

HONOR Eurasia portrAIts PHOTO CONTEST RULES

1. GENERAL PROVISIONS

1.1. The contest term from September 25, 2024 to November 14, 2024 inclusive.

1.2. The final will be held on November 14, 2024, when the winners will be announced.

1.3. Entries corresponding to the following categories are eligible to participate in the contest:

- **Heritage Portraits:** Portrait photographs showcasing the region's cultural heritage. All entries in this category must be presented exclusively in black-and-white format and accompanied by written stories about the subjects of the photographs.
- **Classic Portraits:** Color portraits created with professional lighting and composition techniques.
- **Lifestyle Portraits:** Lifestyle photos with no required composition or lighting standards, including portraits of animals.

Multiple people are allowed in the frame across all categories.

1.4. Eligible participants comprise nationals of the Russian Federation, persons permanently residing in the territory of the Russian Federation, as well as nationals of other countries (namely: the Republic of Uzbekistan, the Republic of Kazakhstan, the Republic of Belarus, the Republic of Azerbaijan) above 18 years.

1.5. The organizer is Pacific LLC, Taxpayer Identification Number (INN) 9702050390, address: 7/1 Sadovaya-Sukharevskaya str., office 101, 3 Meshchansky municipal district, 129090, Moscow.

1.6. Website of the event: <http://honoreurasia.com>.

1.7. The Contest is not a lottery or any other risk-based game. The contest is held in accordance with these Rules. The contest is an advertising campaign, the purposes of which are specified in clause 1.8 herein.

1.8. Objectives of the Contest:

- To attract consumer attention to the Organizer, the Contest website, the HONOR trademark, and products manufactured under this trademark.
- To support creative self-expression and the development of artistic skills among participants, encouraging users to share their mobile portraits.

1.9. The first Partner of the Promotion (the "Partner") is Ivi.ru LLC, Taxpayer Identification Number (INN) 7723624187 location address: 23 B. Novodmitrovskaya str., bldg 5, floor 4, office 408, 127015 Moscow. The Partner's Area of Responsibility: Providing prizes in the form of promo codes for Easy Ivi Subscriptions. Delivering services to participants and winners in accordance with the promo code, as specified in these Rules.

1.10. Ivi Service is a platform owned by a Partner of the contest, identified by the ivi trademark. It is available online, including but not limited to the website <https://www.ivi.ru/>, and can be accessed through special software installed on various user devices such as mobile smartphones, tablets, and TVs with SMART TV functionality.

1.11. Promo code is a unique combination of letters and/or numbers that activates the Trial period of using the Easy Ivi Subscription, as these terms are defined in the User Agreement of the Ivi Service, available at <https://www.ivi.ru/info/agreement>, for a term in accordance with these Rules.

1.12. The second Partner of the promotion is WayvAccess LLC (the “Partner 2”). Partner 2's Area of Responsibility: Providing prizes in the form of a myQuiz service account with all the functionality and branding of “Light”. Providing promo codes for a “Plus” Subscription. Delivering services to participants and winners in accordance with the terms posted on the website myquiz.ru.

2. CONTEST PROCEDURE

2.1. To participate in the Contest, you must complete the following steps between September 25, 2024, and October 31, 2024 (inclusive):

- Upload a photo through your personal account on the Contest website and select one of the categories.
- In your personal account, specify the category in which you are participating.

2.2. Participation in all categories is allowed, but only one photo may be submitted per category.

2.3. If needed, you can delete a photo and upload a new one no later than 2 weeks before the end of the Contest.

2.4. All works are subject to initial review by the moderator. Forbidden to participate:

- Works containing content intended exclusively for adults (18+), including images or scenes of a sexual nature, violence, profanity, materials related to the use of alcohol, narcotic substances, tobacco, or any other content deemed inappropriate for minors.
- Works containing materials prohibited by the laws of the Russian Federation.
- Photos that are not portraits.
- Photos with watermarks.
- Photos that do not comply with other terms of these Rules.

2.5. The central element of any portrait must be a person. All other objects can only be used as supplementary elements.

2.6. Regardless of the environment in which the photo was taken, the main criterion is the portrayal of the subject's individuality, unique features, and character. The setting, events, and environment play a supportive role in conveying the perception and feelings of the audience.

3. PHOTOS ACCEPTANCE TERMS

3.1. Only photos taken with a smartphone will be accepted.

3.2. Photos must be uploaded through the participant's personal account. Participation in all categories is allowed, but only one photo may be uploaded per category.

