

NCM 2025 U.S. YOUNG LIONS “BOLD IMPACT” COMPETITION

OFFICIAL RULES

Important: Please read these Official Rules before entering this “Bold Impact” 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 NECESSARY TO ENTER. VOID WHERE PROHIBITED.

I. Eligibility. The Competition is only open to Teams that previously received a registration confirmation code for the NCM 2025 U.S. Young Lions Competition. Those Teams must consist of two (2) young professionals who throughout the Competition Period are each (i) a legal resident of one of the fifty (50) United States or the District of Columbia with a valid passport and the ability to travel abroad (e.g., Winners are responsible for obtaining necessary passports and visas) for more than six (6) months after the end of the Competition Period, (ii) at least eighteen (18) years of age at the time of registration, (iii) born on or after June 20, 1994, and (iv) working at the time of entry as an eligible employee or eligible freelancer in any of the Digital, Film, Media, Print, or PR creative fields (each a “Participant”). The “Competition Period” is from March 5, 2025 through April 9, 2025. Employees and contractors of National CineMedia, LLC (“NCM” or “Sponsor”), 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. The Winning Team must be available to participate in certain activities from June 16-June 20, 2025, in person in Cannes, France.

The Competition is open to “Teams” consisting of two (2) Participants who each meet the eligibility requirements. If a Participant leaves the Competition for any reason, the entire Team will be disqualified. A Participant may only be a member of one (1) Team. A Team’s Participants do not have to be employed by the same company or agency, but they each must be working at the time of entry as a paid professional within the industry of advertising, marketing, or communications (i.e., agency employee, freelancer, or in-house team member) within the same Category: Digital, Film, Media, Print, or PR.

Teams that win their Categories in the NCM 2025 U.S. Young Lions Competition are not eligible to win this Competition.

II. How to Enter.

Entry. An assignment brief will be available on the Competition website ncm.com/younglions no later than 6:00 p.m. (E.T.) on March 5, 2025. **Submissions will be accepted through 8:00 p.m. (E.T.) March 18, 2025. Each submission must include the Team’s confirmation code that they received when they registered for the NCM 2025 U.S. Young Lions Competition.** All entry submissions must be anonymous (e.g., the creative asset submitted with each entry must not include any Team Participant’s name or company name). Submission specifications and entry details will be outlined in the assignment brief. All submissions must be the original work of the Team and be in English. All entries must fully comply with the specifications outlined in the

assignment brief and must not infringe on the rights of any third party. Sponsor and judges reserve the right to disqualify any entry that (i) is submitted late, (ii) is alleged to infringe on any third party's intellectual property rights, (iii) Sponsor deems obscene, offensive, or otherwise inappropriate, (iv) has won any previous award or competition, or (v) does not meet the entry and submission requirements. 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 server 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. Due to the high volume of entries, specific scores or feedback will not be made available.

Neither Sponsor, Sponsor Group, the Lions Festivals Ltd., nor any of their directors, officers, professional advisors, employees and agencies (collectively, the "**Released Parties**") will be responsible for any technical malfunction, error, omission, interruption, deletion, defect, delay in operation, communications failure, computer failure, virus, or tampering; any unauthorized access to, theft, destruction or alteration of entries; any injury to or death of any entrant; or damage to any computer or mobile device used to enter the Competition (each an "**Unplanned Event**"). Sponsor reserves the right to terminate, modify or suspend the Competition, in its sole discretion, following any Unplanned Event. Sponsor may select winners from among all eligible entries received from the unaffected portion of the Competition by any means deemed by Sponsor in its sole discretion to be fair, appropriate and consistent with the spirit of these Official Rules.

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.

Identity of Participants. In the event of a dispute about the identity of any Participant, the entry will be declared made by 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.

III. Winner Selection. All Team entries will be judged by a first panel of qualified judges. The top five (5) finalists will be judged by a second panel of qualified judges. The ratings scale for each criterion will range from one (1) to five (5), with five (5) being the best score. See details below for judging criteria and process. All judging will be completed on or about April 9, 2025.

- i. All eligible entries will be judged by the first panel according to the following criteria: The Creative Idea (50%), Strategy/Insight (25%), Execution (25%).
- ii. The Top 5 entries will go through a second round of judging by the second panel based on the same criteria.
- iii. The Team with the highest score in the second round will be designated the Winning Team, unless that Team is also the winning Team for its Category in the NCM 2025 U.S. Young

Lions Competition, in which case the Team with the next highest score in the second round will be designated the Winning Team.

All judging will be blind, and judges will not have access to the Team Participants' names or any contact information. Judges will be provided with links to or copies of the submissions. The two (2) Teams with the next highest scores will be the "**Runner Ups**," with the First Runner Up being the Team with the second-highest score behind the Winning Team and the Second Runner Up being the Team with the third-highest score behind the Winning Team. Each Runner Up Team must be available to travel to Cannes, France if the Team immediately ahead of the Runner Up Team is unable to do so. In the event of a tie, tied entries will be re-judged on the same criteria listed above for that round. Decisions of judges and Sponsor regarding the selection of winners and all other aspects of the Competition shall be final and binding in all respects.

