

**REGULATIONS OF THE CONTEST**  
**"Heroes of Tomorrow"**  
**USCE regional stage - Romania, Serbia and Bulgaria**

**SECTION 1. CONTEST ORGANIZERS**

The organizer of the contest "Heroes of Tomorrow" (hereinafter called the "Contest") is the company **UNILEVER SOUTH CENTRAL EUROPE S.A. (USCE)**, with the registered office in Ploiesti, B-dul Republicii nr.291, jud. Prahova, Unique Registration Code RO 8226390, registered at the Trade Registry under nr. J29/332/1996, through the agency appointed Kubis Interactive SRL, with the registered office in Bucuresti, Str. Olari, nr 11 (hereinafter called the „Agency”).

**SECTION 2. CONTEST TERM AND REGULATIONS**

- 2.1 The contest is conducted at the level of the USCE region (including Bulgaria, Romania and Serbia) in the period **December the 6<sup>th</sup>, 2021 - February the 12<sup>th</sup>, 2022** in compliance with the following schedule:
- a. Contest launching: **December the 6<sup>th</sup>, 2021**
  - b. Registration of the competing teams and publication of the case study: **the 6<sup>th</sup> of December 2021 to 3<sup>rd</sup> of January 2022**
  - c. Completion and registration of the solutions found: **3<sup>rd</sup> of January 2022– 14<sup>th</sup> of January 2022**
  - d. Assessment and selection of the teams who will present their ideas to USCE Board Team: **17<sup>th</sup> to 24<sup>th</sup> of January 2022**)
  - e. Presentation at local level of the solutions by the finalist teams before the USCE jury (including senior managers from the organization) by video conference for the participants from Romania, Bulgaria and Serbia): **the 7<sup>th</sup> of February 2022**
  - f. Designation and announcement of the team winning the Contest stage at USCE level, which will be registered in the regional EEC competition (at Europe level): **the 12<sup>th</sup> of February 2022**
- 2.2 The organizer reserves the right to extend the Contest term, subject to public announcement of these changes.
- 2.3 The organizer is directly liable for the organization of the contest stage at USCE level, respectively is liable for all the implementing activities conducted in the period 6<sup>th</sup> of December to 12<sup>th</sup> of February, through the website <http://www.unilevertepremiaza.ro/>. The company UNILEVER SOUTH CENTRAL EUROPE S.A. or another company within the Group Unilever will eventually organize the regional EEC stage (at Europe level). The details of this stage will be presented in a distinct Regulation, which will be notified to the teams participating in the respective stage.
- 2.4 For the information of the public, the Contest Regulations (hereinafter called the „Regulations”) is available free of charge through the site <http://www.unilevertepremiaza.ro/>. The Regulations will be available on the site both in Romanian and in English. Also, the Regulations will be available in free copy to any applicant at the address S.C. Unilever South Central Europe SA, Bucuresti, Sos. Bucuresti-Ploiesti, Nr. 42-44, Cladire B1-B2, et. 4, Sector 1.
- 2.5 The organizer reserves the right to modify and/or complete the Regulations, thereby any of the conditions for running the Contest, and the right to suspend and/or cease at any time the Contest development, subject to prior information of the public on any modifications of any of the provisions thereof. Any modifications and/or completions brought to the provisions of these Regulations will be mentioned in addenda and will be communicated to the public on the Contest page from the site <http://www.unilevertepremiaza.ro/> with at least 24

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hours before these becoming applicable. In such situations, the Organizer will be able to publish on this page updated versions of the Regulations.

### SECTION 3. PARTICIPATION RIGHT

31. Allowed to participate in this Contest are any natural persons with the domicile in Romania, Bulgaria and Serbia, aged over 18, who are students or are attending higher master courses at a higher education unit accredited, in Romania or Serbia, save for the employees of the Organizer, of the Agency Kubis and of the other companies involved in the organization and development of the Contest, and the first-degree relatives thereof.
32. The registration of any persons not meeting the conditions presented at art.3.1 above is null. The registration in the Contest of any false or mistaken personal data automatically results in the cancellation of the participation right, the Organizer reserving the right to verify these participating conditions and to invalidate the incorrect registrations; even in the case the projects proposed by these persons are nominated as winners, these will not be validated.
33. The participation in the Contest implies the full, express and unequivocal acknowledgment and acceptance of these Regulations.

### SECTION 4. CONTEST PURPOSE

- 4.1. The purpose of this Contest is that, at the end of it, the 3 members of the team nominated as winner at USCE level should participate in the contest organized at EEC regional level, have a stock of practical knowledge about the company Unilever and solve a real case study.

