



YOUNG LIONS COMPETITIONS

UNITED ARAB EMIRATES

2025 Young Lions Competition OFFICIAL COMPETITION RULES

1. **Competition Organiser.** The 2025 Young Lions Competition (the "**Competition**") is sponsored and administered by Motivate Media Group and Motivate Val Morgan – Official Representatives of the Cannes Lions Festival of Creativity (the "**Competition Organiser**") located at 34th Floor, Media One Tower, Dubai Media City, Dubai, United Arab Emirates.

2. **Competition Registration Deadline.** The Competition registration begins at 9:00 a.m. Gulf Standard Time ("GST") on January 20, 2025, and ends at 11:59 p.m. GST on February 17, 2025 (the "Competition Registration Deadline").

3. **Competition Eligibility.** To be eligible to enter the Competition entrants must:
 - a) be a UAE citizen, a permanent resident of UAE or have a valid UAE work permit throughout the competition starting from your registration up until June 21, 2025;

 - b) be a professional: (i) employed by or working freelance for a creative communications, advertising, or digital agency (the "Creative Agency") for the Digital Categories; or (ii) employed by (A) a media agency; or (B) specific in-house media department in a company, for the Media Category; (note: Each submission Category is described in more detail below and at <https://motivatevalmorgan.com/young-lions-2025/> ("Competition Website");

 - c) be at least the legal age of majority in their province or territory of residence and not older than thirty (30) years of age prior to June 21, 2025 (born on or after June 21, 1995);

 - d) have a good understanding of spoken and written English;

 - e) be willing, able, and available to: (i) participate in the live, in-person presentation for both the categories (Digital and Media Categories) the week of February 26, 2025 at our office in Dubai, UAE; (ii) be willing, able and available to travel to France as early as June 11, 2025 and stay in France until at least end of day June 20, 2025; and (iii) attend the 2025 Cannes Lions International Festival of Creativity in Cannes, France on June 16, 2025 – June 20, 2025 (the "Festival") and represent themselves, as the Creative Agency or the Media Agency, (as applicable), and participate in person in the Global Young Lions Competition at the Festival;

 - f) hold a valid passport and/or visa that permits attendance at all events in person (including travel to France to attend the Festival) and comply with all visa and other requirements on travel to France to attend the Festival.

If all of the eligibility requirements to enter the Competition are met as set out above, such entrants are referred to herein as an "Eligible Entrant." Two Eligible Entrants can form an "Eligible Team". Eligible Entrants may only be a member of one (1) Team. The membership of the Team cannot be changed after the Registration Form is submitted. The Registration Fee will not be refunded to the Eligible Entrant under any circumstances, including but not limited to the Team not submitting a Competition Entry.



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Eligibility is not transferrable. Entrants are not eligible to enter the Competition if they are: (1) a full-time student; (2) employed by or working freelance for an in-house media department of a company that engages the services of a Media Agency as a client, but only for the Media Category; (3) not an employee of a Client Company (i.e. freelance professionals are not eligible), but only for the Digital category; (4) a person that was or is a director, officer or employee of the Competition Organiser, its affiliates (including parent, sister and subsidiary companies), or other party in any way involved in the development or administration of this Competition, including but not limited to advertising and promotional agencies, charity or non-profit organizations, public relations agencies, suppliers of materials or services or prizes related to the Competition, or a member of the immediate family (spouse, parents, siblings and children, regardless of where they reside) or household member of any such employee; or (5) a winner of a contest or competition sponsored by the Competition Organiser within the six (6) months preceding the start of this Competition (including persons designated by such winners to take ownership of prize) and persons domiciled with such winner.

- 4. Competition Registration.** Each Eligible Team must register for the Competition by completing the Competition registration form ("**Registration Form**") located at <https://motivatevalmorgan.com/young-lions-2025/> ("**Competition Website**") and paying a non-refundable registration fee in the amount of four thousand (AED 4,000) Dirhams (excl. VAT) during the registration period running from January 20, 2025 – February 17, 2025 per Eligible Team (as applicable, "**Registration Fee**") prior to the Competition Registration Deadline.

Each Registration Form must include the Eligible Team's: (a) full legal names; (b) Creative Agency or Media Agency name (as applicable); (c) home address and/or business address (as indicated on the form); (d) business daytime telephone number and personal phone number (e.g., cell phone number); (e) business and personal email addresses; and (f) date of birth.

