

COSPLAY CONTEST AT IGROMIR 2018 – RULES (the “Rules”)

1. Purpose. The contest will award the creation and presenting (as a model) of an original costume, whereby the design and theme are derived from a Blizzard game.

2. Sponsor. BLIZZARD ENTERTAINMENT INTERNATIONAL, a division of Activision Blizzard International B.V., a Dutch limited liability company with its address at Prinses Beatrixlaan 582, WTC The Hague, Tower E, 6th floor, unit numbers 6.01-6.02-6.03, 2595 BM ‘s-Gravenhage, The Netherlands (below the “Sponsor”), is THE SPONSOR OF THE COSPLAY CONTEST (the “Contest”).

3. Participation Eligibility. The Contest is open to anyone aged thirteen (13) or above (the “Entrant”). **If you are between the ages of thirteen (13) and the legal age of maturity in your country of residence (a "Minor"), a parent or legal guardian must submit a signed, written statement that they have read, understood, and agree to these Contest rules with your entry, and that such agreement constitutes acceptance of these Contest rules on behalf of you and themselves. Additionally, if you are between the ages of thirteen (13) and sixteen (16), the presence of a parent or legal guardian is required during the Contest.**

Directors, officers, and employees of the Sponsor, its parent company, and any of their respective affiliate companies, subsidiaries, agents, professional advisors, advertising and promotional agencies, and immediate families of each are not eligible to participate and win any prizes. All applicable federal, state, and local laws and regulations apply. Void where prohibited or restricted.

4. Disclaimer. The Sponsor, all participating sponsors, and any of their respective parent companies, subsidiaries, affiliates, directors, officers, professional advisors, employees, and agencies will not be responsible for: (a) any late, lost, misrouted, garbled, or distorted or damaged transmissions or entries; (b) telephone, electronic, hardware, software, network, internet, or other computer, or communications-related malfunctions or failures; (c) any Contest disruptions, injuries, losses, or damages caused by events beyond the control of the Sponsor; or (d) any printing or typographical errors in any materials associated with the Contest.

5. Contest place and time. The contest will take place during the digital entertainment trade fair “IgroMir 2018,” held at the Crocus Exhibition Center, Mezhdunarodnaya Ulitsa, 16, Krasnogorsk, Moskovskaya oblast', Russia from October 4, 2018 to October 7, 2018 (the “Event”) at Sponsor’s booth on October 6, 2018.

6. How to apply to participate in the Contest: To apply for the Contest, an Entrant must:

6.1. Meet the eligibility requirements set forth in Section 3 above.

6.2. Create an original costume taking its design and theme from any of the Sponsor’s games.

6.3. The costume must meet the following design requirements:

- Costumes must not be wider than 2 m across, longer than 2 m, nor taller than 2.5 m;
- The Entrant should be able to easily maneuver his/her costume over stairs or ramps unassisted;
- Costumes should allow the Entrant to clearly see and hear, even in conditions of low light, in order to follow directions and navigate dimly lit stage areas while in costume;
- Costumes cannot include, or otherwise utilize, any edged weapons (such as knives, daggers, swords), firearms of any kind including air guns, long bows, crossbows, or any other type of projectile weapon regardless of whether it is unloaded or non-functional; ‘actual’ clubs, maces, or other ‘crushing weapons.’ Acceptable costume ‘weapon props’ will be limited to air filled or soft plastic swords, daggers, maces or clubs, and wooden staves that are not shod with metal;
- Costumes may not include liquids, gels, or other substances which could cause a mess in Blizzard’s sole discretion.
- Costumes cannot be the same ones as the costumes, which were used by the participants at the Blizzard costume contest at IgroMir 2017 in case they took first to third place in that competition.

6.4. Entrants are responsible for any and all costs and expenses associated with their costume creation and participation in the Contest.

6.5. Entrants must send their applications before 10:00 CEST of September 10, 2018 to the following email address: igromir@blizzard.com.

6.6. An application must consist of of an email describing the costume and preferably include an attached picture of the Entrant wearing the costume. The pictures can be either attached to the email or be embedded

into it. The pictures must be submitted in .JPEG, .JPG or .PNG format and cannot exceed the size of 2 MB per file. Only one application can be submitted per Entrant.

