

TERMS AND CONDITIONS ROBOTICS/ ARTIFICIAL INTELLIGENCE MAKEATHON ("TERMS AND CONDITIONS")

COMMON TERMS USED IN THESE RULES

These are the official rules and regulations that govern how the Robotics/ Artificial Intelligence (AI) Makeathon operates (the "Makeathon"). In these Terms and Conditions, "we", "our", and "us" refer to the Sponsors of this Makeathon. "You" and "Yourself" refer to an eligible Participant.

OVERVIEW

This Makeathon is a 1 month long event, comprising of:

- a kick-off face-to-face meeting on October 27th, 2017,
- weekly recurring face-to-face meetings, and
- a closing face-to-face meeting on November 27th, 2017.

It is an international event involving multiple locations (New York, Brussels, and Singapore). AB Inbev and P&G are the organizing Sponsors. AB Inbev is organizing the New York event and P&G is organizing the Brussels and Singapore events. Other Sponsors (Solvay, DEME, and Puratos), together with P&G and AB Inbev, will be providing their industry challenges to the Participants.

Robotics and AI partners (Fanuc and Coesia are "Providers") will provide their expertise and (at their discretion) make available their products (e.g., software, hardware) to the Participants for the duration of the Makeathon.

During this Makeathon, each Participant and Sponsors will work together to create and develop innovative robotics and AI solutions ("Entry") focusing on the 4 following areas:

1. Service bots for improved interaction with consumers
2. Bots/Robots for improved quality and efficiency in innovation laboratories
3. Bots/Robots in the production process
4. Bots/Robots in logistics

Specifics on timings and registration are described on the website:
<http://www.inqbethackathon.com/>

Participants must be registered using the link to the website.

WHO MAY ENTER?

You are eligible to participate and enter the Makeathon provided you meet the following requirements (i.e., Participant):

- You are at least 18 years old and the age of majority in your jurisdiction of residence.
- You registered and are accepted by the Sponsors to participate in the Makeathon. Determination of acceptability for participation in the Makeathon is at the sole discretion of Sponsors. Sponsors reserve the right to disqualify any Participant and/or Entry that does not comply with the Terms and Conditions of the Makeathon.
- You must attend all the meetings of the Makeathon.
- You must make your own travel and accommodation arrangements and cover all associated costs and expenses.
- You must supply your own laptop to participate.
- Your participation in the Makeathon constitutes full and unconditional agreement to and acceptance of these Terms and Conditions.
- You are not an employee of a Sponsor (e.g., P&G, AB Inbev, Solvay, DEME and Puratos) or their related companies as of September 1, 2013 or during the Makeathon; nor an immediate family member (parent, sibling, spouse, children) of or household member to an employee.
- You are not involved in any part of the creation, promotion, execution or administration of this Makeathon.
- You confirm that you are not being employed by companies being in, direct or indirect, competition with the Sponsors or being employed by companies who have companies in direct or indirect competition with the Sponsors as client/business partner.
- You confirm that you are not participating as journalists and/or government employees, and/or members/employees of a media and/or government agency, and/or participating for reasons others than the genuine interest of winning the Makeathon.

If a Participant is an employee of a corporation, government or an academic institution, enrolled as a student, it is his or her sole responsibility to review, understand and abide by his or her employer's, government's, or academic institution's policies regarding eligibility to participate in the Makeathon. If a Participant is found to be in violation of his or her school's, government's or employer's policies, then he or she will be disqualified from participating in the Makeathon. Sponsors disclaim any and all liability or responsibility for disputes arising between a student or employee and his or her school, government or employer related to the Makeathon.

HOW DO YOU ENTER?

Visit: <http://www.inqbethackathon.com/> to submit your registration.

Registration may close early, when the maximum number of Participants have been reached. You must register for the Makeathon as an individual.

Once you have successfully registered and been accepted by the Sponsors as a Participant, then you will be provided with an access to our crowdsourcing and collaboration platform (InQbet+) where the data and documentation will be waiting for you.

- Each Participant will receive an email confirmation that he/she has been registered for the Makeathon and may be required to confirm his/her participation.
- Participants may be photographed and/or videotaped while working in the multiple Makeathon venues. Participants agree that the Sponsors may use any photographs or videos obtained in this manner for promotional purposes, during or after the Makeathon in any media.

