



RULES AND REGULATIONS

Unilever Future Leaders' League (“**UFLL**” or the “**Competition**”) is a Business Competition hosted by Unilever Vietnam International Company Limited (“**Unilever Vietnam**”) for students who are ambitious to take on real business challenge with a desire to add positive impact to the society and create a brighter future.

When you register for the UNILEVER FUTURE LEADERS' LEAGUE, you agree to comply with the rules and regulations of the Competition as follows.

A. PARTICIPATION

Eligible participants:

1. UFLL is open for all active Vietnamese undergraduate students. The Participants should possess following features:
 - Having business Mindset
 - Being challenge takers
 - Being passionate to make positive impact on society/community
 - Being active in extracurricular activities
2. Participants register to join in a **team of 3 members** (hereby referred as “Participating Team”). Members of the Participating Team can come from different universities with different specialties and at different academic years.
3. Each Participating Team should appoint a member who is the contact point with Unilever Vietnam Organizer during the Competition.
4. Each Participating Team may have an academic advisor (who is a university professor or teacher) to support team during the competition. However, the advisor is not eligible for 10 days U CAMP & U DAY as well as to present or answer questions on behalf of your team on their presentation.
5. Unilever Vietnam reserves the right to reject any applicant or Participating team who fails to comply with the requirements listed above.

Exclusions & Limitations

1. Unilever Vietnam employees, trainees, interns (“**Unilever Vietnam’s Employee**”) and employees of its partnering agencies are not entitled for this Competition.
2. Members of Participating Team are required to declare their relationship with Unilever Vietnam’s Employee (if any) as provided in the registration form. On that basis, Unilever Vietnam shall decide at its own discretion the Participants who are eligible to join in the Competition. The Participants hereby

acknowledge and agree that they shall not have any claim against Unilever Vietnam in relation to its decision.

3. Participating Teams are unable to change its members during the Competition. In occasion where change is proposed, it must be approved by Unilever Vietnam Organizer.
4. One participant is allowed to join one team only.

B. ORGANIZER

Unilever Vietnam International Company Limited

C. TERM OF THE COMPETITION

The term of the Competition shall be from 1st September, 2014 to 31st October, 2014 with details as follows:

- Registration & Project Submission: From 1st September 2014 to 5th October 2014
- Selection process:
 - + Select top 20 Teams: From 6th October 2014 to 8th October 2014
 - + Select top 5 Teams: From 9th October to 15th October 2014
- U CAMP & U DAY (10 days): From 22nd October 2014 to 31st October 2014

D. UFLP PROCESS

Registration:

1. To enter the Competition, Participating Teams are required to register their joining on Unilever Vietnam Facebook at: **www.facebook.com/UnileverCareersVietnam** ("Unilever Vietnam Facebook") or Unilever Career Website at <http://www.unilever.com.vn/> ("Unilever Vietnam Website")
2. Registration will be from **1st September 2014**. Upon registration, Participating Teams shall start working on the business challenge and submit team's project to Unilever Vietnam Organizer latest at the end of the date, **5th October 2014**.

Requirements of the Project:

1. Participating Teams will be asked to solve a business challenge in a form of video clip which satisfies following requirements:
 - Be approximate 3 minutes in length. Clips that exceed less than 5s might be considered but the teams will be deducted 10% of the total score. Exceeding more than 5s, clips will be automatically rejected.
 - Use Vietnamese or English depending on your preference.
 - Not contain any illegal activities or objects carried. Each Participating Team shall take the sole responsibility for the content of the clip and the activities in it.
 - By submitting the clip, Participating Teams agree and confirm that the clip is the own original and creative work of the team, and they are the legal and/or beneficial owner or otherwise have the intellectual property rights to submit such materials, and therefore

warrants that they have obtained rights in incorporating copyrighted, trademarked, patented and/or any other intellectual property registered materials, included but not limited music, soundtrack, audio, graphics, images, video clips, trademarks, industrial design in their video clip.

