

## **RULES FOR THE PUBLIC COMPETITION**

### **“Games Cup 2021”**

**(A tournament among mobile HTML5 games developers from the social networks Odnoklassniki and VKontakte, Moy Mir)**

#### **1. General Provisions.**

1.1. These Rules for the public competition “Games Cup 2021” (the “Rules”) govern the conditions of the competition, the procedure to determine winners, award prizes and other formalities related to this event.

1.2. The name of the competition is “Games Cup 2021” (**Tournament among mobile HTML5 games developers from the social networks Odnoklassniki, VKontakte, Moy Mir**) (the “Competition”).

1.3. Organizers of the Competition:

- Limited Liability Company Mail.Ru: INN (Taxpayer Identification Number) 7743001840, OGRN (Primary State Registration Number): 1027739850962, address: 39 Leningradsky Prospect, building 79, 125167, Moscow (the “Organizer-1”);
- Limited Liability Company Vkontakte, INN 7842349892, OGRN:1079847035179, address: 12-14 Khersonskaya Str., letter A, premise 1-N, 191024, St. Petersburg (the “Organizer-2”);

1.4. Russian is the official language of the Competition.

#### **2. Terms and Concepts.**

2.1. “Competition” means the event held by the Organizers in order to increase public interest in the field of creating software products, to provide the Competition Participants with an opportunity to discover their creative capabilities, and also to develop the professional skills of the Competition Participants. The Competition is not a lottery, promotional lottery or any other risk-based gambling.

2.2. “Participants” means individual citizens of the Russian Federation, the CIS countries or the European Union who have full legal capacity and reached the age of 18 (eighteen), or legal entities registered subject to the legislation of the Russian Federation, the CIS countries or the European Union and complying with the conditions set out in these Rules for participation in the Competition.

2.3. “Winner” means a Competition Participant entitled to be awarded the Prizes subject to these Rules.

2.4. “Prize” means the prizes specified in Clause 5.1. hereof and subject to be transferred to the winners of the Competition as a reward in accordance with the Rules.

#### **3. Location of the Competition.**

3.1. The competition is held on the gaming platforms Odnoklassniki (<https://ok.ru/vitrine>), VKontakte (<https://vk.com/apps>), Moy Mir (<https://my.mail.ru/>) (the “Platforms”).

3.2. Website <http://gamescup.ru> is the official information resource of the Competition.

#### **4. Conditions for Participation in, and Duration of, the Competition.**

4.1. By performing the sequence of actions specified in Section 4 of the Rules and aimed at participating in the Competition, the Participants confirm that they have read and agreed with the Rules, accept their provisions.

4.2. To participate in the Competition, the Participant must:

- Familiarize themselves with these Rules on the official information resource of the Competition at <http://gamescup.ru>;

- Complete the Competition Project.

4.3. Duration of the Competition: from 24 May 2021 to 18 November 2021, particularly:

- Term to file applications: from 24 May 2021 to 31 October 2021 inclusive;

- Winners announcement and awarding date: 23 November 2021. All Prizes will be awarded by the Organizers of the Competition until 31.01.2022.

4.4. The Competition Project for the Participants:

4.4.1. A Participant must register on the competition website <http://gamescup.ru> and on any Platforms and submit an application to participate in the Competition within the period specified in Clause 4.3. hereof.

4.4.2. In the application, a Participant must indicate:

- Their name, surname,
- Contact telephone number,
- E-mail address,

- Link to a game created by the Participant and uploaded by them to any system of the gaming Platforms in the form of an HTML5 application.

4.4.3. The game submitted for participation in the Competition must not be previously published on any gaming Platform specified in Clause 3.1. of the Rules.

4.5. After the deadline for applications, the Organizers shall determine the winners within the time period specified in Clause 4.3. hereof and announce their list on the gaming Platforms and on the official information resource of the Competition.

The Competition Jury is comprised of representatives of all Organizers of the Competition.

The winners in the declared categories are determined by a resolution taken by the Competition Jury relying on the evaluation of technical implementation of the game, the order of the game process, the extent of audience / user involvement in the game process, the evaluation of the game balance and mechanics, the demonstrated professional skills of the Participant and their creative approach to creating the game, and also on other criteria determined by the members of the Competition Jury at their discretion.

4.6. Should a Participant breach the provisions hereof, the Organizers are free to deprive such a Participant of the right to participate in the Competition and/or to be awarded the Prize.

