



Huawei SeedsTour Campaign UGC Campaign Terms and Conditions

The Huawei SeedsTour UGC Campaign (hereinafter referred to as the “Campaign”) is organized by Huawei Technologies Co., Ltd. (the “Organizer”). Campaign participants (the “Participants”) take part by interacting with Huawei accounts on Twitter, Facebook, or Instagram with requested info (please refer to Determination and notification) mentioning participant’s university and @Huawei. All Participants shall be deemed as having agreed to the following terms and conditions.

Participation

1. The campaign starts its 1st round on 20th January, 2023. The deadline for submission is on 27th January, 2023. The 2nd round of video submission starts on February 01 and the deadline is on February 08.
2. To participate in the Campaign, the participant will be required to share the campaign post and post a video on their personal Facebook or Twitter, tag or mention their attending university, and tag @Huawei. For Instagram, the participant will be required to post a comment on the campaign post and post a video on their personal IG page (Feed, not Instagram Story), tag or mention their attending university, and tag @Huawei.

Prizes

3 winners will be selected. The prizes and their details are as follow (Equivalent value is determined by Huawei):

- 5 complimentary days of SeedsTour in Barcelona: Attending salons and exhibition at MWC, and sightseeing in Barcelona.
- Complimentary transportation (including flight/train ticket to Barcelona), accommodation and meals.

Determination and notification

1. The winners will be selected through 2 rounds of submissions:

1st round: Share announcement post from Huawei social account on Twitter and Facebook on personal profile with a comment answering “why you wish to join the MWC trip and what you are most excited to learn about?” or comment at campaign post on IG with the answer. 1st round candidates will be selected by a jury of Huawei employees that will rate each participation based on the ‘Likes’ received on the shared post or IG comment and their overall profile page.

2nd round: Share a self-introduction video on Instagram Feed/Twitter/Facebook. The video must include your name, current country, major, and university, while demonstrating your passion for ICT / Telecommunication / 5G / latest technology & innovation, along with a

question that you wish to be answered during the MWC trip. The final 3 winners will be selected by the poll results on Twitter and LinkedIn.

2. Shortlisted videos will be published on Huawei's Instagram, Facebook and Twitter account.
3. Shortlisted content will be edited before publication.
4. The Organizer's decisions regarding all contest matters will be final, and no correspondence will be entered into.
5. In the event of circumstances outside the reasonable control of the Organizer, or otherwise where fraud, abuse, and/or an error (human or technical) affects or could affect the proper operation of this campaign or publication, the Organizer reserves the right to cancel or amend these terms and conditions at any stage, but will endeavor to minimize the effect on Participants in order to avoid undue disappointment.
6. If any provision of these terms is held invalid by any law, rule, order or regulation of any government, or by the final determination of any court of a competent jurisdiction, such invalidity shall not affect the enforceability of any other provisions not held to be invalid.
7. The Organizer will bear no responsibility for the inability to deliver prizes to Campaign winners due to extreme circumstances or humanitarian crises including, but not limited to, COVID-19 or other epidemics, conflict zones, natural disasters, or failed infrastructure.

Rights of Use

The copyright of any submitted work will be retained by the creator/participant and must be original content published after the start date of the Campaign. All Participants should have independent, complete, clear, and uncontested copyright of any and all submitted works. They should also ensure that their works do not infringe on any third parties, including but not limited to the copyright and rights of portrait, reputation, and privacy. All legal costs and liabilities arising from the aforementioned clause shall be borne by Participants, and the submission platform and the Organizer shall not be liable for such aforementioned infringements, nor their legal costs or liabilities. By submitting work for this Campaign, Participants accept that the Organizer has the right to use their submissions for campaigns and product and brand marketing for free, including but not limited to using submissions in network media, print media, photography exhibitions, retail stores, roadshows, digital content, out-of-home media, and other marketing activities. Participant's release of his/her work to participate in the activity is deemed to agree to the permanent license of his/her video content to the organizer for use, including promotion, marketing and publicity activities worldwide, and to allow the organizer to publicly release and display his/her personal information (with personal name attached). Include but not limited to internet media, self-media, building frame, elevator television, airport, subway and outdoor advertising. The organizer may modify or edit the image material of the portrait as required, but shall not violate the corresponding laws and regulations.