Eligible Teams must ensure they download and complete the correct Registration Form for their chosen category from the website. The forms differ for each of the two (2) categories: (1) Digital or (2) Media (each a "**Category**," collectively the "**Categories**"). Teams are allowed to register in only one (1) Category, with a limit of two (2) Eligible Entrants per Team. Incorrect submissions may result in disqualification.

- 5. Identity of Eligible Team.** Upon request by the Competition Organiser, each entrant must provide the Competition Organiser with proof of their identity, qualification as an Eligible Team. Competition Organiser may disqualify any Competition Entry where such proof is not provided upon request. In the event of a dispute over the identity of an entrant, entry will be deemed submitted by the authorized holder of the email account, as assigned by the internet access provider, online service provider, or other organization (e.g. business, educational institution, etc.) responsible for assigning email addresses for the domain associated with the email address submitted by the entrant in the Registration Form.
- 6. Competition Brief.** Each Eligible Team that has complied with the registration requirements of these Official Competition Rules will be sent an email containing the virtual meeting link and the Competition Brief (as described below) to the email they filled up to register, on February 22, 2025, at 8:00 a.m. GST (one hour before the "Competition Start Time"). Competition Organisers will have a virtual competition briefing session where the teams will receive



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detailed instructions and the not-for partner will take the team through the brief. Teams also have an opportunity to ask questions. In the event an Eligible team does not receive the details via e-mail by 8:15 a.m. GST on February 22, 2025, it is the responsibility of the Eligible Team to notify the Competition organiser via e-mail at sahal.valliyot@motivate.ae as soon as possible; if the Eligible Team does not email or notify the Competition Organiser during the briefing session on February 22, 2025 and the Eligible Entrant has not received e-mail, an Eligible Entrant's time to complete and submit a Competition Entry will not be extended.

The virtual meeting will outline the Competition Brief for the selected category. The brief will include detailed guidelines for creating and submitting the Competition Entry, including but not limited to:

- a. The name of the charity or non-profit organization ("Charity").
- b. Objectives, strategies, and target audience.
- c. Size and time restrictions for each Competition Entry.

To advance to the judging phase of the Competition, each team must create and submit a "Competition Entry" that fully complies with the requirements of the Official Competition Rules and the Competition Brief.

7. **Competition Entry.** Each Team must submit their Competition Entry to the Competition Organiser via the submission instruction guidelines given during the briefing session and it will be mentioned in the brief.

- a) Digital Category deadline: 12:00 p.m. GST on February 23, 2025

For its Competition Entry in the Digital Category, each Team must create a digital media campaign for the Charity (the "Digital Category") within twenty-four (24) hours of the Competition Start Time that meets the requirements of the Official Competition Rules and the Competition Brief for the Digital Category.

- b) Media Category deadline: 12:00 p.m. GST on February 23, 2025

For its Competition Entry in the Media Category, each Team must create a media strategy for the Charity (the "Media Category") within twenty-four (24) hours of the Competition Start Time that meets the requirements of the Official Competition Rules and the Competition Brief for the Media Category.

For certainty, each Team must submit their own original Competition Entry. **No external assistance or influence of any kind from any person outside the Team is permitted.**

Limit of one (1) Competition Entry per Team Per Category. All Competition Entries must adhere to requirements as outlined in the Competition Brief and these Official Competition Rules. Competition Entries received after the Category submission deadlines listed above will not be accepted. Competition Entries from: (i) persons who are not Eligible Entrants; or (ii) Eligible Entrants that have not completed the Competition Registration, will not be accepted.



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8. **Proof of Receipt.** Receipt of a valid Registration Form will be confirmed via email by the organisers. The validity of a Competition Entry will be solely determined and confirmed by a team member designated by the Competition Organiser.
9. **Judges, Judging Criteria and Selection of Finalists and Winners.** Between February 24, 2025 – February 25, 2025, each Competition Entry in each Category will be evaluated by a panel of qualified judges (the “Judges”) as selected by the Competition Organiser.