4.7. Employees and representatives of the Organizers, their affiliates, family members of such employees and representatives, third parties directly associated with the organization and/or conduct of the Competition, and also employees and representatives of the third parties directly associated with the organization and/or conduct of the Competition are not allowed to participate in the Competition.

4.8. Individuals meeting all the conditions set out in the Rules, complying with all the necessary requirements set out in the Rules for participation in the Competition, are assigned the status of the Competition Participants.

## 5. Prize Fund

5.1. The prize fund is formed at the expense of the Organizers and includes the following Prizes:

Category	Winner	Organizer that provided the Prize	Prizes
<b>New Idea</b>	One Winner	Organizer -1, Organizer -2	<p>1) Prize of RUB 459 385, and also user acquisition to the game on all the Platforms where the game is hosted, up to 300,000 installations, provided that the game must be published within three months after the winner is announced.</p> <p>2) Special prize from the myTarget project (Organizer -1):</p> <ul style="list-style-type: none"> <li>- RUB 15,000 certificate (to promote the game through myTarget);</li> <li>- For all participants who submitted applications, x2 increase of the first myTarget payment (but not exceeding RUB 50,000 and the activation period of 6 months).</li> </ul>
<b>Best Casual Game</b>	One Winner	Organizer -1, Organizer -2	<p>1) Prize of RUB 459 385, and also user acquisition to the game on all the Platforms where the game is hosted, up to 300,000 installations, provided that the game must be published within three months after the winner is announced.</p>

			<p>2) Special prize from the myTarget project:</p> <ul style="list-style-type: none"> <li>- RUB 15,000 certificate (to promote the game through myTarget);</li> <li>- For all participants who submitted applications, x2 increase of the first myTarget payment (but not exceeding RUB 50,000 and the activation period of 6 months).</li> </ul>
<b>Best Midcore / Hardcore Game</b>	One Winner	Organizer -1, Organizer -2	<p>1) Prize of RUB 459 385, and also user acquisition to the game on all the Platforms where the game is hosted, up to 300,000 installations, provided that the game must be published within three months after the winner is announced.</p> <p>2) Special prize from the myTarget project:</p> <ul style="list-style-type: none"> <li>- RUB 15,000 certificate (to promote the game through myTarget);</li> </ul> <p>For all participants who submitted applications, x2 increase of the first myTarget payment (but not exceeding RUB 50,000 and the activation period of 6 months).</p>
<b>Best Hyper-casual Game</b>	One Winner	Organizer -1, Organizer -2	<p>1) Prize of RUB 459 385, and user acquisition to the game on all the Platforms where the game is hosted, up to 300,000 installations, provided that the game must be published within three months after the winner is announced.</p> <p>2) Special prize from the myTarget project:</p> <ul style="list-style-type: none"> <li>- RUB 15,000 certificate (to promote the game through myTarget);</li> </ul> <p>For all participants who submitted applications, x2 increase of the first myTarget payment (but not exceeding RUB 50,000 and the activation period of 6 months).</p>

<b>Special Prize: Game Art</b>	One Winner	Organizer -1, Organizer -2	RUB 305 538
<b>Special Prize: Storytelling and Screenplay</b>	One Winner	Organizer -1, Organizer -2	RUB 305 538

5.2. The Organizers act as tax withholding agents of the Winner, and shall calculate and withhold income tax in accordance with Section 12 of the Rules.

5.3. All Prizes shall be awarded to the winners by representatives of those Organizers who provided these Prizes.

5.4. The Winners shall be awarded at an official event to be held in the central office of the Organizer-1 (39 Leningradsky Prospect, building 79, Moscow, SkyLight Business Center). The procedure and place of the awarding ceremony can be changed by the Organizers by a notification on the Platform.

## **6. Rights and Obligations of the Participant:**

6.1. The Participant is entitled to:

6.1.1. Familiarize themselves with the Rules on the official information resource of the Competition at <http://gamescup.ru>.

6.1.2. Participate in the Competition complying with the procedure stipulated in the Rules.

6.1.3. Request delivery of the Prize if the Participant is declared the winner of the Competition subject to the Rules, provided that the Participant commits no violation of the Rules.

6.1.4. Familiarize themselves with the information about any change in the Rules.

6.1.5. Ensure operability of the game and promptly correct the discovered errors (bugs) within 1 (one) year after having been declared the Winner.

6.2. The Participant is obliged to:

6.2.1. Perform the actions specified in Section 4 of the Rules. If they are declared the Winner subject to be awarded the Prize, the Participant is obliged to provide information specified in Clause 9.2 of the Rules.