6.7. Sponsor will accept and assess the applications in the order of their submission. The first one hundred (100) accepted submissions will be included by Sponsor in the list of "Confirmed Contestants". The initial one hundred (100) Confirmed Contestants will receive access badges to the Event by Sponsor, which provide them free access to the Event.

6.8. Sponsor will send a confirmation e-mail stipulating that an Entrant has been selected as "Confirmed Contestant" not later than September 17, 2018.

To confirm participation in the Contest, the Entrant shall upon receipt of the confirmation email read and accept these Rules by printing and signing them. A scanned copy of the signed Rules (initials on each page and a handwritten signature at the end of the document) must be sent to igromir@blizzard.com not later than September 10, 2018. **Failure to provide the Sponsor with a scanned copy of a properly signed version of the Rules before the above date shall lead to the rejection of the application.**

6.9. Applications, which were received and/or accepted after the first one hundred (100) applications, which Sponsor included in the list of Confirmed Contestants will be placed in a Waiting List in the order of their receipt by the Sponsor.

Sponsor will send an e-mail that an Applicant is on put on the Waiting List not later than September 17, 2018.

In the event that a Confirmed Contestant informs Sponsor that he/she will not appear at the Event, the Entrant who is next in line on the Waiting List shall take their place as a Confirmed Contestant.

Applicants on the Waiting List will not be granted access badges by Sponsor. Their attendance of the Event shall be at their own costs (including but not limiting to costs for entrance tickets, etc.) and will not be reimbursed.

7. How to enter the Contest at the Event:

To enter the Contest at the Event, an Entrant must:

7.1. Meet the requirements set forth in Section 3 and Section 6 above.

7.2. Possess the printed version of the confirmation email from the Sponsor stipulating that an Entrant has been selected as Confirmed Contestant for the Contest.

7.3. For Confirmed Contestants initially placed on the Waiting List - possess the entrance ticket allowing admission to the Event;

7.4. Be present at Sponsor's booth during the Event and be ready to demonstrate the costume by means of walking on stage at the time indicated by the Sponsor.

The Sponsor reserves the right, at any time, to disqualify any Entrants not complying with the Rules (including the requirements for the costume design in Exhibit 1) and the Sponsor's representatives instructions. Additionally, the same applies to any Entrants behaving inappropriately and/or violating public order, including the use of alcohol and drugs, during the Contest.

8. Determination of Winners. Each selected Entrant shall wear the costume that was specified in the application and walk on stage on his/her own, without any assistance. A Jury composed by the Sponsor at Sponsor's own discretion will select a total of three (3) winners (the "**Winners**") amongst the Confirmed Contestants. The selection by the jury members will be at their own discretion but considering the following criteria: originality, creativity, and accuracy to the depiction of the character, class, event, or person the costume is based upon. Winners will be eligible to obtain a prize determined in Section 9 of the Rules based on their awarded placement in the Contest.

9. Prizes. Winners shall receive:

9.1. **First-place Winner:** MSI GS65 Stealth Thin 8RELaptop.

9.2. **Second-place Winner:** Overwatch D.Va Statue.

9.3. **Third-place Winner:** World of Warcraft Illidan Statue.

9.4. **Fourth- to sixth-place Winners:** Overwatch Tracer Statue.

9.5. **Seventh- to eighth-place Winners:** Overwatch Widowmaker Statue.

9.6. **Ninth- to tenth-place Winners:** Overwatch Genji Statue.

First-place prize is provided to the Winner by LLC MSI Computer (Russia), tel. : +7-495-981-4509, with address at 127273, Russia, Moscow, Berezovaya alleya 5A, 1-3, office 307 as participating sponsor. All relations in

respect of the First-place prize of the Winner will be directly with MSI Computer. Any warranty or damage claims will be governed by MSI Computer's policies and regulations.

The remaining prizes will be provided by Sponsor.

Resale of the Prize is forbidden. No exchange of the Prize for money, another prize, object or service different from the Prize eventually won by an Entrant will be accepted.

10. Notice. The Sponsor will notify Winners within ten (10) working days regarding the further process of claiming the respective prizes.

11. Collection of information. To provide services in connection to this Contest, the data from and about the Entrants will be collected and processed by the Sponsor. Blizzard Entertainment International, a division of Activision Blizzard International B.V., is the data controller for the processing of your personal data. The company is located at Prinses Beatrixlaan 582, WTC The Hague, Tower E, 6th Floor, 2595 BM The Hague, The Netherlands.

