

**UPiDEA Beeline Uzbekistan  
CONTEST RULES**

Tashkent

UPIDEA Beeline Uzbekistan Contest Rules (hereinafter referred to as the “**Rules**”) establish the procedure for holding the UPIDEA Beeline Uzbekistan contest (hereinafter referred to as the “**Contest**”), the terms of participation, as well as the prizes, and the procedures and conditions for awarding them to the winners.

## 1. TERMS AND DEFINITIONS

1.1. The following terms shall be used in these Rules:

- **Final Event** means an in-person event held upon conclusion of the main Contest, at the location where the Winners are awarded;
- **Official Website of the Company** means the official website of the Company [www.beeline.uz](http://www.beeline.uz);
- **Winner** means a Participant in the Contest who has won one of the approved prizes;
- **Company / Organizer** means *Unitel LLC*, a provider of mobile communication services under the Beeline trademark, and the organizer of the Contest;
- **Personal Data** means information recorded on electronic, paper, and/or other tangible media that relates to a specific individual or enables identification of such individual;
- **Portal** means an information platform designed for publishing details about the Contest and for submitting applications to participate;
- **Participant** means an individual who is eligible to participate in the Contest in accordance with these Rules.

## 2. GENERAL PROVISIONS

- 2.1. The purpose of the Contest is to identify and support young talents capable of proposing innovative business ideas (hereinafter referred to as “**Business Ideas**”) in any field.
- 2.2. Participation in the Contest is free of charge and voluntary.
- 2.3. **Contest period:** 05.05-26.06.2025
- 2.4. **Contest territory:** Republic of Uzbekistan.
- 2.5. **The place of Winners awarding:** the awarding of the will take place during the Final Event, which will be held at the following address: Republic of Uzbekistan, Tashkent, 100047, 1 Bukhara Street, or at another location at the discretion of the Organizer.

## 3. CONDITIONS OF PARTICIPATION

- 3.1. The Contest is open to both individual participants and teams consisting of 1 (one) to 3 (three) members.
- 3.2. Eligible participants must meet the following criteria:
  - (i) Participants must be current undergraduate (Bachelor), graduate (Master), or postgraduate students enrolled at accredited higher education institutions in the Republic of Uzbekistan;
  - (ii) Participants must be at least 18 years of age.
- 3.3. To participate in the Contest, individuals must upload the following materials to the Portal:
  - (i) A copy of their passport or ID card;
  - (ii) A certificate of enrollment from their university;
  - (iii) A Contest application (up to 15 slides) that covers the aspects outlined in the presentation template (hereinafter referred to as the “**Application**”). The template is available on the Portal.
- 3.4. The Business Idea must not duplicate any existing projects or products of the Company.

#### 4. CONTEST PROCEDURE

- 4.1. The selection of Winners is carried out in two (2) stages:
- 4.1.1. Stage 1:
- (i) Participants who correctly complete the Application will be included in the Contest Long List;
  - (ii) A jury composed of Company employees will evaluate the Business Ideas;
  - (iii) Business Ideas selected by the jury will be included in the Short List.
- 4.1.2. Stage 2:
- (i) The Company's management will evaluate the shortlisted Business Ideas and determine the Winners;
  - (ii) The Final Event will take place;
  - (iii) An interactive contest will be held among the attendees of the Final Event to determine the winner of the "Audience Choice Award";
  - (iv) Announcement and awarding of the Winners.
- 4.2. Employees of the Company with a conflict of interest may not serve on the jury.
- 4.3. The date of the Winner announcement will be published on the Portal.
- 4.4. Business Ideas will be evaluated according to the following criteria:
- (i) **Idea and Innovation:** originality and potential of the proposal (1 to 10 points);
  - (ii) **Feasibility:** practical applicability of the idea (1 to 10 points);
  - (iii) **Commercial Potential:** potential for monetization, financial benefit, and payback period (1 to 10 points);
  - (iv) **Presentation Quality:** clarity, structure, and visual design (1 to 10 points);
  - (v) **Impact:** potential effect on the Company's clients and society at large (1 to 10 points).
- 4.5. Winners shall be the Team Participants / Individual Participants who receive the highest total scores.