WHAT DOES IT COST TO PARTICIPATE?

- No Entry fee for participation, but seats will be limited.

GENERAL STANDARDS FOR ENTRIES

The intent and spirit of the Makeathon is to encourage Participants to create innovative solutions for consumers and the industry overall. Sponsors are looking for prototypes, minimum viable products, and/or demos, and not only slide presentations.

To be eligible for judging, all Entries during the Makeathon must meet the following general standards:

- All Entries must be made and presented in English.
- The content of your Entry and any supporting materials must be acceptable for all viewing audiences.

By making an Entry in this Makeathon, you confirm:

- The Entry complies with these Terms and Conditions;
- That the entirety of the Entry is your original work and newly created during the Makeathon and must not have been entered in any other competition or program similar to the Makeathon;
- That you have obtained any and all consents, approvals, or licenses required for you to submit your Entry, and that your Entry will not violate anyone else's rights or the law.

HOW MANY ENTRIES MAY I MAKE?

- Each Participant may submit one Entry to the Makeathon.

HOW WILL ENTRIES BE JUDGED?

Each Participant will present his/her Entry in pitches on November 27th, 2017 to a judging panel. The judging panel will decide the winners. The winners will be announced at the end of that day.

Entries will be judged on the following criteria:

- 1/3 Innovation/creativity - Is it a new/innovative/out-of-the box concept?
- 1/3 Business Value - Does the application create value? Does it save money, create opportunity; connect customers, partners, and employees?

- 1/3 Practical Implementation - How rapidly can we enable a minimum viable product in partnership?

The Entry that earns the highest overall score will win. The decisions of the judging panel will be final. In the event of a tie, the judging panel will deliberate to determine the winner. The judging period may be extended by Sponsors for any length of time, in Sponsor's discretion.

WHAT ARE THE PRIZES?

Prizes will be awarded to winners, together with the opportunity to progress on a project basis with Sponsors to further develop presented solutions.

PRIZE CONDITIONS:

Your odds of winning a prize will depend on the number of eligible Entries received, the quality of the Entries, and the level of skill of the Participants.

If you are selected as a winner:

- You may not designate someone else as the winner; and
- You agree to provide the Sponsors with any requested information.

WHAT OTHER CONDITIONS ARE YOU AGREEING TO BY ENTERING AND PARTICIPATING?

By entering this Makeathon you agree:

- To abide by the Terms and Conditions;
 - To release and hold harmless the Sponsors, and its respective parents, subsidiaries, affiliates, employees and agents from any and all liability or any injury, loss or damage of any kind arising from or in connection with this Makeathon and its promotion, or any prize won;
 - That Sponsors decisions will be final and binding on all matters related to this Makeathon;
 - The Sponsors reserves the right to modify these Terms and Conditions at their sole discretion.
 - Sponsors may use your proper name and state, country, and/or region of residence, image, employment information, online and in print, or in any other media, in connection with this Makeathon, without payment or compensation to you, except where prohibited by law;
 - To contact us prior to promoting or publicizing your participation in and, if applicable, your winning or participating in the Makeathon;
 - To not use or display any of the Sponsors trademark (including any logo or brand) without prior-written permission;
 - In case datasets are shared with Participants, Participants shall not send them over to parties that are not registered as Participants of the Makeathon.
- **Makeathon Guidelines:**

- .1. The Entry from the Participant must not knowingly contain material that violates or infringes another's rights, including but not limited to privacy, publicity, copyright, trademark, patent, or intellectual property related rights.
- .2. By entering, each Participant represents and warrants that (a) the Participant's contribution to the Entry and all components thereof, including all ideas, creative elements and any other materials and information contained or generated during the elaboration of the Entry are wholly original with the Participant, (b) no person or entity has collaborated with Participant in creating the Entry, provided any material or information for inclusion in the Entry, or has any ownership rights in and to the Entry or any component thereof, (c) Participant has the exclusive, unconditional right and authority to submit the Entry and to grant the rights set forth herein, and (d) the Participant's Entry complies with these Terms and Conditions in full.