3.3. The photo must meet the following technical requirements:

- Vertical orientation is preferred, but horizontal orientation is also allowed.
- The photo should not exceed 15 MB in file size.
- The photo should focus on the image of a person. Works that reflect a person's personality are encouraged.

3.4. Editing photos using the built-in photo editor on the device or other tools is allowed. If the photo has been edited, you may specify in the comments which applications or filters were used.

3.5. Uploading a photo through the participant's personal account indicates that the participant agrees to have it published on the Contest website. It also confirms that the participant has

obtained consent from the person depicted in the photo, in accordance with Article 152.1 of the Civil Code of the Russian Federation, to publish their image on the Contest website.

4. PHOTO PORTRAIT SPECIFICATIONS

4.1. **Heritage Portraits:** Photos should be black and white, shot at waist level, of professional quality, and should convey the unique nature of the subject's profession.

4.2. **Classic Portraits:** Photos can be taken either in close-up or at waist level. They must be in color and of professional quality.

4.3. **Lifestyle Portraits:** Full-length portraits are permitted only in this category. Photographs of animals are also allowed. All photos must be in color.

4.4. All images may feature more than one person.

5. PUBLICATION ON THE WEBSITE

5.1. Photos that meet all competition rules will be published on the website.

5.2. If a photo does not comply with the Rules, the participant will receive a notification with reasons for the rejection and an opportunity to re-upload the photo.

6. SELECTION OF WORKS BY THE JURY

6.1. After the submission deadline, the jury will select the photos.

6.2. The first stage of selection will identify 10 finalists in each category.

6.3. The finalists will be featured on the website.

7. ANNOUNCEMENT OF THE WINNERS

7.1. The Contest results and the names of the winners will be announced on November 14, 2024, on the official website in the designated section.

8. Prizes and Award Procedure

8.1. The Prize Fund

8.1.1. Category Heritage Portraits

1st place: HONOR 200 Pro worth RUB 69,999, a promo code for 3 years of Easy Ivi Subscription for mobile devices on the Ivi online cinema platform, and a lifetime account with full functionality and "Light" branding on the myQuiz online service.

2nd place: HONOR CHOICE Portable Bluetooth Speaker Pro worth up to RUB 4,000, a promo code for 3 years of Easy Ivi Subscription for mobile devices on the Ivi online cinema platform, and a lifetime account with full functionality and "Light" branding on the myQuiz online service.

3rd place: Branded thermal jacket and sweatshirt worth up to RUB 4,000, a promo code for 3 years of Easy Ivi Subscription for mobile devices on the Ivi online cinema platform, and a lifetime account with full functionality and "Light" branding on the myQuiz online service.

8.1.2. Category Pro Portraits

1st place: HONOR 200 Pro worth RUB 69,999, a promo code for 3 years of Easy Ivi Subscription for mobile devices on the Ivi online cinema platform, and a lifetime account with full functionality and "Light" branding on the myQuiz online service.

2nd place: HONOR CHOICE Watch worth up to RUB 4,000, a promo code for 3 years of Easy Ivi Subscription for mobile devices on the Ivi online cinema platform, and a lifetime account with full functionality and “Light” branding on the myQuiz online service.

3rd place: Branded thermal jacket and sweatshirt worth up to RUB 4,000, a promo code for 3 years of Easy Ivi Subscription for mobile devices on the Ivi online cinema platform, and a lifetime account with full functionality and “Light” branding on the myQuiz online service.

8.1.3. Category Lifestyle Portraits

1st place: HONOR 200 Pro worth RUB 49,999, a promo code for 3 years of Easy Ivi Subscription for mobile devices on the Ivi online cinema platform, and a lifetime account with full functionality and “Light” branding on the myQuiz online service.

2nd place: HONOR CHOICE Earbuds X7 worth up to RUB 4,000, a promo code for 3 years of Easy Ivi Subscription for mobile devices on the Ivi online cinema platform, and a lifetime account with full functionality and “Light” branding on the myQuiz online service.

3rd place: Branded thermal jacket and sweatshirt worth up to RUB 4,000, a promo code for 3 years of Easy Ivi Subscription for mobile devices on the Ivi online cinema platform, and a lifetime account with full functionality and “Light” branding on the myQuiz online service.

8.1.4. All participants from the Partner will receive a promo code for a 6-month subscription to Easy Ivi for mobile devices on the Ivi online cinema platform.

8.1.5. Each participant will receive 2 promo codes for a monthly “Plus” subscription from the Partner.

8.2. Awarding Procedure

1. Notification of Winners:

- Winners will be notified via the email address provided during registration within 7 business days after the results are announced.