6.2.2. The Participant is not entitled to request postponement of the date, place or time of delivery of the Prize.

6.2.3. The Participant must comply with the following requirements for participation:

- There shall be no use of the results of intellectual activity of third parties, namely violation of the copyright and other intellectual property rights in the course of development of the game.
- There shall be no use of software disrupting operation of the Platform and/or the system of the Competition Organizers and potentially causing any change in the results of the Competition. Where the Competition Organizers identify any attempt to deactivate the Platform and/or the system of the Competition Organizers, the Competition Participant making such attempts is deprived of the right to participate in the Competition and be awarded the Prize.
- There shall be no use of data, materials and information presented on the Platform by copying, reproducing, and also any use for any commercial purpose without prior written permission of the Organizers.
- No account shall be registered in the name of another individual (fake account), and no actions shall be performed in the name of any organization, company, brand, legal entity or individual, etc., whose interests the Participant is not authorized to represent; only valid information and data shall be used in the registration process.
- It is prohibited to register multiple accounts to participate in the Competition.
- Should the Participant breach the obligations stipulated in Sub-Clause 6.2.3., the Competition Participant shall bear liability subject to the applicable legislation of the Russian Federation, they will be disqualified, and all the results will be canceled.

6.3. To the extent of all issues not covered by these Rules, the Competition Organizers and the Participants shall be guided by the applicable legislation of the Russian Federation.

6.4. The Participant is entitled to withdraw from the Competition at any time during the Competition by sending a corresponding notification to the Organizer-1, e-mail [gamesdev@ok.ru](mailto:gamesdev@ok.ru).

## **7. Rights and Obligations of the Competition Organizers:**

7.1. The Organizers are obliged to:

7.1.1. Conduct the Competition in accordance with these Rules.

7.1.2. Transfer the Prizes to the Winners in accordance with the Rules.

7.2. Rights of the Organizers:

7.2.1. The Competition Organizers enjoy all the rights provided for in these Rules and the applicable legislation of the Russian Federation.

7.2.2. Refuse to award a Prize to a Participant failing to comply with the requirements and obligations provided for in the Rules.

7.2.3. The Organizers are entitled to change the Rules. The original and updated version of the Rules, and also additional information shall be posted on the Platforms and on the official information resource of the Competition.

## **8. The procedure for Accepting Applications to Participate in the Competition.**

8.1. If an individual performs the actions specified in Section 4 of the Rules, it is considered an application to participate in the Competition.

8.2. Applications failing to meet the conditions of the Competition (invalid applications) include:

8.2.1. Applications sent earlier or later than the term to file applications (Clause 4.3. of the Rules);

8.2.2. Applications sent by individuals who are not citizens of the Russian Federation, the CIS countries or the European Union;

8.2.3. Applications sent by individuals under the age of 18;

8.2.4. Applications failing to meet the conditions hereof.

8.3. The Competition Organizers are entitled to take unilateral resolutions whether the received applications comply with the Rules.

8.4. The fact that the Participant sends an application implies that they have familiarized themselves with the Competition Rules and agreed that the Organizers will process their data voluntarily provided subject to these Rules. The Organizers are entitled to send a further request, and the Participants undertake to provide a written confirmation that they have familiarized themselves with the Competition Rules and approve the processing of the Participants' data.

8.5. The Organizers shall not be held liable for any Internet failure, and also for the actions of organizations that ensure their operation.

8.6. The Participants guarantee that the materials they use to complete the Competition Project do not violate proprietary and/or non-proprietary rights, copyright and related rights, and also other rights of third parties.

8.7. The Organizers shall not be held liable for any violation of the rights of third parties, including intellectual property rights, committed by the Competition Participants. By participating in the Competition, the Participant undertakes to pay losses related to the violation of any right of third parties by themselves and at their own expense, and also to compensate fully the losses incurred by the Competition Organizers, if they are incurred due to the fault of the Participant.

## **9. Prize Awarding Procedure.**

9.1. Award of a cash Prize: The Organizers shall transfer the corresponding amount of the Prize to each Participant declared the winner by bank transfer using the account details, which the winner must provide to the Organizers, within 90 (Ninety) calendar days after the Organizers receive all the documents and information under Clause 9.2 hereof. Payment days for the Organizers: the 15th day and a working day immediately preceding the last working day of each month. The Organizer shall not be held liable for a failed transfer of a payment, if the Participant provides incorrect information about themselves, account details or due to other reasons beyond the Organizer's influence.