For the **Digital Category**, Shortlisted teams will be contacted by the Competition Organiser, failure to respond to the confirmation will result in disqualification. In order to select the top five (5) Competition Entries and the Teams with such selected Competition Entries will be required to make a live presentation of a maximum of five (5) minutes in length (“Digital Presentation”), to the Judges on Wednesday, February 26, 2025, 2:00 p.m. onwards in-person at Motivate Val Morgan’s head office in Dubai, UAE. The Digital Presentation shall be presented using a maximum of three (3) PowerPoint slides (title slide optional as it will be included in the maximum three (3) slides total). Any slide beyond slide number three (3) will not be considered by the Judges. After the Digital Presentations, the Judges will have a maximum of five (5) minutes to ask the Team questions. The judges will review and evaluate the Competition Entries based on the following criteria: (1) idea and insight (50%); (2) strategy and relevance to the brief (25%); and (3) execution (25%).

In the **Media Category**, Shortlisted teams will be contacted by the Competition Organiser, failure to respond to the confirmation will result in disqualification. The Teams with such selected Competition Entries will be required to make a live presentation of a maximum of five (5) minutes in length (“Media Presentation”) to the Judges on Wednesday, February 26, 2025, 10:00 a.m. GST onwards in-person at Motivate Val Morgan’s head office in Dubai, UAE. The Media Presentation shall be presented using a maximum of five (5) PowerPoint slides (title slide optional as it will be included in the maximum five (5) slides total). Any slide beyond slide number five (5) will not be considered by the Judges. After the Media Presentations, the Judges will have a maximum of five (5) minutes to ask the Team questions. The Judges will review and evaluate the Media Presentation based on the following criteria weighted as indicated in brackets: (1) Target Audience Description (10%); (2) Key Target Insight (20%); (3) Strategy (20%); (4) Innovative Media Solution (30%); (5) Effectiveness/Results (10%); and Presentation Skills (10%); and the top (3) Teams will be selected as the top three (3) Finalists for the Media Category.

Competition Entries in each Category will be evaluated independently of the other Categories. The decisions of the Judges shall be final and binding, without right of appeal.

Selected Teams may be ineligible to become Finalists, as determined in the sole discretion of the Competition Organiser, for reasons including but not limited to failure to comply with the Official Competition Rules, failure to be contacted or respond to contact attempts by the Competition Organiser. **In the event an Eligible Entrant of a Selected Team is determined ineligible to become a Finalist, the Competition Organiser reserves the right, in its sole discretion, to select a Team with a Competition Entry with the next highest score to be eligible to become a Finalist.**



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Competition Organiser may, at their sole discretion, profile one (1) or more of the Finalists and their Competition Entries in print, digital, electronic, mobile and social media platforms of the Competition Organiser. All Finalists hereby consent to the profiling and publication of their name, name of Creative Agency, Media Agency, or Client Company and Competition Entries in accordance with these Official Competition Rules and will use reasonable efforts to cooperate with the Competition Organiser in the preparation of such profiles and publicity by the Competition Organiser.

10. **Confirmation of Winners.** For the Media Category, winners will be announced immediately after the jury deliberation on February 26, 2025, at 1:00 p.m. GST.

For the Digital Category, winners will be announced immediately after the jury deliberation on February 26, 2025, at 5:00 p.m. GST.

To be confirmed as winners, the Eligible Team must:

- a) have complied with these Official Competition Rules;
- b) the Eligible Team's Competition Entry and acceptance of the Prize (as defined below) is not a violation of the Creative Agency's, Media Agency's (as applicable); and (iii) acceptance of the Prize as awarded; and
- c) confirm that if the team is willing, able and available to participate in the Global Young Lions Competition at the Festival in the June 16, 2025 – June 20, 2025, timeframe.

The Winning Team may be ineligible to receive the Prize, as determined in the sole discretion of the Competition Organiser, for reasons including but not limited to failure to comply with the Official Competition Rules, failure to be contacted or respond to contact attempts by the Competition Organiser, or failure of the Winning Team to confirm attendance and participation in the Global Young Lions Competition at the Festival in the June 16, 2025 – June 20, 2025 timeframe. In the event an Eligible Entrant of a Winning Team is determined ineligible to receive the Prize, the Competition Organiser reserves the right, in its sole discretion, to select a Finalist with a Competition Entry with the next highest score to be eligible to become a Winning Team.