2. Confirmation of Information:

- Winners must provide identity documents (a copy of their passport), INN (Taxpayer Identification Number), SNILS (Social Security Account), and the current delivery address within 5 business days after receiving notification from the Organizer.

3. Sending Prizes:

- Prizes in the form of smartphones will be sent to the winners by delivery service to the addresses they provide within 14 working days after data confirmation and receipt of the required documents according to Item 2, Clause 8.2 of the Rules.
- Pacific LLC will cover the cost of delivery. Prizes will be delivered within the Russian Federation and to the Republics of Uzbekistan, Kazakhstan, Belarus, and Azerbaijan.

4. Taxation:

- Winners are responsible for paying personal income tax to the Russian Federation budget according to the laws of the Russian Federation. Winners are solely responsible for any legal consequences of not paying taxes related to the prize in accordance with the laws of the Russian Federation.
- Foreign winners permanently residing in the countries listed in Clause 1.4. of these Rules must also pay personal income tax according to the laws of the Russian Federation and, if applicable, the tax laws of their home country.

- By participating in the Contest, participants acknowledge and accept these tax responsibilities and liabilities.

5. Confirmation of Receipt:

- Upon receiving the prize, winners must sign the certificate of delivery and return the signed copy to the Organizer's address specified in Clause 1.5. of these Rules within five (5) business days. The risk of accidental loss, damage, or theft of the prize transfers to the winner upon receipt.

8.3. Ivi Promo Codes.

8.3.1. Promo codes will be sent to the participant's email address, as provided during registration, at the end of the promotion month.

The Participant/Winner will receive access to an Easy Ivi Subscription for 6 months (or 3 years for winners) at no additional charge. For these Rules, a month is defined as 30 days.

8.3.1. The Easy Ivi Subscription service will be available to the Participant and Winner only if:

1) They provide the details of valid bank card, which was not used for the purposes of promo codes (certificates) for promotions or when using the trial period of using a subscription of any type on the Ivi Service, in the account (personal account) on the Ivi Service; and

2) They do not currently hold an active Ivi Subscription or any of the following subscriptions: Easy Ivi Subscription, Ivy+Amediateka Subscription, Premier Match Subscription, or Football Match Subscription.

8.3.2. Promo code activation is available in the Russian Federation to Participants and Winners who are at least 18 years old.

8.3.3. By activating the promo code, Participants and Winners agree to the terms of the User Agreement of the Ivi Service, available at <http://www.ivi.ru/info/agreement/>, the privacy policy, and the rules for using promo codes available at <https://www.ivi.ru/info/certificate>. These documents may be updated periodically.

8.3.4. The promo code must be activated between September 1, 2024, and November 15, 2024, inclusive, through the mobile application on mobile devices (smartphones or tablets). Failure to activate the promo code within this period will result in the Easy Ivi Subscription Service not being provided without additional charges.

8.3.5. No monetary equivalent will be provided for the Easy Ivi Subscription service.

8.3.6. After the initial service period, the Easy Ivi Subscription extended with the promo code will continue under the terms outlined in Section 13 of the User Agreement. The cost of thirty (30) days of the Easy Ivi Subscription will be deducted from the user's account on a monthly basis on a prepayment basis. The user can cancel the subscription renewal at any time as per the User Agreement.

8.3.7. For any questions, Participants or Winners can contact customer support by phone at 8-800-234-49-23 on business days from 10 a.m. to 7 p.m. Moscow time, by email at support@ivi.ru, or through the "Contact Technical Support" form on the website ask.ivi.ru.

8.3.8. Each Participant and Winner can use the Easy Ivi Subscription promo code only once.

8.3.9. To activate the promo code, the participant or winner must log into the Ivi Service application on their smartphone or tablet, go to the "Profile", and then the "Certificates and Promo Code" section.

8.3.10. Enter the promo code received via email in the provided window.

8.3.11. Click the “Continue” button on the promo code activation screen.

8.3.12. Register a personal account in the Ivi Service application (if not already registered) or log in to the application (if already registered).

8.3.13. Ensure that the details of a valid bank card are provided in the account on the Ivi Service.

8.4.1. Promo code from the Partner 2 must be activated between September 1, 2024, and November 15, 2024.

8.4.2. To receive a promo code from Partner 2, register on the website myquiz.ru. Then, provide your login (email) and confirm participation by contacting hello@myquiz.ru or via Telegram at [@Gets_D](https://t.me/gets_d).