Where a Prize is awarded in the form of a traffic package (for a fixed guaranteed number of installs (installations)), the Winner is awarded a certificate containing a detailed description of the conditions to acquire, and the procedure for using, that Prize.

9.2. To receive the Prize, the Winner participating as an individual must perform the following actions:

9.2.1. Provide the Organizers with: a) a copy of their passport of a citizen of the Russian Federation, or a citizen of the CIS, or a citizen of the European Union, b) information necessary for the Organizers to submit information to a tax office (a copy of the INN, if any) and containing the full name of the Participant, their date of birth, c) telephone number (if any), d) where a cash Prize is awarded: full account details in writing to transfer the Prize amount, e) where a Prize is awarded in the form of a traffic package: a link to their accounts on the gaming Platforms, f) address according to the registration details.

9.2.2. If the Participant does not provide the Organizers with the information specified in Clause 9.2.1 of the Rules by 31 January 2022 (inclusive), the Prize will be considered unclaimed, and the Organizers are entitled to administer it at their own discretion.

## **10. Description of the Categories.**

### **10.1. Categories by Genre**

The categories for well-known HTML5 game genres. Games that use already established and familiar game mechanics and solutions qualify for the category.

#### **10.1.1. Best Casual Game**

The category in the field of implementation of widespread mechanics aimed at the mainstream audience: three-in-a-row, puzzles, arcades, farms, slots, etc.

#### 10.1.2. Best Midcore/Hardcore Game

The category for games with difficult challenges and very demanding of a player.

#### 10.1.3. Best Hyper-casual Game

The category for games with simplest rules, low entry barriers, and a focus on ad monetization in addition to in-game purchases.

#### 10.2. New Idea

The category for the most original idea in the field of game design, unusual social mechanics of user interaction or innovative technology. The jury will evaluate the contribution of the nominees' ideas to the development of the HTML5 game industry, and also the overall originality of the approach.

#### 10.3. Special Prize: Game Art

The special award for game designers, artists and illustrators in the field of HTML5 visual solutions. The jury will evaluate the skill of execution, the attractiveness and creativity of the game style. The special prize can be combined with any other main category.

#### 10.4. Special Prize: Storytelling and Screenplay

The category for narrative game designers and game writers in relation to the plot, worlds, dialogues, creative descriptions of in-game items, or in-game storytelling. The jury will evaluate text solutions and dramatic compositions in games. The special prize can be combined with any other main category.

### **11. The Procedure to Use Personal Data.**

11.1. By participating in the Competition, the Participant demonstrates their full and unconditional consent to the processing of the Participant's personal data by the Competition Organizers and/or their affiliates (namely: passport details, name, surname and patronymic, registered address, date of birth, INN, telephone number, e-mail address, bank details, data of the Platform accounts) exclusively for the purpose of conducting the Competition in accordance herewith.

The processing, including collection, systematization, accumulation, storage, elaboration (update, change), usage, distribution (including transfer), depersonalization, blocking, destruction of personal data of the Competition Participants shall be performed subject to Federal Law No. 152-FZ On the Personal Data dated 27 July 2006. The Organizers are authorized to transfer personal data to third parties they engage to conduct the Competition.

11.2. The processing of personal data is purposed to conduct the Competition and award the Prizes in accordance with the Rules and the applicable legislation of the Russian Federation.

11.3. By accepting the Competition Rules, the Participant grants the Organizers the right to perform all the above actions with their personal data.

11.4. The Organizers guarantee that personal data of the Participants will be used exclusively by the Organizers or their authorized individuals acting on the basis of confidential data non-disclosure agreements related to the conduct of this Competition, and will not be provided to other third parties for any purpose not related to the Competition or to the awarding of Prizes, other than email addresses that can be used by the Organizers to provide information on other competitions or newsletters.

11.5. The Organizers shall process personal data during the Competition and subsequently:

11.5.1. For 5 (Five) years, they store personal income tax certificates and supporting documentation on the Participants in respect of whom they performed the tax agent duty.

11.5.2. During the period required to award the Prizes subject to the Rules, after the Competition completes: the rest of personal data, which must be depersonalized and/or destroyed by the last day of the specified period.

11.5.3. The materials of the official publication of the Competition results shall be stored permanently.

11.6. The Participant shall provide their consent to the storage and processing of personal data for the duration of the Competition and 5 (five) years after it completes; the Participant may withdraw it at any time by written notification to the Organizers by registered mail.