### SECTION 5. CONTEST DEVELOPMENT

#### 5.1. Registration of the participant teams.

- 5.1.1. The registration of participants can be done in the period 6<sup>th</sup> of December 2021, 10:00 – 3<sup>rd</sup> of January 2022, 23:59.
- 5.1.2. The participants must form teams of 3 persons each, meeting concomitantly all the participation conditions imposed by the Regulations.
- 5.1.3. Each team member is registered in the Contest by accessing the site <http://www.unilevertepremiaza.ro> in the period mentioned at art.5.1.1. and filling in the form for registration in the Contest.
- 5.1.4. The registration conditions are the following:
  - a. Filling in the registration form with the following personal data: denomination of the team, names and forenames of the team members, e-mail addresses, contact phone number, the town in which they are attending higher education, the name of the University and Faculty attended, the study year and the type of education attended (faculty, master's degree studies) level of proficiency in English, the answer to the question regarding the capacity of student.
  - b. Ticking the following consent boxes included in the form, respectively:
    - consent regarding the acceptance of the provisions of these Regulations;
    - consent on the confidentiality of the Organizer information to which the participants in the Contest will have access;
    - consent that the processing of the personal data communicated by the participant should be done by the Organizer and the agency Kubis in view of registration in the Contest and nomination and validation of the finalists in the stage at USCE level and, as the case may be, at EEC level, according to the consent statement included in the registration form.
    - consent on the assignment of the copyright over the materials registered in favor

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of the Organizer, in compliance with art. 7.1. below.

- 5.1.5. In case the participants fail to meet the registration conditions according to this article, they will not be allowed to be entered in the Contest.

**52 Announcement of the case study at regional level and registration of the solutions**

- 52.1. The teams registered in the Contest receive the case study by accessing the site, as of January the 3<sup>rd</sup> 2022.
- 52.2. As of January the 3<sup>rd</sup> 2022, the teams are expected to come back with the solution for the case study until the January the 14<sup>th</sup> 2022 at 23:59.
- 52.3. The solution must cumulatively meet the following requirements:
- a. Solution description must be presented in English
  - b. Solution registration must be under the form of a video material, in format Word. The solution must be sent to the e-mail address [heroes.of.tomorrow@unilever.com](mailto:heroes.of.tomorrow@unilever.com) by the final date of January the 14<sup>th</sup> 2022 at 23:59.
- 52.4. By registering the solution in the Contest, the participants from each team acknowledge that:
- a. The solution is designed by his/her team and the idea belongs to the team members,
  - b. the team members are the authors and holders of the copyright related to the files/materials submitted for registration in the Contest
  - c. the team members will be able/have the availability to participate in the global stage in case they will be nominated as finalists in the regional stage
- 52.5. The texts and images/materials recorded/filmed of the solution must be in compliance with the case study and the requirements thereof, should not infringe any copyrights and/or related rights of any third parties, should not be contrary to the legislation, public order and accepted principles of morality, the Organizer reserving the right to eliminate from the Contest the solutions thus infringing these Regulations, respectively to cancel the participation in the Contest of those having registered such materials.

**53 Contest Development.**

- 53.1. The assessment of the solutions registered in the Contest at USCE level will be done on January the 24<sup>th</sup> 2022, by the Contest jury / commission formed of representatives of the Organizer, who will select between 1 to 3 solutions, respectively the finalist teams at USCE level and will notify the finalist teams by e-mail.
- 53.2. These finalist teams will participate in the final contest stage at USCE level and will be expected to present their solutions on February the 7<sup>th</sup> 2022 before the USCE jury (in compliance with art.2.1. lett. f above). The team nominated as winner will be announced on February the 12<sup>th</sup> 2022 by e-mail and will represent the Organizer (USCE) in the Contest stage organized at European (EEC) level.
- 53.3. The Contest details and regulations for the next stage will eventually be communicated to the winner teams.

**SECTION 6. PROPERTY RIGHTS**

- 6.1. On registering their solution, the team is expressing, by ticking in the corresponding box, their consent for the exclusive transfer to Unilever South Central Europe SA, without any kind of financial claims, of all the property rights related to each and every materials registered by this in view of participation in the Contest, for a period of one year. Among the property rights transferred we can mention as examples the right for the usage of the respective solution at internal level by Unilever, and the rights related or any other rights in compliance with the provisions of the Law nr.8/1996. The transfer is agreed for the entire period of protection of the rights transferred, without any limitations, for the



territory of Romania and Serbia.

6.2. Each team member guarantees there are no legal or contractual limitations or other circumstances, regardless the nature thereof, likely to represent, in any ways, an impediment for transferring to Unilever South Central Europe SA the intellectual property rights related to the materials used.

6.3. Also, each team member guarantees that the solutions registered:

- (a) are original and do not infringe the copyright, related rights or any other intellectual property rights belonging or legally exerted by a third party;
- (b) are without prejudice to the provisions of the Romanian legislation in force applicable.