#### 5. AWARDING OF WINNERS

- 5.1. The Contest may have up to 3 (three) Winners of the main prizes and up to 8 (eight) Winners of the Secondary prizes. In addition, up to 3 (three) Participants may be awarded in the "Audience Choice Award" category.
- 5.2. The Contest prize pool consists of the following:
- (i) **Main Prize:** Apple MacBook Pro 14 M4 Pro /12/16/RAM 24/512 GB Silver – 3 (three) pcs;
  - (ii) **Secondary Prizes:** Apple MacBook Air 13.6-inch M3, RAM 16/256 GB Silver – 8 (eight) pcs;
  - (iii) **Audience Choice Award:** iPad Pro 12.9-inch (5th Generation) Wi-Fi, 512 GB, Space Grey – 3 (three) pcs.
- 5.3. The results of the Contest will be announced at the Final Event and published on the Company's Official Website, as well as on the Company's official social media pages and the Portal.
- 5.4. To receive the prize, the Participant recognized as a Winner must, within seven (7) calendar days, present the Organizer with the following original documents and information:
- 5.4.1. the Winner's passport or ID card;
- 5.4.2. a PINFL registration certificate issued by the district office of migration and citizenship registration (passport office), in cases where the PINFL number is not found in the database of the Tax Committee of the Republic of Uzbekistan.

- 5.5. If the Winner is unable to attend the award ceremony and receive the prize in person due to any circumstances, they may issue a power of attorney to another individual (the authorized representative) to participate in the awarding procedure and complete the documentation for prize collection. In this case, the authorized representative must provide the following documents:
- 5.5.1. a copy of the Winner's passport or ID card;
  - 5.5.2. a notarized power of attorney authorizing the collection of the prize and granting the right to sign documents related to the prize;
  - 5.5.3. the passport or ID card of the authorized representative;
  - 5.5.4. a PINFL registration certificate issued by the district office of migration and citizenship registration (passport office), in cases where the PINFL number is not found in the database of the Tax Committee of the Republic of Uzbekistan.
- 5.6. The Company reserves the right to deny the issuance of the prize to the Winner in the following cases:
- the Winner fails to contact the Company within seven (7) calendar days from the date of notification of the win;
  - the Winner fails to provide the documents specified in Clause 5.6 (5.7) of these Rules within seven (7) calendar days from the date of the announcement or submits documents that do not comply with the requirements of these Rules and/or the legislation of the Republic of Uzbekistan;
  - the Winner refuses to sign and/or perform other legally significant actions, including submitting the required documents, during the prize collection process;
  - it is not possible to notify the Winner who did not attend the Final Event about their prize within seven (7) calendar days from the date of the announcement, for example, the Winner's phone number is blocked, out of coverage, or the Winner does not answer calls or otherwise fails to make contact for reasons beyond the Company's control;
  - any violation of the Contest participation conditions by the Winner is discovered.
- 5.7. The Company shall independently pay all applicable taxes and duties (including personal income tax on the value of the prize) when awarding prizes to the Winners, in accordance with the current legislation of the Republic of Uzbekistan.
- 5.8. Upon receipt of the prize, the Winner is required to sign all necessary documents, which shall include the Winner's personal information and complete details about the prize, including its value with VAT.
- 5.9. The prize shall be handed over to the Winner only after all required documents have been signed by the Winner.
- 5.10. If the Winner resides outside Tashkent city, in another city within the Republic of Uzbekistan, and is unable to attend the Final Event, the Company undertakes to deliver the prize to the official Company office closest to the Winner's place of residence.

