

Kantar iLab Innovation Challenge Terms of Entry

The terms with capital letters set out below have special meanings:

Challenge: the Kantar iLab *Climate Sustainability Innovation Challenge 2022* as described in these Terms;

Entrant: an individual, team or organisation who submit an Entry;

Entry: the entry to the Challenge submitted under these Terms including any updates submitted to the Entry during the Challenge under any of the phases described below;

IP: any patent, trade mark, registered design or any application for registration of the same, or the right to apply for registration of the same, any copyright or related rights, database right, design right, rights in trade, business or domain names, rights in trade dress, rights in ideas, concepts and inventions, rights in confidential information or know-how or any similar or equivalent rights in any part of the world;

Promoter: The Kantar Group Limited 6 More London Place, London SE1 2QY and its affiliated companies;

Terms: these terms of entry;

Winner: the Entrant whose Entry is selected to win a prize.

There are other terms with capitalised letters, and they are set out below where appropriate.

THE CHALLENGE

1. What is the objective of the Challenge?

1.1 The objective of the Challenge is to bring together entrepreneurs and bright minds to design innovative data and AI-led solutions to inspire insights and help marketers bridge the gap between consumers' values and actions in a way that positively impacts climate change. The Challenge is focused on these consumer categories:

| Category: | Description: |
|-----------------------------------|--|
| Mobility | Evolving ways people get around towns and cities, e.g., driving less gas and diesel cars, choosing instead to cycle, use electric bikes and cars as well as future solutions like self-driving cars. |
| Consumer technology | Technology that people use every day. E.g., laptops, tablets, gaming devices, smart phones, smart home devices, wearables, VR devices, and more. |
| Fast-moving consumer goods (FMCG) | Everyday items that people need regularly. E.g., soft drinks, fruit and vegetables, ready-to-eat meals, cleaning products, toiletries, cosmetics. |
| Financial services | Companies that help with management of money, e.g., banks, credit-card companies, insurance companies, investment funds and others. |
| Fashion and apparel | The design, manufacturing, distribution, and marketing of clothing, from expensive haute couture and designer fashions to everyday clothing and accessories. |
| Retail | Retail: where consumers purchase products or services for their own use. The transactions occur online (ecommerce), in a brick-and-mortar store, through direct sales, or direct mail. |
| Energy | Reducing reliance on non-renewables (gas, nuclear) and shifting more towards renewables (hydro, wind, solar power), used by businesses, and by people in cars and homes. |

2. Who is involved in the Challenge?

2.1 The Promoter is responsible for the Challenge, but we will work with a third party throughout the Challenge, Subak (the **Partners**), to screen and judge Entries and to promote the Challenge.

ENTRY

3. Who may enter?

3.1 Entrants will be judged in the following three categories: (a) Promoter employees (individual or team); (b) organisations (including start-ups, scale-ups) and academic institutions; (c) individuals or groups acting in their individual capacity (not associated with any organisation). All individual Entrants and representatives of other Entrants must be at least 18 years old and must not have been convicted of any criminal offence (except a road traffic offence without a custodial sentence). The individual who submits the Entry must make sure all other members of the team and relevant individuals at the organisation/academic institutions have read and accepted these Terms.

3.2 You may not enter the Challenge whether as an individual, or as part of a team, organisation and/or academic institution if (a) you are employed by or otherwise involved in any way with any competitor of the Promoter, including but not limited to Ipsos, Nielsen and GfK; and/or (b) you are on the panel of judges for the Challenge or a family member of a person on the panel of judges.

3.3 You may not enter the Challenge if you or the organisation/academic institution you represent live or are based in Belarus or Russia. The Challenge may be prohibited in the country or state where you live. If it is, the Promoter does not operate the Challenge in your country or state, and you may not therefore enter the Challenge. Any Promoter employee can take part, but non-Kantar Entrants are only eligible to submit and win a prize if located in one of the following countries:

| | | | |
|------------|----------------|-------------|----------------|
| Argentina | Ecuador | Mexico | Thailand |
| Australia | Guatemala | New Zealand | United Kingdom |
| Brazil | Hong Kong | Panama | Uruguay |
| Chile | India | Paraguay | USA |
| Colombia | Japan | Peru | |
| Costa Rica | Mainland China | Singapore | |

3.4 By entering the Challenge each Entrant promises that it fulfils the above entry requirements. The Promoter reserves the right to verify the eligibility of Entrants at any time during the Challenge. Failure to comply with any verification procedures operated by the Promoter will result in disqualification from the Challenge and/or withdrawal of the prize. In the event of any dispute concerning the eligibility of any Entrant, the Promoter's decision shall be final.

