

Rules of the FIFA World Cup™ Rival Hug Contest (the “**Contest**”) Organised by: Fédération Internationale de Football Association FIFA Strasse 20 P.O. Box 8044 Zürich Switzerland (“**FIFA**”)

1. Eligibility. The Contest is only open to participants who are **at least eighteen (18) years of age as at the date of their entry into the Contest**. Directors, officers, employees, contractors and agents of FIFA, and Jung von Matt, including their respective subsidiaries and members of any of their immediate families (i.e. spouses/partners, parents, siblings, grandparents, grandchildren or children) are not eligible to enter the Contest. Winning the prize is contingent upon fulfilling all requirements set forth herein. Participation in the Contest does not create a contractual relationship with FIFA.

Timings. FIFA will run the Contest between 08 June 2018 and 23:59 (CET) on 12 July 2018 (the “**Closing Date**”) commencing with a series of posts on the following FIFA World Cup™ social media pages inviting participants to enter as set out below:

- a. FIFA World Cup™ Instagram account available at <https://www.instagram.com/fifaworldcup/>
- b. FIFA World Cup™ Twitter account available at <https://twitter.com/FIFAWorldCup> (“**Twitter Post**”);
- c. FIFA World Cup™ Facebook account available at <https://www.facebook.com/fifaworldcup/>
- d. FIFA World Cup™ VKontakte (“**VK**”) account available at <https://vk.com/fifaworldcup>
- e. FIFA World Cup™ YouTube account available at <https://www.youtube.com/user/FIFATV/>
- f. FIFA World Cup™ Weibo account available at <https://www.weibo.com/fifaworldcup>

2. Participation. In order to be able to participate in the Contest, each participant will be required to ensure that their personal social network account privacy settings are configured to allow FIFA to review the participant posts and contact the participant throughout the period of the Contest. In addition, participants are required to comply with the following participation criteria:

Participation through Instagram:

To participate in the Contest through Instagram, each participant must post an image or video of themselves dressed in their countries’ colours either hugging, hand-shaking or changing jerseys with another fan dressed in another countries’ colours (“**Rival Hug**”) to Instagram, either in their feed or story, accompanied by the hashtag (i) #RivalHug

Participation through Twitter:

a. To participate in the Contest through Twitter, each participant will need to tweet their Rival Hug accompanied by the hashtag (i) #RivalHug; OR, alternatively;

b. Participants may enter the Contest by replying to the Twitter Post with their Rival Hug accompanied by the hashtag (i) #RivalHug

Participation through VK:

Participants must post their Rival Hug to VK, accompanied by the hashtag (i) #RivalHug

Participation through Weibo:

Participants must post their Rival Hug to Weibo, accompanied by the hashtag (i) #一抱泯恩仇#

Two (2) winners shall be randomly selected from the participants who have entered the Contest in accordance with the participation criteria set out above.

Alternative Participation:

Participants may enter for a chance to win between 08 June 2018 and 23:59 (CET) on 07 July 2018 by posting their Rival Hug to VK, Instagram or Twitter accompanied by BOTH the hashtags (i) #RivalHug and (ii)

#FIFAFanFest. One (1) winner shall be randomly selected from the participants who have entered the Contest under the Alternative Participation criteria.

3. Limitation. **For the avoidance of doubt, all users may only participate in the Contest once.** Multiple entries to the Contest shall be deemed void. The use of any automated software or multiple accounts is prohibited. As a condition of claiming the prize, each winner will be required to sign an Affidavit (hereafter defined in paragraph 5).

4. Winner and prize. All entries that fulfil the posting requirements will automatically be entered into a randomly selected prize draw. Such prize draw shall take place following the conclusion of the Contest. Five (5) randomly selected winners of the Contest shall be selected from all eligible entries and will be entitled to receive the prize. FIFA's decision in connection with any aspect of the Contest shall be final, binding and enforceable.

Each prize winner of the Contest ("**Winners**") shall be entitled to receive, for use by the relevant Winner:

- two (2) tickets to the final match at the 2018 FIFA World Cup™ scheduled to be held on 15 July 2018 in Moscow, Russia (the "**Match**");
- two (2) return economy class tickets to Moscow, Russia from the closest airport to the Winners' residence and
- three (3) nights in one (1) double room accommodation at a hotel of FIFA's choosing ("**Hotel**") with breakfast included from 13 July 2018 to 16 July 2018 in Moscow, Russia at the Hotel.