## **6. PROCEDURE FOR PROCESSING PERSONAL DATA**

- 6.1. By participating in the Contest, the Participant voluntarily and in their own interest gives consent to the Organizer for the processing of the Participant's Personal Data provided during the application process.
- 6.2. The Participant's consent to the processing of Personal Data is given for the purpose of participating in the Contest.
- 6.3. The Participant agrees to the processing of their Personal Data, whether by automated means or otherwise, including collection, recording, systematization, accumulation, storage, clarification (updating, modification), retrieval, use, transfer (provision, access), blocking, deletion, and destruction of Personal Data.
- 6.4. The Participant confirms that their consent to the processing of Personal Data is valid from the moment the data is provided and remains in effect until the purpose of the processing has been

fulfilled or is no longer necessary - unless a different period is required by the legislation of the Republic of Uzbekistan.

- 6.5. The Participant has the right to withdraw their consent to the processing of Personal Data at any time by sending a corresponding written notice to the Operator at the address specified in Section 8 of these Rules.

## **7. MISCELLANEOUS**

- 7.1. Participants of the Contest acknowledge and agree that the submitted Business Ideas may be reviewed and, at the sole discretion of the Company, implemented by the Company. However, the Organizer bears no obligation to implement any of the Business Ideas, regardless of the Contest results. Participants retain the right to independently pursue the implementation of their Business Ideas, including those selected by the Company as among the best. The Company assumes no responsibility for their further development. Participation in the Contest does not create any legal or financial obligations between the Participants and the Organizer. If a Business Idea is implemented by the Organizer, Participants shall not be entitled to any compensation, remuneration, recognition of co-authorship, or any rights, shares, or other interests in the business based on the implemented idea.
- 7.2. By participating in the Contest, the Participant:
- (i) confirms that they have fully read and agree to these Rules;
  - (ii) consents to participate in photo and video recordings and agrees to the public use and distribution of their image via the Organizer's official social media channels.
- 7.3. The Organizer reserves the right to amend these Rules or terminate the Contest at any stage.
- 7.4. Submission of an application to participate in the Contest constitutes full acceptance of these Rules.
- 7.5. The prize shall be issued to the Winner in accordance with the applicable legislation of the Republic of Uzbekistan. The Company covers all applicable taxes, while any other expenses shall be borne by the Winner.
- 7.6. In the event that the prize is unclaimed or refused by the Winner for any reason, the unclaimed prize shall remain the property of the Company.
- 7.7. The Company reserves the right to deny the prize to any Winner who fails to comply with the requirements and conditions set forth in these Rules.
- 7.8. The Company shall not be held liable for:
- failure to receive / delayed receipt of information/documents necessary for awarding the prize due to the fault of the Participant or for other reasons beyond the control of the Participant and/or the Company;
  - failure by Participants to fulfill (or timely fulfill) the obligations provided in these Rules;
  - failure of Winners to claim or accept the prizes;
  - inability to fulfill its obligations regarding the delivery of prizes to Winners due to the fault of third parties and/or circumstances beyond the Company's control (force majeure).
- 7.9. All disputes arising in connection with the Contest shall be resolved through negotiations. If the parties are unable to reach an amicable agreement within sixty (60) calendar days from the date the dispute arises, the matter shall be submitted to the Mirabad Interdistrict Civil Court of Tashkent for resolution.
- 7.10. In the event of any defects or other manufacturing faults in the prize, the Winner must contact the Company's head office within ten (10) business days from the date of receiving the prize and signing the handover certificate. The Company shall not be liable for any defects or damage to the prize occurring after it has been transferred to the Winner due to the Winner's failure to follow the usage or storage guidelines applicable to the prize, actions of third parties, or force majeure circumstances.

- 7.11. Information about the Contest is available on the Portal. The Company reserves the right to publish related information on its official social media pages at its sole discretion.
- 7.12. The Company reserves the right not to enter into written correspondence or other communication with Contest Participants, except as expressly provided for in these Rules or as required by the applicable laws of the Republic of Uzbekistan.
- 7.13. The Company reserves the right to provide prizes within ninety (90) calendar days from the moment the Winner submits all required documents in accordance with these Rules.