4. When can you enter?

4.1 The opening date for receipt of Entries is from October 17, 2022, at 00:01h (BST) and the closing date for Kantar Entrants is December 2, 2022, at 23:59h (GMT), and for non-Kantar Entrants is December 16, 2022, at 23:59h (GMT).

4.2 Entrants must be available after the submission period closes if their Entry is chosen to proceed further in the Challenge. See Section 6 for more details on these timings.

5. To enter, you must first register - how do I register?

5.1 To register, you must create an IdeaScale account at <https://kantar.ideascale.com>. Please provide accurate and current information during the registration process and update your information as necessary throughout the Challenge. You are responsible for all activity related to your account and you must not share your password with any other person or post it on IdeaScale or any other platform. During the registration process you will be asked to confirm that you accept these Terms, the website terms of use and the Promoter's Privacy Policy. You may not enter the Challenge if you do not accept these Terms, the website terms of use and/or the Promoter's Privacy Policy.

5.2 The Partners will provide data to facilitate and encourage experimentation as part of this Challenge. Entrants will be able to access this data after they have completed registration subject to the Partners' terms and conditions of access and use.

HOW TO ENTER

6. What are the phases of the Challenge?

6.1 There are 5 phases to the Challenge:

Phase 1 – Application: Entrants will have to register and submit their Entry by completing the Challenge input form between: October 17, 2022, from 00:01h (BST) and (for Kantar Entrants) December 2, 2022, at 23:59h (GMT), and (for non-Kantar Entrants) December 16, 2022, at 23:59h (GMT). You may submit an unlimited number of Entries, but you will only be eligible for one prize. You cannot amend your Entry once submitted.

Phase 2 – Screening and Selection: Throughout the submission period, the judges will review all Entries to compile a short list of finalists (the **Finalists**). The Finalists will be notified by email and via notification in IdeaScale and the full list of Finalists will be published on IdeaScale in January 2023.

Phase 3 – Prepare practical demonstration: Once announced, Finalists will prepare for virtual pitch in Phase 4, in which they will need to comprehensively demonstrate the practical execution of the concepts set out in their original Entry. This may, for example, include demonstration of a wireframe of a user experience interacting with the new insights, a demonstration of an application through which to access the new insights, or a visualisation through which to dynamically interact with the new insights.

Phase 4 – Virtual pitch: In February 2023, Finalists will virtually present the demonstration of the practical execution of their Entry to the judges, giving the judges an opportunity to ask any outstanding questions.

Phase 5 – Announce Winners: The Winners will be notified by or before the end of February 2023, via email and via notification in IdeaScale, and the Winners' names and details of their Entry will be published on IdeaScale. Additionally, the name and details of their Entry will be announced through the Promoter's and its Partners' media channels (e.g., press release, LinkedIn posts, etc.).

6.2 The dates for each phase set out above may be amended by the Promoter for logistical or commercial reasons. If this happens, the Promoter will notify Entrants as soon as practicable by email and via notification in IdeaScale.

6.3 Further information regarding the Challenge process can be found at: <https://kantar.ideascale.com/c/landing>

CONDITIONS OF ENTRY

7. What if I miss a deadline?

7.1 Entries received after the submission closing dates will not be accepted into the Challenge.

7.2 If an Entrant, Finalist, or Winner is unable to complete any part of the Challenge, the Promoter reserves the right to appoint a substitute Entrant selected in accordance with these Terms. For the avoidance of doubt, any Entrant who is unable to complete any part of the Challenge shall not be entitled to any compensation.

8. What content can and what content cannot be included in my Entry?

8.1 Entrants can submit their Entry in any of the following languages:

| | | | |
|----------------------|-----------|--------------------|---------------------|
| Arabic | Dutch | Japanese | Slovak |
| Armenian | English | Khmer, Cambodian | Slovene |
| Azerbaijani | Finnish | Korean | Spanish |
| Brazilian Portuguese | French | Luxembourgish | Swedish |
| Bulgarian | German | Norwegian | Thai |
| Canadian French | Greek | Polish | Traditional Chinese |
| Catalan | Hebrew | Portuguese | Turkish |
| Croatian | Hungarian | Romanian | Ukrainian |
| Czech | Icelandic | Russian | Vietnamese |
| Danish | Italian | Simplified Chinese | Welsh |

8.2 If any content in an Entry is Intellectual Property owned by a third party, it must be clearly identified and may only be included in the Entry with written permission from the owner.

