



RULES OF THE SPORTS TOMORROW CONGRESS CONTEST

RULE 1 - SCOPE.

FUTBOL CLUB BARCELONA (hereinafter FC BARCELONA or the CLUB), with registered address at Arístides Maillol, s/n, 08028 in Barcelona, and Tax ID Number (Número d'Identificació Fiscal, NIF) G-08.266.298, and **ALLIANZ, COMPAÑÍA DE SEGUROS Y REASEGUROS, S.A.** (hereinafter ALLIANZ), with registered address at calle Ramírez de Arellano, nº35, 28035 Madrid and C.I.F. A-28007748, have organised the ALLIANZ STARTUP CHALLENGE Contest (hereinafter the "Contest"), which will consist in presenting an initiative/project for technological innovation in the world of sport. Parties wishing to participate in the Contest must meet the requirements of Rule 3. Participation in the Contest is free of charge.

A jury will choose the six (6) most attractive projects from among all the initiatives presented. The members representing these projects will be invited to announce their initiatives at the SPORTS TOMORROW CONGRESS, held from 27–28 February 2023.

Once the six (6) initially selected projects are presented at the SPORTS TOMORROW CONGRESS, the judges will choose the winning initiative, which will be awarded the prize listed in Rule 6.

RULE 2 - PUBLICATION OF THE RULES.

These rules will be published on the official FC BARCELONA website to inform parties interested in participating in the Competition about its means and conditions of participation.

RULE 3 - DURATION OF THE PARTICIPATION PERIOD.

The participation period in the Contest will begin and end on the days below:

- The period to submit projects will begin on 5 October and end on 13 November 2022 at 23:59 CET = UTC+1.
- The jury will select and announce the six (6) initiatives that will be presented to the SPORTS TOMORROW CONGRESS on 28 – 2 December of 2022.
- The jury will select the winning project and announce its decision on the same day of the SPORTS TOMORROW CONGRESS, once the selected initiatives have been presented.

RULE 4 - REQUIREMENTS AND MEANS OF PARTICIPATION.

Both individuals (of legal age only) and legally constituted companies can participate in the Contest.

In both cases, interested participants must sign up for the Contest as follows:

- a) Fill in all data requested for the registration:
 - Personal data (in case of individuals).
 - Company data (in case of legal entities).
 - Description of the project:
 - Abstract
 - Value proposition or description of the product or service.
 - Execution and business plan (if appropriate)
 - Links to video (maximum 2 minutes), PowerPoint with the presentation of the project (if appropriate), or websites

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- b) The video and/or the PowerPoint can only be done through the platform. Submissions made through any other means will not be valid.
- c) No drawing will be accepted that would harm the sensitivity of third parties or whose content is inappropriate, at the discretion of FC BARCELONA and/or ALLIANZ, which may cancel the participation of interested party who does not follow this rule. Similarly, if defects, omissions and/or incomplete information are detected, that project's participation in the Contest will be discarded and cancelled.
- d) By completing the form and submitting the projects, the participants expressly and fully accept the content and purpose of the Contest, as well as its legal rules.
- e) The languages of communication will be Catalan, Spanish, and English, based on the option chosen by the participant.

RULE 5 - CONTEST MEANS OF OPERATION

5.1. Submission of projects and first selection: Once the project submission period is complete, a jury made up of FC BARCELONA (Barça Innovation Hub department) and members of ALLIANZ will review and analyse the submitted initiatives and select six (6) projects based on the criteria below:

- Solidity/scalability/replicability of the project.
- Degree of technological innovation.
- Differential value proposition.
- Social impact.

The members of the six (6) projects that are selected will be invited to announce their initiatives at the SPORTS TOMORROW CONGRESS, held from 27–28 February 2023.

5.2. Presentation of the project finalists as part of the SPORTS TOMORROW CONGRESS: The presentation format will be as follows:

- In-person presentation by the participating person or team (maximum 2 people).
- Video or PowerPoint format.
- Maximum duration: 4 minutes per presentation + 2 minutes to answer jury questions.
- On stage at the SPORT TOMORROW CONGRESS, in front of the audience and the Contest judges.

The jury will base its decision on the above-listed criteria and the in-person speeches and presentations about the project. Once all of the presentations are complete, the jury will deliberate and announce the winning project. The prize will then be delivered to the winning participant/team.

RULE 6 - CONTEST PRIZE.

The participant/team who created the project and is designated as the winner in the SPORT TOMORROW CONGRESS Contest will win a FIVE THOUSAND (€5,000) EURO prize. The purpose of the Contest is to provide the winner with the tools necessary to drive and grow their initiative.

In no event shall the prize include any other concept than as described above, nor will it be interchangeable for other products or services.

The prize described will be subject to the corresponding tax withholding or income tax, with FC BARCELONA making the payment and whose name will appear thereon. Likewise, FC BARCELONA will, at the appropriate time, issue a certification to the winner for them to comply with their tax obligations.

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FC BARCELONA will not be liable for the tax implications that accepting the award may have on the winner's taxation. These shall, in any event, be paid for by the winner.

RULE 7 - IMAGE AND INTELLECTUAL PROPERTY RIGHTS.

All participants in the Contest swear that they are the authors and holders of the intellectual property rights over the content of the projects submitted for participation in the Contest and that such projects do not infringe any third-party rights.

Participants in the Contest assign the intellectual property rights to FC BARCELONA and ALLIANZ, in a non-exclusive manner, which include the right of reproduction, distribution, public communication and transformation, so that the Club may use the images of projects received by participants, in whole or in part, to display or reference them during the acts relating to the Contest in the context of the SPORT TOMORROW CONGRESS.

