of judging, the Finalist Teams will be judged by the judges using the criteria stated above. The Finalist Team with the highest cumulative score will be designated the Print Category winner.
- f. PR Category.**
- i. All eligible entries for this Category will be judged according to the following criteria: 25% PR Strategy, 25% Overall Concept and Message, 25% Creative Execution, and 25% Perceived Effectiveness.
 - ii. Upon completion of the first round of judging there will be at least three (3) but no more than ten (10) Finalist Teams selected based on the entries which receive the highest scores at the conclusion of the judging. Finalist Teams (both Participants) will be required to present their submission in person at Weber Shandwick's New York office: 909 Third Avenue, New York, NY; to the judges selected by Sponsor. The live presentation will take place during the timeframe of April 15 – April 24, 2020 on a date and time designated by NCM. Finalist Teams will be notified at least ten (10) days prior to scheduled live presentation. All expenses incurred for this trip to NYC are the sole responsibility of each of the Finalist PR Team Participants. Any Finalist Team not able to fully attend the live presentation will be disqualified. The Finalist Team with the highest cumulative score will be designated the PR Category winner.

Each Category will be judged independently of the other Categories. All judging (except for the final rounds of the Marketer, Media, PR and Digital Categories) will be blind. Judges will not have access to the Team Participants' names or any contact information. Judges will only be provided links to or copies of the submissions. In the case of the Print competition, entries are to be submitted without Team Participant's names or company names on the front of the entry. The two (2) Teams with the next highest scores in each Category will be the Runner Ups. In the event of a tie, tied entries will be re-judged on the same criteria listed above. Decisions of judges and Sponsor shall be final and binding in all respects.

Winning Teams must be able to attend the 2020 Cannes Lions International Festival of Creativity in Cannes, France, from June 22-26, 2020 (“Festival”). If a winning Team cannot attend the Festival, and fulfill their duty as “TEAM USA,” the Team will be disqualified and the Runner-Up for the respective Category will be awarded the Prizes and required to attend the Festival. If either Participant of a winning Team cannot attend the Festival, the Team cannot fulfill their duty as “TEAM USA” and will be disqualified.

The full list of Young Lions Category winners will be posted on the Competition website and announced in a press release issued by NCM on or around May 15, 2020.

IV. Prizes and Odds. The Winning Teams from each Category (Digital, Film, Marketer, Media, Print and PR) will represent “TEAM USA” during the 2020 Cannes Lions International Festival of Creativity in Cannes, France from June 22-26, 2020. Each Team, consisting of two (2) Participants, will receive the following: (2) Round-trip coach airfare tickets from the major airport closest to each Team Participant’s residence to Nice, France; Up to (7) nights double-occupancy, at a 2-star (or higher) hotel in Cannes, France during the Festival; and (2) Full-week Young Lions Registration Passes. The approximate retail value of the prize is \$10,000 based on the airfare and hotel rates in effect at time of travel. No other costs or expenses are included in the prizes. Each Team Participant shall be responsible for ground transportation to and from the airports and hotel, meals, beverages, gratuities, taxes, and all other expenses, not included in the prize description. Odds of winning depend on the number of eligible entries received. Prizes are provided by the Sponsor and Sponsor Group: Digitas (Digital); Pereira & O’Dell (Film); UM – Universal McCann (Media); FCB (Marketer); Weber Shandwick (PR); National CineMedia (Print); as well as any additional sponsoring organization that may join the Sponsor Group in the future. Sponsor shall have final determination of air travel and hotel accommodations and may have secured such arrangements prior to announcing winners.

V. Winner Notification and Acceptance. On or about May 1, 2020, Sponsor will contact each winning Team by phone or email, at the phone number and email address submitted on the entry. After confirmation of the winning Teams for each Category, the winning Teams will be announced on the Competition website canneslions.ncm.com and an official NCM Press Release will go out to all participants and interested parties. The Prize is non-assignable and nontransferable. No substitutions are allowed by the winner. Prize is not redeemable for cash. Sponsor reserves the right to substitute a prize of equal or greater value. **Each Winner is solely responsible for reporting and payment of any taxes on prizes.** Winners may be required to complete an affidavit of eligibility/liability and publicity release which must be returned as directed by Sponsor. Failure to sign and return the affidavit or release, or to comply with any term or condition of these Official Rules, may result in disqualification of entry, the forfeiture of the prize, and the award of the prize to a substitute winner. Except where prohibited, acceptance of any prize constitutes winner's consent to the publication of his or her name, biographical information and likeness in any media for any commercial or promotional purpose, without limitation, the Internet or further compensation. Prizes not won and claimed by eligible winners in accordance with these Official Rules will not be awarded and will remain the property of Sponsor.

VI. Participation. By participating, Participants agree to be bound by these Official Rules and the decisions of Sponsor and judges. Sponsor reserves the right to disqualify persons or Participants found tampering with or otherwise abusing any aspect of this Competition as solely determined by Sponsor.