8.3 Entrants confirm that submission of the Entry and participation in the Challenge are consistent with any obligations they have to their employer, academic institution and/or any company or organisation that they work for. The Entry will not contain Intellectual Property owned by their employer, academic institution and/or any company or organisation except in accordance with paragraph 8.2 above. Entrants' participation in the Challenge must not be a breach of their employment contract or contract for services.

8.4 Entries must not contain content that (a) violates the privacy or publicity right of others; (b) breaches any obligations of confidentiality including unauthorised use of trade secrets; (c) is false, inaccurate, fraudulent or misleading; (d) is in breach of any applicable laws, regulations, licences, or third-party rights; (e) is libellous, harmful, threatening, defamatory, obscene, harassing, abusive, hateful, or racially or ethnically offensive; (f) facilitates illegal activity; (g) promote violence or discrimination based on race, gender, colour, religious belief, sexual orientation and/or disability.

8.5 Entries must not contain any viruses, Trojan horses, worms, spyware, or other disabling devices or harmful or malicious code.

8.6 Entrants will be responsible for any costs incurred by the Promoter if the Entrant has not complied with any of the requirements of this paragraph 8.

8.7 Entrants must not share their Entry and/or the concepts included in the Entry with any third party until the Winner is announced, and Winners must also follow the restrictions set out in paragraph 10.

WINNERS

9. How are the Winners chosen?

9.1 Judging will take place in two rounds:

Screening and Selection: Entries will be evaluated to identify which score the highest on the below evaluation criteria (Weighted as follows Meaningful: 30%, Differentiated: 30%, and Disruptive: 40%):

| | |
|------------------------------|--|
| Is it Meaningful? | Does it help marketers, with new holistic insights into consumers, to close the value-action gap to positively impact climate change? |
| | Does it generate insights across (and scale to) multiple categories and countries? |
| | Does it provide a way to size and / or prioritise and / or provide context about enablers / barriers to sustainable behaviour? |
| | Is it easy to understand, use, and action by a marketer in support of their brand and product strategy? Does it lend itself to repeat use by a marketer? |
| Is it Differentiated? | Does it create new insights, that are not widely available at Kantar and in market research more broadly? |
| | Does it create new value through relevant and connected data? |
| | Does it help understand actual behaviour that happened (e.g., purchase data), not just what people say through self-reported sources like social media or surveys? |
| Is it Disruptive? | Does it encourage automation and reduce human effort (e.g., through use of AI / machine learning methods) as well as considering how to use collected data over time across many projects to continually improve efficiency? |
| | Is it possible to be predictive of future behaviour, not only backwards looking? |
| | Is it possible to use the insights to improve media activation by helping to define groups / segments of people that can be targeted for advertising (e.g., programmatic targeting)? |
| | Does it give due consideration to compliance in data management? |
| | Does it give due consideration to potential barriers / limitations to scaling the proposed idea or solution? |

9.2 The judges' decision on the winning Entries is final and no correspondence will be entered into.

9.3 However, the Promoter has the right to not select any winner and/or award any prizes in a category if none of the Entries sufficiently meets the winning criteria.

10. Use of Entries

10.1 The Promoter may contact all or any Entrants at any time to enter into a commercial discussion to agree terms and conditions for the Promoter or any of its group companies and/or agents to progress an Entry into a proof-of-concept stage and/or otherwise develop an Entry into a product that may be offered for sale worldwide.

10.2 If during the 12 months from submission of an Entry a Winner wishes to exploit their Entry or the concepts in their Entry themselves or permit a third party to do so, the Winner shall contact the Promoter who shall have the first option to enter into a commercial agreement as set out in paragraph 10.1. If after a period of 6 months, the Promoter and the Winner have not been able to reach such an agreement, then the Winner may itself exploit their Entry or the concepts in their Entry themselves or permit a third party to do so. However, nothing in these terms shall restrict a Winner from exploiting their Entry or the concepts in their Entry themselves to the extent that they have already been doing so before submitting the Entry.