- **Grant of Rights:**

- .1. Each Participant is responsible for determining the disposition of any intellectual property developed during the course of the Makeathon. The Sponsors shall not be responsible for mediating disputes that arise relating to intellectual property ownership. If a dispute arises concerning intellectual property ownership, the Sponsors may at their discretion disqualify any Entry.
- .2. In consideration of the valuable consideration of time, expense, money and effort which will be expended by Sponsors to organize and run this Makeathon, each Participant entering the Makeathon hereby grants to Sponsors and their affiliates a non-exclusive, irrevocable, royalty-free license to reproduce, have made, exploit, adapt, use and display, in perpetuity, throughout the world, the Entry and any work results developed during the course of the Makeathon in whole or in part (including all ideas, creative elements, know-how, invention, whether or not patentable, conceived or reduced to practice as a result of participation in the Makeathon) and any other materials and information contained or generated in the course of the Entry elaboration), with the right to sub-license, without further notice or compensation to the Participant.

- **Release of Claims:**

- .1. By making an Entry, each Participant releases the Sponsors from and against the full amount of all claims, liabilities, actions, suits, proceedings, assessments, judgments, decrees, losses, fees, damages, settlement funds, and associated costs and expenses including attorney's fees arising from or in connection with the Participant's participation in this Makeathon, any use by the Sponsors of the Participant's Entry and/or the exercise by the Sponsors of any rights granted to it herein, including without limitation claims based on copyright, patent and/or trademark infringement relating to the Participant's Submission resulting from the Participant's participation in this Makeathon.

WHAT LAWS GOVERN THE WAY THIS MAKEATHON IS EXECUTED AND ADMINISTERED?

This Makeathon will take place in: (1) Brussels, Belgium; (2) New York, USA; and (3) Singapore, and be governed by the respective country laws.

WHAT IF SOMETHING UNEXPECTED HAPPENS AND THE CONTEST CAN'T RUN AS IT WAS PLANNED?

If someone cheats, or a virus, bug, bot, catastrophic event, or any other unforeseen or unexpected event affects the fairness and/or integrity of this Makeathon, Sponsors reserve the right to cancel, change, or suspend this Makeathon.

This right is reserved whether the event is due to human or technical error. If a solution cannot be found to restore the integrity of the Makeathon, Sponsors reserve the right, but are not required, to select winners from among all eligible Entries received before Sponsors had to cancel, change or suspend the Makeathon.

If Participant attempts to compromise the integrity or the legitimate operation of this Makeathon, or if we have reason to believe that you have compromised the integrity or the legitimate operation of this Makeathon by cheating, hacking, creating a bot or other automated program, or by committing fraud in any way, we may seek damages from you to the fullest extent permitted by law. Further, we may disqualify you, and ban you from participating in any of our future Makeathons.

HOW CAN YOU FIND OUT WHO WON?

A full list of all winners will be published on the site (<http://www.inqbethackathon.com/>) within 1 month after the event.

WHO IS ORGANIZING THIS MAKEATHON?

P&G, and AB-Inbev

WHO IS SPONSORING THIS MAKEATHON?

Makeathon is sponsored by P&G, AB Inbev, Solvay, DEME and Puratos. Additional Sponsors can be added later. Sponsorship entitles:

- The company's logo to appear on the Makeathon website
- The company to post needs that may appear as an industry challenge on the collaboration platform for the Makeathon. If the need is posted, then the company must assign a representative to help coach and provide the right expertise to the Participant during the Makeathon
- The company to license solutions from the Participants
- The company to 1 executive seat on the judging panel

WHO IS SUPPORTING THIS MAKEATHON AS A PROVIDER?

Microsoft, Fanuc, Coesia, and European Robotics week are Providers to this Makeathon. Additional Providers can be added later. Providers entitles:

- The company's logo to appear on the Makeathon website
- The company to make available, at the company's discretion, technology (e.g., data platform, API, hardware, software, robotics, expertise, etc.) for use by the Participants for the duration of the Makeathon
- The company to promote/advertise their technology during the Makeathon

WHERE IS THE BIC?

Brussels Innovation Center (BIC).
Temselaan 100,
1853 Strombeek Bever.
Belgium

Acceptance of these terms & conditions

Brussels, the

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(Signature)