

Mobile Connect Challenge Competition Official Rules

1. No Purchase Necessary to Enter. A purchase will not increase your chances of winning. Void where prohibited.
2. Eligibility: GSMA Mobile Connect challenge (the "Competition") begins at 08:01am CST on July 15, 2015 and ends at 11:59 am CST on July 17, 2015. This Competition is open to all visitors to the Mobile World Congress Shanghai 2015 who are at least eighteen (18) years of age on the date of entry. This Competition is subject to all applicable federal, state and local laws. Employees of GSMA Ltd., and its parent and affiliate companies as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. Participation constitutes entrant's full and unconditional agreement to these Official Rules and the Administrator's decisions, which are final and binding in all matters related to the Competition. Winning a prize is contingent upon fulfilling all requirements set forth herein.
3. How to Enter: Entrants enter the Competition by collecting points with the Mobile Connect game by swiping their mobile phone on a touchscreen and submitting this score plus the relevant contact details on a screen (the "Entry Screen") at the assigned place located within the Mobile World Congress Shanghai exhibition floor. The location of the Entry Screen will be detailed in a promotional document that will be available throughout the Mobile World Congress Shanghai venue. There is a limit of one entry per person.
4. Selection of Winner: One winner (the "Winner") will be selected after 12.30 pm on July 21, 2015 based on the top leaderboard score from all three days of Mobile World Congress Shanghai from all eligible entries received. Odds of winning depend on the number of eligible entries received.
5. Prize: Apple Watch – 42mm Stainless Steel Case with Black Classic Buckle. For more information about the watch, please see: <http://store.apple.com/hk-zh/buy-watch/apple-watch/42-%E6%AF%AB%E7%B1%B3%E4%B8%8D%E9%8F%BD%E9%8B%BC%E9%8C%B6%E6%AE%BC-%E9%BB%91%E8%89%B2%E7%B6%93%E5%85%B8%E6%89%A3%E5%BC%8F%E9%8C%B6%E5%B8%B6?product=MJ3X2ZP/A&step=detail>. Any applicable taxes related to winning the prize and all other costs and expenses associated with the acceptance and use of the prize shall be the sole responsibility of the Winner. The prize is awarded "as is" with no warranty or guarantee, either expressed or implied by the Administrator. The prize is not transferable, redeemable for cash or substitutable except by the Administrator, who reserves the right to substitute a prize of comparable or greater value, at its sole discretion. All prize details (including without limitation, method and location of delivery of the prize,) are at Administrator's sole discretion.
6. Notification of Winner: The Winner will be notified on or before July 27, 2015. The Winner will be notified via email, using the email address provided by the winning entrant when entering the Competition. We will post the prize to a given address. Winner may also be required to execute and return an Affidavit of Eligibility, Release of Liability and, unless

prohibited by law, a Publicity Release by July 27 18, 2015. Released Parties (as defined below) are not liable for: (i) failed, returned or misdirected notification; or (ii) entries and responses which are lost, late, incorrectly completed, incomplete, or otherwise defective will result in an alternative winner being selected.

7. By giving us your contact details, you are agreeing to receive email correspondence from GSMA including emails about this Competition. Should you wish to remove your name from email correspondence you are able to do so at our website:

<http://subscription.gsmworld.com/>. For further information about how your data may be used please visit the GSMA Privacy Policy which can be found at:

<http://www.gsmworld.com/privacy.htm>

8. Conditions of Participation: CAUTION: ANY ATTEMPT TO DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE COMPETITION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, ADMINISTRATOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH ENTRANT TO THE FULLEST EXTENT PERMITTED BY LAW. Participants in the Competition expressly consent to the use of personal information which is disclosed to the Administrator to enter the Competition for the purposes of this Competition, in accordance with these Official Rules and Administrator's privacy policy (as may be amended from time to time); provided, that in the event of any conflict between these Official Rules and such Privacy Policy, the terms and conditions of these Official Rules shall prevail. Acceptance of prize constitutes permission for the Administrator and its designees to use Winner's name, city and state of residence and/or likeness for purposes of advertising and trade in any and all media now or hereafter known throughout the world in perpetuity, without further compensation, notification or permission, unless prohibited by law. By participating, entrants agree to: (i) be bound by these Official Rules and the decisions of the Administrator, which are final and binding in all matters; and (ii) release, discharge and hold harmless Administrator, and its parent, subsidiaries, affiliates and advertising and promotion agencies, and each of their respective officers, directors, shareholders, employees, agents, contractors, attorneys and representatives (collectively, the "Released Parties") from any and all claims and liability whatsoever for any injuries, losses or damages of any kind resulting from the acceptance, possession or use of prize (including any injuries resulting from use of the Prize) or participation in the Competition. Released Parties are not responsible for lost, interrupted or unavailable network, server, Internet Service Provider, website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties, or other errors or malfunctions of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Competition, including, without limitation, errors or malfunctions that may occur in connection with the administration of the Competition, the processing of entries, the announcement of the prize or in any Competition-related materials. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by web site users, tampering, hacking, or by any equipment or programming associated with or utilized in the Competition. Persons who

are in violation of these Official Rules, as solely determined by Administrator, will be disqualified and their entries shall be void. As a condition of participating in the Competition, each entrant agrees that: (i) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim punitive, incidental, consequential, or any other damages, other than for actual out of pocket expenses, if any, and (ii) all causes of action arising out of or connected with this Competition, or any compensation or credit to be provided, shall be resolved individually, without resort to any form of class action; and (iii) any and all claims, judgments, and award shall be limited to actual out of pocket costs incurred, if any, and in no event shall entrant be entitled to receive attorneys' fees or other legal costs. This Competition shall be governed by Georgia substantive and procedural law, without giving effect to any choice of law or conflicts of laws rules or provisions (whether those of the State of Georgia, or of any other jurisdiction), that would cause the application of the laws of any jurisdiction other than the State of Georgia. By participating in this Competition, entrants irrevocably consent that Georgia courts shall have personal jurisdiction over any dispute or litigation arising from or relating to this Promotion and that only the federal or state courts located in Georgia shall have jurisdiction over any dispute between an entrant and the Administrator.

9. Rules/Winner's Lists: For a copy of the Official Rules, please send a self-addressed stamped envelope, except where prohibited by law, to **Personal Data Team**, c/o GSMA, 2nd Floor, The Walbrook Building, London, EC4N 8AF, UK which must be received on or before July 24, 2015. For a Winner's List, please send a written request to **GSMA Mobile Connect Challenge MWCS2015**, Personal Data Team, c/o GSMA, 2nd Floor, The Walbrook Building, London, EC4N 8AF, UK which must be received after July 27, 2015.

10. ADMINISTRATOR:

GSM Association, 2nd Floor, The Walbrook Building, London, EC4N 8AF, UK is the official administrator of this Competition.