9. Directory of Reasons for Rejecting Moderation

9.1. Non-compliance with Age Restrictions

- The work contains content intended exclusively for adults (18+), including:
 - Images or scenes of a sexual nature
 - Images or scenes of violence or cruelty
 - Profanity
 - Depictions of alcohol, narcotics, or tobacco use
 - Any other materials deemed unsuitable for minors.

9.2. Violation of the Laws of the Russian Federation

- The work contains materials prohibited by the legislation of the Russian Federation.

9.3. Inconsistency with Contest Subject

- The work is not a portrait, meaning the central focus is not on a person.

9.4. Non-compliance with Portrait Requirements

- The central element of the work is not a person, or other elements distract from the main subject.
- The work does not reflect the individuality, unique features, and character of the subject.
- The setting or composition of the image does not meet portrait requirements (e.g., poor background usage, incorrect object placement).

9.5. Technical Inconsistencies

- The work does not meet technical requirements if:
 - The photo is not in vertical orientation (if required) or does not match the format specified for the nomination.
 - The photo exceeds the allowed file size.
 - The photo does not include a person, or the person is incorrectly presented (e.g., improper framing).

9.6. Image Editing

- The work contains excessive or inappropriate editing that does not comply with Contest Rules.
- Photo comments must indicate any applications or filters used if the photo was edited.

9.7. Incorrect Frame Composition

- Non-compliance with camera placement recommendations includes:
 - Color images are not allowed for the Heritage Portraits category. Full-length photos are not allowed.
 - For waist-high portraits, the camera must be positioned at the model's chin level.
 - For generational portraits, the camera must be at chest height.
 - Full-length photos are not allowed in the Classic Portraits category.

10. PERSONAL DATA

10.1. The performance of the actions set out in Clause 2.1. of these Rules implies the consent of the Participant to the processing of their personal data (surname, first name, patronymic; date of birth; gender; place of birth; nationality; details of the document; identity card; INN; SNILS; address of residence (according to passport or other document; identity document); the actual address of the place of residence; contact phone numbers; e-mail addresses; place of work and position). This data is used by the Organizer and involved parties to conduct the competition, award prizes, and publish information about winners in compliance with the laws of the Russian Federation.

For the purposes hereof, personal data means any information and information on paper and/or electronic media that, in order to participate in the Contest and receive a Prize, were personally transmitted by the Participant to the Organizer or received by the Organizer in another way.

10.2. Personal data processing refers to actions (operations) with personal data, including collection, recording, systematization, accumulation, storage, clarification (updating, modification, verification), use, extraction, distribution/transfer/provision/access (including reproduction, electronic copying), depersonalization, blocking, deletion, destruction personal data for the purposes specified in these rules.

10.3. No cross-border transfer of personal data within the framework of the Contest is carried out.

10.4. The Participant has the right to withdraw this consent by sending a written notification to the Organizer about the withdrawal of consent by a valuable letter with an inventory of the attachment, or by handing it personally to the authorized representative of the Organizer, which entails the automatic termination of participation in the Contest of the person who withdrew their personal data.

10.5. At the same time, the Participant is notified that the withdrawal of consent does not deprive the Organizer of the right to process the Participant's personal data in order to comply with these Rules during the Contest, use the information as evidence in court proceedings and in other cases established by the laws of the Russian Federation.

10.6. The Consent is valid for five (5) years from the date of the start of the Contest period and is terminated upon the occurrence of one of the following events:

- withdrawal of consent to the processing of personal data,
- expiration of the personal data processing period.

10.7. The performance of the actions set out in Clause 2.1. of these Rules implies the automatic consent of the Participant of the Contest to receive information and advertising mailings from the Organizer of the Contest via telecommunication networks, including through the use of telephone, fax, mobile radiotelephone communication.

11. FINAL PROVISIONS

11.1. The Parties are responsible in accordance with the laws of the Russian Federation.

11.2. The Organizer is not liable for non-fulfillment or improper fulfillment of obligations due to failures in public telecommunications and energy networks, malicious programs, or third-party actions aimed at unauthorized access or disabling the Organizer's software and/or hardware.

11.3. The Organizer reserves the right to suspend a Participant from the competition at any stage if there is suspicion of rule violations by the Participant or someone acting on their behalf.

11.4. The Organizer reserves the right to modify the Rules and extend or shorten the Contest duration at any time by posting updates on the website: <http://honoreurasia.com>.

11.5. In case of disputes, the complaint procedure is mandatory. The response deadline for complaints is fifteen (15) business days from receipt. Jurisdiction is at the Organizer's location.

11.6. Participation in the competition indicates full agreement with all provisions of these Rules.

11.7. All issues related to the Contest are regulated on the basis of the provisions of the applicable laws of the Russian Federation.