In addition, all participants authorise FC BARCELONA to use their image (including image, name and voice), as it appears in the images submitted for participation in the contest, so that FC BARCELONA may use the images for promotional and advertising purposes in its activities, through any means or format, either directly or through third parties.

As such, the participating parties who are selected as finalists to submit their projects to the SPORT TOMORROW CONGRESS give their express consent to FC BARCELONA and ALLIANZ, in under their absolute responsibility for all purposes, to capture their image (including image, name and voice) using photographs and/or audio-visual recording. In any case, these recordings may be captured individually or jointly by the staff of FC BARCELONA, ALLIANZ, or authorised third parties, when project is presented to the SPORT TOMORROW CONGRESS. They may be used for advertising, or for participation in any interviews and/or reports that may be made.

For such purposes, FC BARCELONA and ALLIANZ will be authorised to use the aforementioned graphic material and its copies, in whole or in part, for promotional acts and/or information relating to SPORT TOMORROW CONGRESS, or others, in any communication asset used by FC BARCELONA and/or ALLIANZ throughout the world and for an indefinite time, either directly or through third parties they authorise or to whom they entrust this task. The participant hereby waives any right to payment and/or claims, under any concept, for the capturing of these photographic images or video and the transfer of their usage rights. In accordance the foregoing, current and/or future advertising and promotional assets or mediums in which the individual or collective image of the award-winners and their legal representatives appear is and shall remain the property of FC BARCELONA and/or ALLIANZ, as applicable.

The participating persons represent that they hold all rights and legitimation necessary to grant these assignments and authorisations, and shall bear responsibility in the face of any third-party claim that FC BARCELONA and/or ALLIANZ could receive regarding the use of the images authorised herein.

RULE 8 - PERSONAL DATA PROTECTION.

a) CONTROLLER: Your data will be processed by FC BARCELONA, with registered address at carrer Aristides Maillol s/n, 08028, Barcelona and with NIF G-08266298.

b) PURPOSES, LEGITIMATION AND STORAGE PERIOD: Data will be processed for the following purposes:

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| PROCESSING | PURPOSES | LEGITIMATION AND STORAGE PERIOD |
|---|---|--|
| ENTRY AND PARTICIPATION IN THE CONTEST | Your data will be processed to manage the registration and participation in the Contest and to carry out all of the formalities established in these legal rules. Similarly, if you are chosen as a finalist in the Contest, your data will be processed in order to be able to send you the invitation to participate in the SPORT TOMORROW CONGRESS, where the finalists will present their projects. In conclusion, we also hereby inform you that your data may be processed to comply with any legal obligations arising from such an invitation and attendance. | Contractual relationship and legal obligation Your data and the data of any minor child will be processed until the end of the Activity and, if you are chosen as the winner, up to four years after the delivery of the prize. |

C) DATA COMMUNICATION: Your data will not be transferred, sold, rented or otherwise made available to any third party, except for those service providers of FC BARCELONA, who carry out certain activities for the CLUB, but who in no case will process the data for their own purposes. Some of these suppliers may be located outside the European Union, as indicated below.

d) INTERNATIONAL TRANSFERS: FC BARCELONA, as an entity with international reach, has international providers that can provide their services from outside the EU. Therefore, it is possible that your data may be processed outside the European Union or the European Economic Area (for example, the service provider who sends the newsletter, stores data, manages information requests or member services, etc.).

In any event, the CLUB shall ensure that these instances of data processing are always protected with the appropriate safeguards, which may include:

- EU Approved Standard Contractual Clauses
- Third-party certifications

e) DURATION OF THE PROCESSING: All the data that you provide to us will be processed as stated in section b) of this Rule.

Once these periods end, FC BARCELONA will keep your data duly anonymised for statistical or market study purposes, whenever possible, or duly blocked to comply with any legal obligation of the CLUB.

F) EXERCISING YOUR RIGHTS: You may exercise your rights of access, rectification, erasure, objection, restriction or portability by written communication to the address carrer Arístides Maillol, s/n, 08028 de Barcelona Spain, with the subject reference "Personal Data", or by email to proteccio.dades@fcbarcelona.cat.

If you have any doubt, question or complaint about how we process your personal data, you can contact our Data Protection Officer at the email address dpo@fcbarcelona.cat or by post to the address carrer Arístides Maillol, S/N, 08028, Barcelona (Spain), with the subject "DPO". Should you not receive a response within a reasonable period of time, you may lodge a complaint with the Spanish Data Protection Agency.

RULE 9 - SUBMISSION OF THE RULES BEFORE A NOTARY PUBLIC

These legal rules will be filed with a Notary Public from the Bar Association of Catalonia.

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RULE 10 - FORCE MAJEURE

FC BARCELONA and ALLIANZ reserve the right to delay, modify, or suspend this Contest or to take any action necessary in the event of a force majeure event or for a cause not attributable to the organisers.

Should it be necessary to change the dates of the Contest and/or SPORT TOMORROW CONGRESS, the organisers will communicate the new dates to all participants by email or other means available to them.

In any event, FC BARCELONA and ALLIANZ shall be exempted from any obligation to compensate participants in the event of force majeure, or if, by law, the Contest or SPORT TOMORROW CONGRESS is suspended or cancelled. In this case, the participants would be made aware of this situation as soon as possible.

RULE 11- ACCEPTANCE OF THE RULES.

Participation in the Contest entails the full acceptance of these rules and warrants knowledge of the means of participation.

In the event of any disputes regarding participation and/or the interpretation of these Rules, the Courts and Tribunals of Barcelona shall be competent to hear these disputes. Thus, the participants expressly waive any other jurisdiction that may be applicable to them.

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