10.3 Winners' consent to the promotion and display of their Entry, and to the use of personal information about all for promotional purposes by the Promoter and its Partners. Such personal information includes, but is not limited to, the Winner's name, photograph, voice, opinions, comments, and country of residence. Entries and Winners' personal information may be used in any existing or newly created media, worldwide without payment or consideration or right of review.

PRIZES

11. What are the prizes?

11.1 Prizes will be allocated by category of Entrant as follows:

| Category of Entrant | Prizes |
|---|--|
| 1 st prize for Kantar employees / teams | <ul style="list-style-type: none">• \$2,500 USD• Present idea to Kantar Product Council and other relevant leadership groups• Promotion across Kantar and Subak media channels |
| 1 st prize for organisations: Scale-ups / start-ups / academic institutions | <ul style="list-style-type: none">• \$17,500 USD• Annual Kantar Global Monitor licence• Kantar Worldpanel global Who Cares, Who Does 2023 FMCG report• A Power Hour session with relevant Kantar experts (custom session set up to cover topics like business development, scaling, AI implementation, architecture considerations)• Consultancy session with Subak to discuss the winner's sustainability strategy• Promotion across Kantar and Subak media channels |
| 2 nd prize for organisations: Scale-ups / start-ups / academic institutions | <ul style="list-style-type: none">• \$4,500 USD• Kantar Worldpanel global Who Cares, Who Does 2023 FMCG report• Promotion across Kantar and Subak media channels |
| 1 st prize for Individuals / groups not affiliated with an organisation (including students) | <ul style="list-style-type: none">• \$5,500 USD• Kantar Worldpanel global Who Cares, Who Does 2023 FMCG report• A Power Hour session with relevant Kantar experts (custom session set up to cover topics like business development, scaling, AI implementation, architecture considerations)• Promotion across Kantar and Subak media channels |

11.2 In the event of unforeseen circumstances, or in its absolute discretion if it so wishes to do so, the Promoter reserves the right to substitute the prize (or any part of it) for an alternative of equal or greater value. In the event of substitution of the prize, the parties expressly agree that, to the fullest extent permitted under applicable laws, the entrant will not be entitled to any compensation. No correspondence will be entered into.

11.3 For non-cash prizes, no cash alternative will be offered. Prizes are non-transferable. Cash prizes will be paid to Winners in the currency reasonably determined by Kantar and any currency conversion shall be carried out by Kantar at its normal currency conversion rate.

11.4 Prizes will be payable to the Winner if an individual, or to the individual who registered and submitted the Entry, if the Winner is a team, organisation, or academic institution. It will be the responsibility of that representative to allocate the prize among the team, organisation or academic institution. The Promoter is not responsible for, and will not assist in, resolving any disputes between team members or members of an organisation or academic institution.

11.5 Winners must comply with the terms and condition of those third-party suppliers engaged by the Promoter in providing any aspect of the prize, such as the Subak terms of use for using its Data Catalogue.

11.6 Entrants who win a prize may be required to pay tax on the prize in accordance with their jurisdiction's tax legislation.

DISQUALIFICATIONS

12. Why might an entrant be disqualified?

12.1 The Promoter reserves the right to disqualify any Entrant if it has reasonable grounds to believe the Entrant:

- has not fulfilled all the relevant entry criteria;
- has supplied untruthful, inaccurate, or misleading personal details and/or unlawful information;

12.2 If an Entrant is disqualified, the Promoter reserves the right to appoint a substitute Entrant selected in accordance with these Terms. For the avoidance of doubt, any Entrant who is disqualified shall not be entitled to any compensation in relation to such disqualification.

LIABILITY

13. What liability does the Promoter exclude?

13.1 No applications from agents, third parties, organised groups or applications automatically generated by computer will be accepted. No incomplete, illegible or corrupted entries will be accepted. No entries not in accordance with these Terms or any entry instructions will be accepted.

13.2 The Promoters cannot accept responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft, destruction, alteration of or unauthorised access to entries, or entries lost, damaged, or delayed as a result of server functions, technical issues, virus, bugs or other causes outside the Promoter's reasonable control.

GOVERNING LAW & JURISDICTION

14. What law governs this Promotion?

14.1 These Terms shall be governed English law and the courts of England shall have exclusive jurisdiction over any dispute arising from running the Challenge. However, the Promoter acknowledges that a consumer who enters the Challenge may take action in their local courts.