- Be suitable for display and publication online and should not be obscene or indecent (including but not limited to nudity, pornography or profanity), it must not contain defamatory statements or words or symbols that are offensive either generally or to individuals of a certain race, ethnicity, religion, sexual orientation or socioeconomic group. It must not include threats to any person, place, business or group, it must not invade privacy or other rights of any person, firm or entity, and it must not in any other way violate applicable laws and regulations or network standards.
2. Participating Teams agree to indemnify and not to held Unilever Vietnam responsible in the event that a third party initiates any claim, lawsuit or complaint within any forum, whether judicial or administrative agency against Unilever Vietnam, concerning or in connection with the above-mentioned rights. Unilever Vietnam shall not be held liable to the Participating Teams or others for the viability or results of clips, or participate in the ownership or management of the video clip.
 3. The deadline for submission will be **at the end of the date, 5th October, 2014**. Participating Teams upload video clips on YouTube, using the title "**Team name_Unilever Future Leaders' League 2014**" and send the link to Unilever Vietnam Organizer via email with subject: "**FLL 2014 - Project from TeamName**".
 4. Any and all Intellectual Properties Rights, including but not limited to (i) Copyrights and related rights; (ii) Industrial Property Rights; and (iii) property rights and other rights for all packaging designs, artworks, mock-up, prototype, slogan, and other materials registered or unregistered, as well as other legitimate rights of Unilever Vietnam as provided by the applicable laws shall be vested in Unilever Vietnam and Unilever Group. Participating and performing in the Competition shall not be interpreted as a transfer any of them to the Participating Teams in any manner. Participating Team fully understands that its infringement of this provision shall render Unilever Vietnam damages and Unilever Vietnam shall be entitled to seek for remedy measures as permitted by the laws, which may include but not be limited to the Committing Party's compensation, indemnification and/or legal actions taken by Unilever Vietnam at the court of competent jurisdiction
 5. All submissions that do not strictly comply with these requirements will be automatically rejected.

Selection Process

Screening from 6th October 2014 to 8th October 2014: Unilever Vietnam Judge Panel will select 20 best video clips of all for the next selection process.

Video Voting Campaign & Audition for Top 20 Teams from **9th October 2014** to **15th October 2014**:

During this time, top 20 Teams are invited to an audition round where they will present their ideas to Unilever Vietnam Judge Panel. At the same time, top 20 Team's video clips will be uploaded on Unilever Vietnam Facebook for a voting campaign by Facebook audience.

Top 5 Teams that get the highest score from Unilever Judge Panel during audition and highest number of likes from Facebook during voting campaign are selected for the next round – U CAMP.

U CAMP & UDAY:

A 10-day residential phase in Ho Chi Minh from **22nd – 31st October 2014** with a blend of activities from business training and coaching; leadership sharing, team bonding and networking, and field trip, etc. will be provided to equip the Top 5 teams with the essentials to work on the case challenge - round 2.

On the Grand Finale Day of the Competition (U DAY), top 5 teams will present their final business plan in front of Unilever Vietnam Judge Panel to compete for the Championship.

The Participating Teams must sign an Undertaking declaring that they have the absolute ownership of the proposal presented on the date and it is not subject to the conflict concerning intellectual property rights (trademarks, patents, copyrights, etc.).

NOTE for U CAMP & U DAY period:

1. Participants are obliged to attend the entire event from U CAMP to U DAY. Failing to do so will result a disqualification.
2. The working language for U DAY presentation is in English.
3. Unilever Vietnam covers the costs of transportation (a domestic round trip) & accommodation for participants from other provinces to Ho Chi Minh City to join U CAMP.
4. Vietnamese students studying abroad should be responsible for the cost to return to Vietnam in case they join the Competition.
5. Flights for the Participants residing in Vietnam are booked via Unilever Vietnam's partnering agency. Participants cannot choose their flights. Those who decline the proposed flights have to cover the travel costs for themselves.
6. Participants who wish to change flights that have already been reserved may do so only at their own expense.