VII. Copyright. By entering the Competition, each Participant grants to Sponsor a royalty-free and irrevocable right and license to publish, print, edit or otherwise use the Participant's submitted entry, in whole or in part, for any purpose and in any manner or media (including, without limitation, the Internet) throughout the world in perpetuity, and to license others to do so, all without limitation or further compensation. Each Participant further agrees that if its/his/her entry is selected by Sponsor as the winning entry, it/he/she will sign any additional license or release that Sponsor may require, and will not publicly perform or display his or her submission without the express permission of Sponsor.

VIII. Construction. The invalidity or unenforceability of any provision of these rules shall not affect the validity or enforceability of any other provision. In the event that any such provision is determined to be invalid or otherwise unenforceable, these rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein.

IX. Sponsor & Sponsor Group. The Competition is sponsored by NCM in collaboration with Digitas; Pereira & O’Dell; FCB; UM (Universal McCann); and Weber Shandwick (“Sponsor Group”), as well as any additional

sponsoring organization that may join the Sponsor Group in the future. In the event an additional organization joins the Sponsor Group, Sponsor will update these rules to include them, and Participants agree to such update upon notice to the Registration e-mail address. The decisions of Sponsor and judges regarding the selection of winners and all other aspects of the Competition shall be final and binding in all respects. Sponsor will not be responsible for typographical, printing or other inadvertent errors in these Official Rules or in other materials relating to the Competition.

X. Disclaimer. The Sponsor Group, Lions Festivals Ltd., the Festival and any of their respective parent companies, subsidiaries, affiliates (including Regal Entertainment Group, Cinemark USA, Inc., AMC Entertainment Inc. or any other affiliated theatres), directors, officers, professional advisors, employees and agencies (collectively, the “Released Parties”) will not be responsible for: (a) any late, lost, misrouted, incomplete, illegible, garbled, distorted, delayed, destroyed, stolen, or damaged transmissions or entries or other errors of any kind; (b) telephone, electronic, hardware, software, network, Internet, or other computer- or communications-related malfunctions or failures; (c) any Competition disruptions, injuries, losses or damages caused by events beyond the control of Sponsor or by non-authorized human intervention; or (d) any printing or typographical errors in any materials associated with the Competition.

XI. General Release. By entering the Competition, you release Sponsor and all Released Parties from any liability whatsoever, and waive any and all causes of action, related to any claims, costs, injuries, losses, or damages of any kind arising out of or in connection with the Competition or delivery, mis-delivery, acceptance, possession, use of or inability to use any prize (including, without limitation, claims, costs, injuries, losses and damages related to personal injuries, death, damage to or destruction of property, rights of publicity or privacy, defamation or portrayal in a false light, whether intentional or unintentional), whether under a theory of contract, tort (including negligence), warranty or other theory.

XII. Use of Winner’s Name, Likeness, etc. Except where prohibited by law, entry into the Competition constitutes permission to use each winner’s name, hometown, likeness, opinions, any statements, voice and/or prize information, without limitation, in connection with the Competition and for any other advertising, marketing, or promotional purpose(s) without further permission, compensation or remuneration of any kind. As a condition of being awarded any prize, except where prohibited by law, each winner may (in Sponsor’s sole discretion) be required to execute a consent to the use of such winner’s name, hometown, likeness and/or prize information, without limitation, in connection with the Competition and for any other advertising, marketing, or promotional purpose(s) without further permission or compensation.

XIII. Affidavit & Release. As a condition of being awarded any prize, each winner may (in Sponsor’s sole discretion) be required to execute and deliver to Sponsor within five (5) business days of attempted notification a signed affidavit of eligibility and acceptance of these Official Rules and release of liability, and any other legal, regulatory, or tax-related documents required by Sponsor in its sole discretion. Failure to do so may disqualify the winner and Sponsor may select an alternate winner.

XIV. Winner List; Rules Request. For a list of winners (available after May 15, 2020) or a copy of these Official Rules (as applicable), visit canneslions.ncm.com or send a self-addressed, stamped envelope to “Winners List/of NCM 2020 U.S. Young Lions Competitions” One Grand Central Plaza, 60 East 42nd Street, Suite 2030, New York, NY 10165. If you have any questions regarding this Competition, send an email to Meghan.Soman@ncm.com. Residents of VT may omit return postage.

XV. Intellectual Property Notice. The Competition and all accompanying materials are copyright © 2020 by National CineMedia, LLC or its licensors.

XVI. Privacy. NCM has the right to contact Participants about the Competition and share their information among and with the Sponsor Group in any way necessary to complete the Competition. In addition, data and information collected in the course of entering the Competition may be shared among and with the Sponsor Group, the Lions Festivals Ltd., the Festival, other Festival sponsors (both current and future) and their respective business partners. For a complete description of how this information may be used, including information on how to “opt out” of the disclosure of any personal information, please visit the Sponsor’s privacy policy at

www.ncm.com/privacy_policy.html, or mail your request, including a self-addressed, stamped envelope, to National CineMedia, LLC, 6300 S. Syracuse Way, Suite 300, Centennial, CO 80111, Attn: Privacy Policy Request. By entering the Competition, you consent to possibly being placed on a mailing list for promotional and other purposes. If you “opt out” prior to the Festival, you may not receive important announcements and e-mails that may relate to the Competition.