11. **Prize.** Subject to fulfilling these Official Competition Rules, the Winning Team in each of the two (2) Categories is eligible to receive one (1) prize (the "Prize"):

- a) registration and participation in the 2025 Global Young Lions Competition to represent UAE.
- b) two (2) full-week Young Lions registration passes to attend the Cannes Lions International Festival of Creativity 2025.
- c) A reasonable amount that covers the round-trip economy airfare, airport transfers and visa cost (if applicable) for the two (2) Eligible Entrants of the Winning Team from the major airport closest to each such Eligible Entrant's residence to Nice, France, including return airport transfers;



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- d) at least five (5) nights' accommodation in a single standard room, in Cannes, France during the Festival, selected and booked at the sole discretion of the Competition Organiser (any additional nights beyond the five (5) nights will be in the sole discretion of the Competition Organiser);

Odds of winning the Prize depend on: (i) the number of Teams registered per Category; (ii) the number and quality of Competition Entries per Category.

The Competition Organiser will provide the teams with a reasonable amount to book and arrange travel for the Winning Teams, including the airfare, airport transfers and visa costs, The Competition Organiser will provide hotel accommodations (room size and occupancy). Other expenses will be solely borne by the winning teams.

The costs of anything not specifically stated above as included in the Prize are the sole responsibility of each Winning Team, including, without limitation: transportation for each Winning Team to and from the Dubai International Airport closest to each Eligible Entrant's residence; transportation for each Winning Team to and from their accommodation in Cannes, France to the Festival; charges, fees or expenses for airline tickets in the event of a missed flight or missed connecting flight; charges fees or expenses for a change(s) in the travel arrangements or accommodations booked by the Competition Organiser that is requested by an Eligible Entrant of the Winning Team; in-flight meals and beverages; additional meals and beverages; costs associated with required COVID or similar health emergency testing; costs associated with unanticipated delays or quarantines related to COVID or similar health emergency; any charges, fees or expenses for an overnight layover that is not booked by the Competition Organiser, including accommodation for such overnight layover; additional ground or other transportation not expressly included above; personal and miscellaneous expenses for each Winning Team of any kind; medical, health, hospital, travel and trip cancellation insurance; excess or lost baggage fees; import charges; taxes; gratuities; merchandise; telephone calls; communication charges; costs associated with guests amenities and services at the Winning Team's accommodation; sightseeing; and any costs or expenses related to the obtaining of travel documents, passports, visas; and vaccinations, inoculations and any medical expenses. NOTE: Each Eligible Entrant of the Winning Team may be required to present a valid major credit card in each Eligible Entrant's name at the time of hotel check-in to cover any incidental expenses.

It is the sole responsibility of each Eligible Entrant of the Winning Team to obtain all necessary travel documentation, including passports and visas (as applicable) and to comply with any customs and immigration requirements (e.g. providing proof of vaccination and negative COVID-19 test results). The Competition Organiser is not responsible if an Eligible Entrant of the Winning Team is late or otherwise misses any mode of transportation or other component of the Prize. Each Winning Team must travel when required or the Prize is forfeited, without substitution or compensation of any kind to the Winning Team.

The Prize must be accepted as awarded and is provided "as is" without further representations, conditions or warranties of any kind, and is not transferable, assignable and/or or convertible to cash (except as may be specifically permitted by Competition Organiser in its sole and absolute discretion). If the prize is unavailable for any reason, Competition Organiser may substitute the prize in its sole and absolute discretion. In no event



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will more than the stated number of Prizes be awarded.

Prize winners are solely responsible reporting any prizes to the appropriate taxing authority for tax purposes as required.

Competition Organiser reserves the right to excuse a member of a Team due to a medical or family emergency, as determined in the Competition Organiser's sole discretion, and provided that at least one Team member is present for the particular activity.

- 12. Intellectual Property Warranties, Representations and Licences.** All intellectual property, including but not limited to trademarks, trade names, logos, designs, promotional materials, web pages, source codes, drawings, illustrations, slogans and representations are owned by each Competition Organiser, its affiliates and/or Cannes Lions. All rights are reserved. Unauthorized copying or use of any copyrighted material or intellectual property without the express written consent of its owner is strictly prohibited.

All materials submitted by entrants (the Registration Form, Competition Entry and any other materials, as applicable) become the property of the Competition Organisers and will not be returned to entrants or Eligible Entrants.