### **12. Tax Information for the Participants.**

12.1. Subject to the tax legislation, when transferring the Prizes, the Competition Organizers shall act as the tax agents and keep personalized income records for the winners participating as individuals. The organizers undertake to pay personal income tax at the rate specified in Clause 2 of Article 224 of the Tax Code of the Russian Federation, namely 35% of the value of the Prize for individuals - tax residents of the Russian Federation, 30% of the value of the Prize for

individuals who are not tax residents of the Russian Federation. The winners participating in the competition as legal entities registered subject to the legislation of the Russian Federation, the CIS countries or the European Union shall calculate and pay taxes using their own efforts subject to the legislation of their country of domicile.

12.2. The Prize Fund of the Competition is formed at the expense of the Organizers and shall be attributed to awarding Prizes to the Winners of the Competition exclusively. The winners participating as individuals shall fulfill the obligation specified in this section to pay the personal income tax through the tax agent, namely the Organizers or another person authorized by the Organizers and awarding the corresponding Prize directly.

12.3. The Organizers shall not impose any obligation on the Prize Fund of the Competition, other than the obligations to the Winner of the Competition to the extent of awarding the Prizes, and also shall not use the Prize Fund of the Competition for any purpose other than awarding Prizes and fulfilling the associated tax obligations.

### **13. Special Conditions.**

13.1. The winner failing to comply with or breaching these Rules will not receive the Prize.

13.2. Resolutions taken by the Organizers on all the issues related to the Competition shall be final and not subject to revision.

13.3. The Organizers reserve the right to post additional information about the Competition.

13.4. The Organizers reserve the right not to engage in written negotiations or other contacts with the Competition Participants, except for the cases described in these Rules or complying with the requirements of the applicable legislation of the Russian Federation.

13.5. The fact of participation in the Competition means that the Participants demonstrate their unconditional consent to:

13.5.1. Usage of their initials (and also names, patronymics, surnames), date of birth, images, photo and video materials, and also interviews and other materials about them in relation to the Competition for promotional and other commercial purposes (with the right to transfer them to third parties) aimed at the market promotion of products and services under the trademarks of the Competition Organizers, whatever the form, both on the territory of the Russian Federation, the CIS countries and the European Union, and in other countries, for an unlimited period and without payment of any remuneration.

13.5.2. Processing of their personal data by the Organizers for the period necessary to perform all the actions hereunder.

13.6. The fact of participation in the Competition means that the Participants give their consent, and empower the Organizers free of charge, to:

13.6.1. Use the Participant's image, interviews or other materials about them directly related to participation in the Competition, and also the materials about the intellectual property created by the Participants and provided for participation in the Competition, for the purpose of conducting the Competition and awarding Prizes, and also when distributing promotional information about the Competition for an unlimited period, without limiting the territory and without payment of any remuneration.

13.7. At their sole discretion, the Organizers may invalidate all applications for participation, and also prohibit further participation in the Competition by any individual faking, or benefiting from faked, process of applying for participation in the Competition, or acting in violation of these Rules, acting in a destructive manner, performing other actions purposed to harass, insult, threaten or disturb any other individual potentially associated with this Competition.

13.8. Where it is impossible to implement any aspect of this Competition as planned due to any reason, including the reasons caused by computer virus infections, Internet malfunctions, defects, manipulations, unauthorized interference, faking, technical problems or any reason, which is beyond the control of the Organizers and distorts or affects the performance, safety, honesty, integrity or proper conduct of the Competition, the Organizers may cancel, terminate, modify or temporarily suspend the Competition, or invalidate any application to participate in the Competition, at their sole discretion.

13.9. The Competition Participants shall pay all the expenses they incur in connection with participation in the Competition by themselves.

13.10. Should the Winner submit a written refusal to receive the Prize, they cease to be entitled to claim the Prize from the Organizers.

13.11. The terms used in these Rules refer to this Competition exclusively.

13.12. Any disputable issue associated with the Competition shall be governed by the applicable legislation of the Russian Federation. In the event of any situation causing ambiguous interpretation of the Rules and/or issue not covered by the Rules, the final resolution on such interpretation and/or clarification shall be taken by the Competition Organizers exclusively.

13.13. These Rules is drawn up in Russian and in some cases may be delivered to the Participants in English language for information. In the event of any discrepancies between the Russian version of the Rules and the version of the Rules in English, the provisions of the Russian version of the Rules shall apply.

13.14. These Rules will be available for the duration of the Competition and until 31 December 2022 on the Internet at the link <http://gamescup.ru>

**Version of December 10, 2021**