

Terms and Conditions MTN Innovation Challenge Contest:

1. MTN Cyprus Ltd ("MTN") organizes the MTN Innovation Challenge II Contest, which regards to new business ideas in the electronic communication and information field under three main categories: Education, Tourism or Business Productivity.
2. The Contest shall commence on the 5th June 2015 and shall be completed on the 30th September 2015.

Contest's Stages

3. The Contest shall be held in five compulsory stages.
4. **First Stage – Registration**

During the first stage registrations are accepted from the commencement of the Contest until the 30th June 2015. During this period registrations can be electronically submitted via www.mtn-ic.com.

Eligible participants will be only those whose software ideas fall under one of the three main categories announced: Education, Tourism, and Business Productivity.

After the submission of the form, the applicant will not be entitled to make any changes to the submitted content of the form.

5. **Second Stage – Applications Submission**

The applicants who succeeded from the first stage, will have to submit a more detailed business idea electronically from the 1st of July 2015 until the 31st of July 2015 via www.mtn-ic.com. All the required information will be described in the electronic form.

After the submission of the form, the applicants will not be entitled to make any changes to the submitted content of the form.

6. **Third Stage – 3 first winners**

After the successful completion of the first two stages as described above the applicants will be requested to present their business idea to a committee comprised of businessmen, academic experts in Cyprus and abroad and MTN representatives. The committee after evaluating the ideas shall proceed with the selection of the three best Business ideas.

Evaluation criteria:

- The applicants are start-ups and/or established companies with operational activities of less than two years.
- The differentiation and the uniqueness of the business idea
- The product lifecycle duration including adaptability to market conditions
- This will also affect MTN's decision to proceed with a commercial launch of the product/service to its customer base.
- the final deliverable shall be an idea/business plan of a product that can be implemented as a web/mobile application or a service, optionally utilizing the SDP (Service Delivery Platform) as the platform and its features are described in www.mtn-ic.com

At this stage the three selected business ideas shall be awarded with the prize of €5.000 each. The prize shall be awarded one month after the best ideas are announced and once the Confidentiality agreement is duly completed and signed. The winners cannot transfer or cede their winner status or award to any other party. In case any of the three winners is not in the position to proceed with the implementation of the business idea, MTN has the right to proceed with the first runner up business idea and award the latter with €5.000. MTN reserves the right to claim the €5000 back from the winner who does not proceed with business idea implementation.

7. **Fourth Stage - Implementation**

During the fourth stage of the Contest, the three winning business ideas shall proceed with its implementation. In case a team chooses to use the SDP, MTN will provide a device allowing access to the SDP via Wi-Fi or Ethernet, remotely from the developer's premises. The connection of the device to MTN's network is done via MTN's mobile network (4G/3G/2G enabled) and MTN recommends to be used in area's with at least 3G coverage.

The team will be allowed to use the device only during the fourth stage – implementation and is obliged to return it back to MTN after the completion of this phase. The SDP any device provided, belong to MTN and the latter has the right to provide limited secure access of usage to the three winning business ideas.

It is specified that in case the three winners wish to outsource the implementation of their business idea to any third party, they have to ensure all their intellectual property rights of the application and/or business idea in order the third party cannot claim any of those rights. Full disclosure of the outsourced partner must be provided to MTN.

The winners are obliged to fully indemnify MTN, for any cost or damage caused to the SDP platform or the Broad band in a Box device and test card.

8. Fifth Stage – Presentation of the Business Idea and Grand Winner

After the completion of the fourth stage, the three winning teams will be requested to present their business ideas to the Committee on the 30th of September.

After the presentation is completed, the Committee shall award to the best product/service the grand prize of €20.000 in a ceremony on the 5th October 2015. The product/service must be at a stage that can be commercially deployed in order to launch it into the market if MTN wishes (with approval of winner).

Additional Terms:

10. It's at MTN's discretion and the winner's approval if the winning product/service shall be launched to the public as a commercial product/service through MTN.
11. All legal and permanent residents in Cyprus, who have completed their 18th year of age, have the right to participate in this Contest. MTN employees and their first degree relatives, spouses and persons who lack legal capacity are excluded.
12. Each applicant is entitled to participate once in the Contest. In order to apply to the Contest, the completion of the application form and the submission of the full business plan are mandatory.
13. Each applicant is responsible for the proper completion and submission of his/her personal data. Incomplete or incorrect or untrue personal data of the applicant gives the right to MTN to disqualify the participation from the Contest.

14. Valid participations are considered those which are submitted within the timeframes as set forth above.
15. During the Contest the applicants cannot use and or implement their business idea anywhere else outside MTN and or through any other way.
16. The applicants retain all the copyrights regarding their business idea.
17. Each applicant declares and guarantees that the business idea:
 - Does not affect any third party rights and especially the right of personality and the right of any third party's name.
 - It is free from any defect and or any third party's right mark, patent, idea, name e.t.c
18. Applications offending the public decency and morality shall not be accepted. Further, applications containing offensive, abusive, incendiary, racist or in any other way offensive shall not be accepted.
19. The applicants give their consent and authorization to MTN to publish the Contest and/or the results of the Contest through television, internet, YOUTUBE, Facebook and other social media, website www.mtn.com.cy, www.mtn-ic.com, through MTN's stores, stadiums and other public places (for promotional activities purposes). The participation to the Contest provides automatically the consent and assignment of any copyright. Thus, MTN reserves the right to use and publish the name of the applicant, photographs, video or any other data related to the Contest for promotional purposes.
20. MTN has the right to withdraw this Contest and or amend the present Terms and Conditions (including the duration of the Contest and dates of the Contest), through MTN's website at www.mtn.com.cy and www.mtn-ic.com , with effective date of the withdrawal and or amendment from its publication.
21. The present Terms and Conditions are construed by the Cyprus Law. Any dispute arising as a result from the Contest shall be submitted to the jurisdiction of the Nicosia District Courts.
22. Participation in this Contest implies unconditional acceptance and compliance of the present terms and conditions.