You shall be responsible for bearing the cost of any travel to and from the airport from which your journey shall commence as per the prize description. You should note that in order to attend the Match, you will need to procure, in advance, a Fan ID. It shall be your responsibility to obtain such Fan ID. FIFA will provide more details upon issuance of the prize.

For the avoidance of doubt, although each Winner of the Contest must satisfy the age criteria set out in paragraph 1 above, their guest may be of any age, it being understood and agreed that such guest shall, at all times, remain the sole and exclusive responsibility of the relevant Winner.

For the further avoidance of doubt, all aspects of the prize are stated above. To the extent that FIFA ensures that the above prize items are made available to you, FIFA will be deemed to have fulfilled its prize obligations. All costs and expenses not explicitly stated above as comprising part of the prize shall be the sole responsibility of the Winner. Such costs and expenses, which will not be covered by FIFA, shall include (without limitation): insurance, visa charges and taxes, travel to and from any airport, spending money, meals and any hotel incidentals (e.g. phone, laundry and mini bar). Each Winner waives any and all claims (if any) for relief (including restitution) against FIFA and their respective bodies, officers, agents, employees, volunteers, sponsors and any other entity or person acting on their behalf should the purpose of such ancillary expenses be or become in whole or in part frustrated for any reason whatsoever. All relevant insurance is the Winner's own responsibility.

The Winner cannot request a cash alternative or substitution of the prize. FIFA, at its sole discretion, reserves the right to substitute a prize of greater or equal value in particular if any element of the prize cannot be awarded as described due to unavailability. Notwithstanding the foregoing, FIFA reserves the right to make, at its sole discretion, changes to the prize.

5. Conditions to claim the prize. The winner will be notified by FIFA by way of direct private message on Instagram, Facebook, Twitter or VK (as applicable). In order to win the prize, the winner will be required to sign and return to FIFA an Affidavit of Eligibility and Authorisation within three (3) days of being notified that they are a winner pursuant to which the winner will, inter alia, confirm their eligibility to participate in the Contest (the "**Affidavit**"). Please note that the Affidavit will also require the consent of the potential winner to have FIFA use his or her name, photograph, likeness, voice, prize information and biographical information for

publicity and promotional purposes without further compensation.

6. If a winner is (i) ineligible for, or unable to obtain, a Russian visa and/or Fan ID (as applicable); or (ii) cannot be contacted or fails to sign and return the requested Affidavit within three (3) days of being notified that they are a winner, the winner shall be disqualified and shall forfeit the opportunity to claim the prize. Thereafter, FIFA shall, in accordance with the criteria set out in paragraph 4 above, select another winner. Following FIFA's receipt of the executed Affidavit from the winner, FIFA will then provide detailed information about the method of delivery of the prize.

7. Cancellation. FIFA reserves the right, in its sole discretion, to cancel, suspend and/or modify the Contest, in particular if any fraud, technical failures or any other factor beyond FIFA's reasonable control impairs the integrity or proper functioning of the Contest. FIFA reserves the right, in its sole discretion, to disqualify any user it finds to be tampering with the FIFA World Cup™ social media accounts, the participation process or the operation of the Contest.

8. Disclaimer and Limitation of Liability. FIFA is not responsible for: (1) any incorrect or inaccurate information; (2) technical failures of any kind; (3) unauthorised human intervention in any part of the Contest; (4) any damage, loss, injury, disappointment or psychological stress/trauma suffered by any participant entering the Contest or as a result of acceptance of any prize; (5) participants ensuring that they are legally allowed to participate in the Contest; or (6) the prejudice resulting from any of the events listed under (1) to (5).

9. Privacy. Personal information collected by FIFA during the Contest will be limited to the email address of participants along with their public Instagram, Facebook, Twitter and VK social media handle (as applicable). Such email addresses and social media handles shall only be used so as to enable FIFA to contact the potential winner. These email addresses and social media handles shall be deleted by FIFA once the Contest terminates.

10. Prevailing language. The Contest rules have been drafted in English. Each participant acknowledges and agrees that he/she has read and understood these Contest rules and that he/she is fully aware of the rights and obligations arising therefrom.

11. Governing Law. The rules of the Contest and one's participation in the Contest shall be governed by the laws of Switzerland, to the exclusion of its rules on conflict of laws. Any claim arising out of or related to the participation in the Contest shall be submitted to the exclusive jurisdiction of the ordinary Court of the Canton of Zürich.

12. The Contest is not, in any way, sponsored, supported, endorsed or organized by Facebook, Inc, Twitter, Inc., YouTube, VKontakte and/or Instagram, Inc.