## SECTION 7. DATA CONFIDENTIALITY

7.1. The Organizer, in view of conducting the Contest, is processing the personal data of the Participants in his capacity of operator, in compliance with the Law 677/2001, the provisions of the Regulations nr.679/2016 –The General Regulations regarding Data Protection, applicable as of 25.05.2019 and the Law nr.190/2019 on measures for the enforcement of the Regulations (EU) 2016/679 of the European Parliament and the Council from the 27<sup>th</sup> of April 2016 regarding the protection of natural persons in respect of processing the personal data and the free circulation of these data and repealing the Directive 95/46/EC (The General Regulations on Data Protection) in its capacity of operator.

7.2. The personal data collected within the Contest will not be disclosed to third parties, save for the representatives and contractual partners of the Organizer, as it is notified to each participant on the moment of obtaining the consent for processing their personal data, the Organizer being committed to comply with the legislation applicable in force for the data processing operations.

7.3. By registration into the Contest, the participants (natural persons) declare that they agree with the Contest Regulations, they confirm the age limit of 18 years, and also expressly state that they agree with their personal data being processed by Unilever South Central Europe SA, with the registered office in mun. Ploiesti, B-dul Republicii nr. 291, jud. Prahova, contact address Sos. Bucuresti-Ploiesti nr. 42-44, Cladirea B1-B2, et. 4, Sector 1, Bucuresti, Romania having the operator number 2220, directly or through the agency operated by the Agency S.C. KUBIS INTERACTIVE SRL, in view of registration of the respective Participant in the Contest, registration validation and nomination of the finalists, as all the purposes are detailed at art.5.1.4 lett.b above.

7.4. Each participant has been notified that he/she can freely exert the right of information, access, opposition, intervention, of not being subject to any individual decision, the right to have recourse to the justice system and/or any other rights specified by the legislation in force, through a written application, sent to the e-mail address: [unilever.privacy@unilever.com](mailto:unilever.privacy@unilever.com). Also, the participants are informed that they have the right to file a complaint before the competent supervisory authority.

7.5. The personal data communicated through the registration form will be stored until the completion of the Contest, the stage at USCE level, and the data of the winners until the completion of the Contest, the stage at EEC level.

## SECTION 8.FORCE MAJEURE

8.1. For the purposes of these Regulations, force majeure means any event which cannot be controlled, remedied or foreseen by the Organizer, including the impossibility of the Organizer to fulfill its obligations assumed by the Regulations, for reasons independent of its will. Should a force majeure situation fully or partially prevent or delay the execution of the Regulations and the continuation of the Project, the Organizer will be exonerated from the

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liability for the fulfillment of its obligations for the period in which this fulfillment will be prevented or delayed. The Organizer, if invoking force majeure, is obliged to communicate to the Participants the existence thereof within 5 working days from the occurrence of the force majeure case.

#### SECTION 9. MISCELLANEOUS

- 9.1. The Participants in the Contest are obliged to comply with the terms and conditions of the Contest Regulations. By participating in this Contest, the participants agree to observe and comply with all the provisions, terms and conditions of these Regulations.
- 9.2. The eventual litigations appeared between the Organizers and the Participants will be solved amiably or, in case this will not be possible, the disputes will be reconciled by the competent court from the office of the Organizer Unilever South Central Europe SA. The law applicable to any activity performed in relation to the organization and development of the Contest is the Romanian law.

These Regulations have been drawn up and endorsed by Av. Simona Coman din Campina, today 24.11.2021, in 2 copies, of which one has been issued to the Organizer.

Organizer  
S.C. UNILEVER SOUTH CENTRAL EUROPE S.A  
By attorney  
Av. Loredana Badila

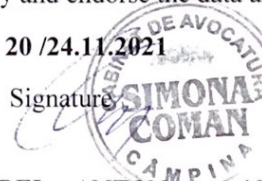
#### NATIONAL BAR UNION OF ROMANIA THE BAR OF PRAHOVA

Lawyer SIMONA COMAN

In compliance with the provisions of the article 3 para. (1) lett. c) of the Law nr.51/1995, I hereby certify the signature of the attorney and endorse the data and content of this document.

Nr. 20 /24.11.2021

Signature



The undersigned ROSIANU VIOREL - ANTON, a certified interpreter and translator for English language, based on the Licence nr. 1021 from October 1998 issued by the Ministry of Justice of Romania, hereby certify the accuracy of the translation done from Romanian into English, that the text presented has been translated completely, without omissions, and that by translation the document contents and meaning have not been distorted.

The document the translation of which is requested in full has, in its entirety, a number of 5 pages, bears the title of Contest Regulations, has been issued by the Lawyer Office Simona Coman from Campina, Romania, and has been presented to me in full.

The translation of the document presented has a number of 5 pages and has been done following the written application registered under nr. 19/24.11.2021 kept in my archive.

A fee of RON 120 will be cashed by bank transfer.

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