11.1. For the conducting of the Contest and communications associated with it, including publications related to the Contest on the Sponsor's and Event's websites, etc., the following data shall be collected: Entrants' full name, email address, phone number, country of residence.

11.2. The above data will be collected during the application process for the Contest and during the Contest itself according to the Regulation (EU) 2016/679 of the European Parliament and of the Council of April 27, 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data and repealing Directive 95/46/EC (GDPR).

11.3. Each Entrant agrees and understands that the Sponsor can use the data for the purposes outlined above.

12. Responsibility. By entering the Contest and to the fullest extent permitted by law, you release the Sponsor, participating sponsors and any of their respective parent companies, subsidiaries, affiliates, directors, officers, employees, and agencies (collectively, the "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 Contest or delivery, misdelivery, 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.

In case of circumstances outside the Sponsor's control, in a fortuitous case, or under exceptional circumstances (fire, flood, natural disaster, malevolent intrusion in the IT system, strike, jeopardize of the financial and technical viability of the Contest etc.), even in the case of its own responsibility (subject to its good faith), the Sponsor retains the right to cancel the whole or part of the Contest. The Contest will also automatically be cancelled in case of cancellation of the Event.

The Sponsor retains the right to disqualify and take actions against an Entrant who has cheated, deceived, faked, or disturbed the Contest or the Event.

13. Grant of license. By participating in the Contest, Entrants hereby grant to the Sponsor, a non-exclusive, worldwide, royalty free license for the duration of the protection usually granted to authors by laws and convention on copyright to: display and reproduce photographs or video material in association with the Contest on the Sponsor's websites ("Licensed Materials"), including, but not limited to www.blizzard.com and www.eu.battle.net, for streaming, commercial, business, and trade purposes, as well as for advertising and/or publicity purposes in the broadest sense. Additionally, Entrants hereby agree and acknowledge that the Sponsor may, in its sole discretion, display the Licensed Materials, in whole or in part, distorted in character or form, on its website/s. The license granted by Entrants under this provision to Sponsor shall not be limited by term.

14. Image Authorization. The Sponsor can reproduce and use Entrant's full name, country of residence, age, personal photograph, Contest participation video and picture footage and interviews (hereinafter the "Elements"). Entrant hereby authorizes the Sponsor to reproduce, digitize, adapt, diffuse, represent, and communicate the Elements on any communication medium relative to the Sponsor's interactive games (the "Product") such as: press releases, press conferences and press kits (audio and visual) of the Product by the Sponsor relative to its communication with the general and specialized (multimedia editions, general public

computer science, family dedicated newspapers) press, provided that the Elements shall be reproduced and communicated in whole or in part by the aforementioned press.

The authorization hereby granted is free of charge, worldwide and for indefinite period (or at least for the exploitation term of the Product and of the range to which it belongs). It is expressly understood that the Sponsor shall not make use of any of your eventual observation and image in a manner that could harm the Entrant's reputation.

15. Applicable law. The Contest and these Rules are governed, construed, and interpreted under the laws of the Netherlands. Entrants agree to be bound by these rules.

In case of litigation, only tribunals in the country of physical residence of the head office of the Sponsor will have jurisdiction.

The Entrant also accepts and acknowledges that the organization of the Event is subjected to the laws and regulations of the Russian Federation, which the Entrant shall abide to at all times in relation to the participation in the Contest.

16. Miscellaneous. Entrants agree to be bound by these Rules and by the decisions of the Sponsor, which are final and binding in all respects. The Sponsor reserves the right to, at Sponsor's sole discretion, change these Rules at any time, as well as to suspend or cancel the Contest or any Entrant's participation in the Contest should viruses, bugs, unauthorized human intervention or other causes affect the administration, security, or proper play of the Contest, or the Sponsor otherwise becomes (as determined in its sole discretion) incapable of running the Contest as planned.

The tickets to the Event shall not be reimbursed or paid by the Sponsor, and the Contest is open to participation by individuals willing to attend the Event and should not be considered an incentive to attend.

Confirmed Contestants must also read and agree and abide to the official IgroMir 2018 rules for attendance and participation in the Event.

I read and understood the official rules for the Cosplay Contest at Gamescom 2018

Signature:

Name/Date: