

This “We Do Dance Challenge” (“Contest”) is organised by Prudential Assurance Laos (“Prudential”, “we”, “our” or “us”). By participating in this Contest, you (“you”, “your” or “Participant”) agree that you have read, understood and agreed to be bound by the Terms and Conditions for this Contest and by any change or modification we may make to the Terms and Conditions for this Contest with prior notice, in which such notice will be given by Prudential. If you do not agree with our Privacy Policy and the Terms and Conditions for this Contest, you will not be able to participate in this Contest.

Contest Period:

This Contest commences on 29th May 2021 at 05.00pm and ends on 31st May 2021 at 11.59pm

Eligibility:

This Contest is open to all Laotians excluding the employees of Prudential Assurance Laos (including permanent, temporary and contracted staff) (“Eligible Participants”).

No purchase or payment is required to participate in this Contest.

Contest Mechanics:

1. All entries must be submitted to Prudential within the Contest Period. Entries received after the Contest Period will be disqualified.
2. Eligible Participants can submit the entries, by adopting any (or both) of the Method of Entry specified below – via Social Media Platforms or Pulse. Each Eligible Participant may submit multiple entries. However, only one (1) prize will be given to the winner of this Contest. Any additional prize (if declared) will be automatically void.
3. Method of Entry for Social Media Platforms (i.e. Facebook, Instagram and TikTok):
 - a) Watch the We DO Dance video on Prudential Laos’s Facebook, Instagram and TikTok account.
 - b) Replicate the moves from the We DO Dance video.
 - c) Upload it in a video format (below 60 seconds) to your personal social media page (Facebook, Instagram and TikTok), with hashtags #WeDo #PRUxSuperM #WeDODanceLaos #PrudentialLaos and tag @PrudentialLaos.
 - d) The entry always must remain visible to the public.
4. Method of Entry for Pulse:
 - a) Download the latest Pulse by Prudential app.
 - b) Get on the Pulse app homepage and head to “My Communities”.

c) Search “Dance for Wellness” community and join the community.

d) Click on the pen icon to create a submission.

e) Attach your video (below 60 seconds) and title your submission We Do Dance Challenge with the hashtags #WeDo #PRUxSuperM #WeDODanceLaos #PrudentialLaos.

5. Your submission of entry will be subject to the privacy notice and guidelines governing the submission of content (e.g. comments, media, photos, videos and any other materials that you provide) in the Social Media Platforms or Pulse, depending on the method of entry you adopted for that submission (“Submissions Guidelines”). Prudential, Pulse and the Social Media Platforms reserve the right to amend and/or remove all or any part of the entries that are submitted for this Contest, without giving prior or any notice to the Eligible Participants, when any part of the entries submitted does not comply with Submissions Guidelines. Any enquiry and/or complaint pertaining to any amendment or removal will not be entertained.

6. In submitting the entry (including any hashtags, captions, tags used), you grant us a worldwide, royalty-free, perpetual, irrevocable, non-exclusive, sub-licensable license to use, copy, modify, publicly display, reproduce, translate, create derivative works from, and distribute such entry, in whole or in part, in connection with the provision, expansion and promotion of Prudential, Prudential’s products and Prudential’s services, in any media known now or in the future. In submitting the entry, you also represent and warrant that you own the entry or that you have all necessary rights to grant us a license to use the entry as described above, and that our use of the entry does not and will not infringe any rights of any third party.

7. If any third party makes a claim against us due to your breach of the Submission Guidelines, you will indemnify us for any costs, expenses, fees, taxes and other liabilities incurred by us arising from such claim, including our reasonable costs and expenses in defending and handling that claim.

Prizes and Selection of Winner:

1. Winners will receive a set of limited editions of SuperM merchandise and prize from Prudential Laos (“Prizes”). Winner from Pulse will be receiving additional exclusive merchandise on top of that. Winners as selected by Prudential, will be entitled to a maximum of one (1) prize.
2. Winners of the Contest will be selected by judges from Prudential Lao and based on the following criteria, with full compliance with the Terms and Conditions for this Contest:
 - Dance quality: Impressive or flawless execution of dance moves as per instructions, in the proper beat and rhythm.
 - Personal twist: Participants to add their own touch and interpretation to the movement.
 - Creativity: Appealing outfits, impressive venues, surprising props that add to the watchability
 - Interesting takes: Interesting surprises in the video.

3. Subject to the following, Participants of this Contest may stand a chance to be invited to join SuperM's virtual concert and special virtual meet-and-greet session with SuperM ("SuperM events"). If SuperM's virtual concert does occur, Participants who pass through the final round of this Contest will be invited to SuperM's virtual concert. Further, during the virtual concert, some of the winners' videos will be short-listed to be featured ("short-listed winners") and reaction of SuperM members to the short-listed winners' videos will be played. More details about the invitations and SuperM events will be disclosed at later stage.

However, please note that Prudential Lao is not the organiser of SuperM events. Therefore, Prudential Lao is not able to procure and confirm the earlier-mentioned invitations and occurrence of SuperM events. Prudential Lao shall not be held responsible or liable for non-availability of invitations to any SuperM events, cancellation of any SuperM events, and alterations made to any SuperM events.

4. Winners' Announcement

- a) **Winners from the Social Media Platforms: Winners' announcements** (with Winners' account name/username on display together with the videos submitted) will be posted in all Prudential Lao's official social media pages and on Pulse (Dance for Wellness Community page) on 1st June 2021.

Winners from the social media platforms will need to send us a direct message on our official social media pages within a week once the winners' announcement is posted, with the following details as validation:

- a. Full name/ social media username
- b. Mobile number
- c. Email address
- d. Mailing address
- e. Original video submitted, which this video will be subject to Clauses 6 and 7 under Contest Mechanics.

You can upload the video into any cloud storage and provide us the download link.

C) Winners from the Pulse: Winners' announcements (with Winners' account name/username on display together with the videos submitted) will be posted in all Prudential Lao's official social media pages and on Pulse (Dance for Wellness Community page) on 1st June 2021.

Winners from Pulse would need to send us an email at plal.digital.ecosys@prudential.la or send us a direct message on our official social media pages within a week once the winners' announcement is posted, with the following details as validation:

- a. Full name/ social media username
- b. Mobile number
- c. Email address
- d. Mailing address
- e. Original video submitted, which this video will be subject to Clauses 6 and 7 under Contest Mechanics.

You can upload the video into any cloud storage and provide us the download link.

5. If the Winners fail to respond with the required details within the timeframe as specified above, the Winners shall be disqualified from this Contest and shall not be entitled to the Prizes.
6. Prudential Lao will communicate with the Winners either via Prudential Lao's official social media pages, email or telephone. Winners will be contacted officially by Prudential Lao for prize fulfillment.
7. The Prizes are non-transferable and not exchangeable for cash, credit or in kind. Prudential reserves the right to substitute the Prizes at its discretion with other form of gifts/rewards of equivalent value with prior notice. The selected Winners who have been notified and contacted are deemed final.
8. The Prizes are exclusive of all charges that may be incurred by the Winners (if any), such as taxes, levies, fees and are subject to any other terms and conditions as may be imposed by Prudential from time to time.
9. Prudential's decision in all matters concerning this Contest shall be final and no correspondence shall be entertained.

Notification:

1. The Winners will be notified through the Winners Announcements as described above.
2. When Prudential makes the Winners Announcements, Prudential shall have the rights to publish the username/ account name of the Winners for Social Media Platforms and/or Pulse. Further, if Prudential decides to use additional methods to announce the winners of this Contest in any of Prudential's websites, social media sites, newspapers and/or in its promotional materials, Prudential shall have the rights to publish the username/ account name of the Winners together with the videos submitted for Social Media Platforms and/or Pulse in the announcements without further notice. Non-acceptance of this clause may result in an alternate Winner being chosen.
3. Winners are personally responsible for ensuring that their contact details and email address have been accurately submitted.

4. Prudential shall not be held responsible or liable for any late, misdirected, lost or unsuccessful efforts to notify the Winners.
5. Where any Prizes have been forfeited due to the Winners are ineligible, disqualified and/or do not claim the Prizes, Prudential may, at its sole discretion, give the forfeited Prizes to another Eligible Participants from the remaining eligible entries. In such an instance, the other Eligible Participants shall be selected using a method to be determined by Prudential at its sole discretion.