Subject to applicable restrictions, the winning Team will be invited to attend the 2025 Lions International Festival of Creativity in Cannes, France, from June 16-June 20, 2025 ("**Festival**"). The Winning Team will NOT be competing in the separate, global Young Lions competitions, but will participate in other Festival activities.

IV. Prizes and Odds. Subject to applicable restrictions, the Winning Team, consisting of two (2) Participants, will receive the following: (2) Round-trip coach airfare tickets from a major airport near each Team Participant's residence to Nice, France; Up to (6) nights double or single 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. 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, 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 April 9, 2025, Sponsor will announce the Winning Team at a live event. The Teams that submitted the top 5 highest scoring entries will be invited to attend the live event. Each Participant of the Winning Team who is not in attendance at the live event will be notified through their email address submitted on the entry. Both Participants of the Winning Team must provide Sponsor with written acceptance of the Winning Team's prize within 48 hours of notification in order to receive the prize. If a Winning Team fails to reply in the time period specified, that Winning Team forfeits the prize and a Runner Up winner may be selected. Both members of the Winning Team must be able to travel to France for the Festival during the June 16-June 20, 2025 timeframe, plus associated travel time, or the prize will be forfeited and an alternate Winning Team will be selected from the Runner Ups (time permitting). After acceptance of the prize by both Participants on the Winning Team, the Winning Team will be announced on the Competition website. The prize is non-assignable and non-transferable. 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.** Each Winner will 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 Runner Up Team. Prizes that are 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 Teams or Participants found tampering with or otherwise abusing any aspect of this Competition as solely determined by Sponsor. Participants are responsible for all costs and expenses associated with preparing, submitting, and presenting their Team's entry.

VII. Copyright. By entering the Competition, each Participant grants to Sponsor and the Sponsor Group a royalty-free and irrevocable right and license to reproduce, distribute, perform, publish, adapt, modify, display, and 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 his or her entry is selected by Sponsor as a winning entry, Participant will sign any additional license or release that Sponsor or any Sponsor Group member may require and will not distribute, publicly perform, publish, display, license, or use his or her submitted entry without the express written permission of Sponsor.

VIII. Construction. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any such provision is held to be invalid or otherwise unenforceable, these Official 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 National CineMedia, LLC in collaboration with OMD ("**Sponsor Group**"), as well as any additional sponsoring organization that may join the Sponsor Group in the future.

X. 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.

XI. Use of Winner's Name, Likeness, etc. Except where prohibited by law, entry into the Competition constitutes permission for Sponsor, the Sponsor Group, and their licensees to use each winner's name, biographical information, hometown, likeness, opinions, statements, voice and/or prize information, without limitation, in connection with the Competition and for any other

advertising, marketing, or promotional purpose(s) in any media, including without limitation, the Internet, without further permission, compensation or remuneration of any kind.

XII. Affidavit & Release. As a condition of being awarded any prize, each Participant on the Winning Team 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, tax-related, or other document(s) required by Sponsor in its sole discretion. Failure to do so may disqualify the Winning Team and Sponsor may select an alternate Winning Team.

XIII. Winner List; Rules Request. For a list of winners (available after April 10, 2025) or a copy of these Official Rules (as applicable), visit ncm.com/younglions. If you have any questions regarding this Competition, send an email to CannesYoungLions@ncm.com.

XIV. 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, sponsors of the NCM 2025 U.S. Young Lions Competition, the Lions Festivals Ltd., 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 personal information, please visit the Sponsor's Privacy Policy at www.noovie.com/privacy. If you "opt out" prior to the Festival, you may not receive important announcements and e-mails that may relate to the Competition.

XV. Miscellaneous. These Official Rules will be governed, construed and interpreted under the laws of the state of New York, U.S.A. without regard to the conflicts of laws principles of any jurisdiction. Any disputes, claims, and causes of action arising out of or connected in any way with the Competition or the award of prizes shall be resolved individually, without resort to any form of class action, and brought exclusively in a federal or state court situated in the City of New York, New York. To the maximum extent permitted by law, each Participant agrees and irrevocably consents to personal jurisdiction, subject matter jurisdiction, and venue in such courts. Sponsor reserves the right to suspend or cancel the Competition at any time without notice upon the occurrence of a Force Majeure Event. Notwithstanding anything to the contrary contained herein, the Released Parties shall not be liable for any suspension or cancellation of the Competition resulting from a Force Majeure Event. A "**Force Majeure Event**" includes, but is not limited to: an act of God; flood, fire, earthquake or explosion; war, invasion, hostility (whether war is declared or not), a terrorist threat or act, riot or other civil unrest; government order or law; national or regional emergency; strike, labor stoppage or slowdown or other industrial disturbance; epidemic or pandemic; or other similar event beyond the reasonable control of the Released Parties.