E. SELECTION CRITERIA

Screening

In all rounds of this Business Competition, Unilever Vietnam Judge Panel's selection criteria are as below:

The idea which:

- Is realistic and impactful: ability to deeply change behavior
- Has a big scale to execute across all channels (Digital, Social Media, Print, In-store)

Marketing objectives:

- Expected outcome of this campaign
- Ability to engaging to get new users

Consumer insights:

- Ability to identify powerful insights of the given challenge
- Ability to fulfill consumer desire, both functionality & emotionality

Strategic fit:

- In line with business/ brand strategy & mission

USLP alignment:

- Ability to fit with brand commitment as a brand standing for 'Real care for real beauty'

NOTE: Video Voting Campaign & Audition for Top 20 Teams, the results from Unilever Vietnam Judge Panel in audition will account for 70% weight and Audience voting on Unilever Vietnam Facebook will account for 30% weight of the final selection to find out 5 teams for U CAMP.

No appeals will be considered against the decisions of Unilever Vietnam Judge Panel and that Unilever Vietnam Judge Panel has no obligation to explain the motivation behind the choice of the best Participating Teams.

F. AWARDS

1. **THE WINNING TEAM:** Members of the National winning team will have chance to get the below awards:
 - A one-week round trip to attend UFLG Global Round in 2015
 - Internship opportunities with Unilever Vietnam
 - In the case where their ideas are approved by Unilever to apply in the business, financial funding and support will be granted to realize the team's idea together with Unilever Vietnam Brand Team
 - 10-day residential workshop during U CAMP & U DAY in Ho Chi Minh city
 - A modern tablet for each team member
 - 12 month usage of Unilever Products from sponsored brand of FLL 2014
2. **TOP 5:** Members of top 5 will have chance to get:
 - 10-day residential workshop during U CAMP & U DAY in Ho Chi Minh city.
 - Trophy and attendance certificate for each team member
 - 12 month usage of Unilever Products from sponsored brand of FLL 2014

3. **TOP 20:** Members of Top 20 teams will get 12 month usage of Unilever products from sponsored brand of FLL 2014

NOTE for prizes:

Prizes are neither exchangeable nor transferable. If the winner is for some reasons unable to accept the prize, the Organizer reserves the right to award this prize to a runner-up in which case the first winner chosen will not be eligible for any share of the prize whatsoever.

G. USE OF PERSONAL INFORMATION

1. The Top 5 Teams joining U CAMP understand and agree that Unilever Vietnam may publish the team's details on mass media, social media, including not limited to Facebook, Youtube.
2. The Top 5 Teams may be required to participate in publicity arising from this Competition without any additional benefits.
3. Considering the nature of the Competition, Participating Teams agree that by submitting their entries to the Unilever Vietnam Organizer, they provide an exclusive, free and transferrable licence ("**Licence**") without restrictions to the use the name, images, pictures, videos and any other elements of Participating Teams submitted to Unilever Vietnam as part of the Competition. This Licence will remain as effective protection of copyright and is valid anywhere in the world. In any case, if Unilever Vietnam suspects of any infringement relating to this Licence which is conducted by the Participant and/or any other third party, Unilever Vietnam, at its sole discretion, shall take all legal and administrative actions against such Participant and/or third party to remedy the infringement incurred.
4. Round 2 of the Competition, including but not limited to oral presentations and question/answer sessions, is open to the public at large and may be broadcast to interested people through media which may include newspapers, television and the Internet.
5. All ideas submitted as part of the Competition are the intellectual property of Unilever Vietnam and may be used in promotion, advertising etc...at its sole discretion and the Participants hereby agree to waive all their rights relating to such intellectual property, if any.
6. The Organizer/Unilever Vietnam reserves the right to make changes to the above Rules and Regulation. All such changes will be communicated to the Participants via Unilever Vietnam Facebook/ Unilever Vietnam Website.