Prize Distribution:

1. Prudential will deliver the Prize to the Winners at their respective mailing address as provided to Prudential pursuant to these Terms and Conditions, within thirty (30) working days upon the Winners' Announcement. Prudential will not entertain any request to deliver the Prize to an address other than that provided earlier.
2. All loss or damage to and all rights, interests, titles and benefits to the Prize shall be deemed to have transferred to the Eligible Participant upon delivery of the Prize by the delivery provider. In the event that the Prize is stolen or lost for any reason or under any circumstances, Prudential will not be liable to provide the Eligible Participant with a replacement.
3. Prudential expressly disclaims any and all liabilities arising from any lost, damaged or unsuccessful transmission of the Prize.
4. Prudential does not provide any warranty on the quality or services in relation to the Prize. In this regard, Prudential is not liable for any loss, damages or harm (whether physically or mentally) that the Eligible Participant may suffer arising from the Prize or usage of the Prize.
5. By participating in this Contest, the Eligible Participant gives consent to Prudential to disclose their particulars to the delivery providers and/or authorized third party for the purpose of delivering the Prize.
6. Prudential reserves the right to request written proof of residency and of the age of the Winners before the Prize is dispatched, collected or presented. Prudential shall also have the right to require the Winners to execute a deed of release and indemnity in a form prescribed by Prudential in order to receive the Prize.

Disclaimers:

1. By entering this Contest, each Eligible Participant agrees that Prudential, its respective employees, officers, directors, agents, affiliates, parent and subsidiaries shall not be liable or responsible for

damages, losses, injuries, rights, claims or actions of any kind in connection with this Contest, or resulting from acceptance, possession, use/misuse of prizes, or participation in this Contest, including without limitation, personal injury, death, property damage and claims based on publicity rights, defamation or invasion of privacy. Each Eligible Participant further agrees that Prudential will not be responsible or liable for any entries that are late (including delayed data transmissions), tampered with, garbled, incomplete, misdirected, lost, mutilated, delayed, corrupted, duplicated or otherwise not in compliance with these Terms and Conditions.

2. Prudential is not and will not be responsible or liable for any injury or damage to the Eligible Participant's or to any other person's computer relating to or resulting from entering or downloading materials in connection with this Contest. Prudential is not responsible for any error, omission, interruption, deletion, defect, delay in operation or transmission due to technical, hardware, software or telephone malfunctions of any kind, lost or unavailable network connections, communications line failure, server failure, or failed, incorrect, incomplete, inaccurate, garbled, or delayed electronic communications caused by the Eligible Participants or by any of the equipment or programming associated with or utilized in this Contest or traffic congestion on the Internet or at any website, or by any human error which may occur in the processing of the entries in this Contest, or any combination thereof.

Submission of Unlawful Material:

Eligible Participants shall not submit any Unlawful Material (defined below) in the course of participating in this Contest, or use this Contest to upload, post, email, transmit or otherwise make available such Unlawful Material. "Unlawful Material" shall include (but not be limited to) any sexually explicit ideas or material or any idea or material that is unlawful, harmful, threatening, abusive, harassing, tortuous, defamatory, vulgar, obscene, libelous, invasive of another's privacy, hateful, or racially, ethnically, or otherwise objectionable or infringes any patent, trademark, trade secret, copyright or other proprietary rights of another. The Eligible Participants will indemnify Prudential for all of Prudential's losses that may arise from submission of any Unlawful Material. Prudential reserves the right, in its sole discretion, to delete unlawful material and disqualify any such individual or Eligible Participants, and to bar the individual or Eligible Participants from participating in any other contest or promotions, permanently or for such period of time as Prudential shall decide. Prudential's decision in this matter shall be final and no correspondence shall be entertained.

Disqualification:

Prudential reserves the right at its sole discretion to disqualify any individual that it determines to be tampering with the entry process or the operation of this Contest, to be acting in breach or potential breach of these Terms and Conditions. Prudential's decision in this matter shall be final and no correspondence shall be entertained.