Each Eligible Entrant hereby warrants that his/her Competition Entry is wholly original and that he/she and his/her Team member are the owner(s) of the Competition Entry, including without limitation owners of its materials protected by copyright law. Each Eligible Entrant warrants that his/her Competition Entry does not infringe or violate any intellectual property rights including copyrights and trademarks, proprietary rights, privacy or publicity rights, or any other rights of any kind whatsoever including any federal, provincial, or municipal laws. The Competition Entry has not been created using any pirated or unlicensed content, or other materials that include copyrighted or trade-marked material that the Competition Organiser would not be entitled to use without a further payment to the intellectual property owner. Upon the request of the Competition Organiser, each Eligible Entrant agrees to obtain in writing any intellectual property licences, assignments, waivers, consents, and releases as required.

Each Eligible Entrant hereby grants the Competition Organiser a perpetual, irrevocable worldwide, exclusive license to publish, display, retain, archive, use, store, produce, reproduce, perform in public, broadcast and communicate to the public by telecommunication, the Competition Entry, in any material form, in whole or in part, on any platform, including but not limited to its print newspaper, digital platforms, in syndication, videos, and social media platforms such as blogs, Twitter feeds, Facebook posts, in connection with any product (whether in print, digital or any other form) created, owned or published by either Competition Organiser or any of its affiliates, now and in perpetuity, and to sub-license such rights to any licensee of the Competition Organiser.

Each Eligible Entrant hereby waives all moral rights in and to the Competition Entry in favour of the Competition Organiser. Each Eligible Entrant hereby acknowledges and understands that the Competition Organiser may edit, modify or alter the Competition Entry at its discretion and place the Competition Entry in its products and on any platform without his/her further consent or compensation of any kind.



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13. **Conduct.** By participating in the Competition, entrants acknowledge that they have read and understood these Official Competition Rules and agree to abide and be bound by them and all decisions of the Competition Organiser, which shall be final and binding, without right of appeal, in all matters relating to this Competition and the awarding of Prizes. The Competition Organiser reserves the right, in their sole and absolute discretion, to disqualify any entrant that it finds to be: (a) violating these Official Competition Rules; (b) tampering or attempting to tamper with the entry process or the operation of the Competition; (c) acting in an unsportsmanlike or disruptive manner; or (d) attempting to undermine the legitimate operation of the Competition. CAUTION: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE THE COMPETITION WEBSITE OR ANY WEBSITE ASSOCIATED WITH THIS COMPETITION OR TO UNDERMINE THE LEGITIMATE OPERATION OF THIS COMPETITION MAY BE A VIOLATION OF CRIMINAL AND/OR CIVIL LAWS. SHOULD ANY SUCH ATTEMPT BE MADE, THE COMPETITION ORGANISER RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES TO THE FULLEST EXTENT PERMITTED BY LAW, AND TO BAN OR DISQUALIFY AN ENTRANT FROM THIS AND ANY FUTURE CONTESTS OR COMPETITIONS.
14. **Privacy and Communications.** By entering the Competition, entrants will disclose certain personal information to the Competition Organiser (“Personal Information”). If an entrant discloses his or her Personal Information, the entrant expressly consents to the collection, use, storage and disclosure of Personal Information by the Competition Organiser for the purposes of administering the Competition. The Competition Organiser may use the entrant’s Personal Information to communicate with the entrant, Eligible Entrants and Teams and to announce the Winning Team for each Category of the Competition and to inform the entrants of any upcoming initiatives or events in connection with the Festival. Any Personal Information disclosed by an entrant to the Competition Organiser will be treated in accordance with the Competition Organisers privacy policy, a copy of which can be found at <https://motivatevalmorgan.com/privacy-policy/>. Additionally, the entrants Personal Information may be shared with Ascential Events (Europe) Limited, c/o Ascential Group Limited, The Prow, 1 Wilder Walk, London W1B 5AP (doing business as Cannes Lions) for the purposes of administering the Competition and the Festival and any collection, use and disclosure will be subject to their privacy policy available here <https://www.canneslions.com/privacy-policy>.
15. **Release of Liability / Consent to Publicity.** By registering and/or entering the Competition, each entrant is deemed to: (i) confirm compliance with these Official Competition Rules; (ii) consent to the use of your name, city, comments, photographs, video, sobriquet, and/or other likenesses and all other indicia of personality, for publicity, general news, entertainment, advertising and informational purposes by the Competition Organiser and its parent, affiliated subsidiary and related companies, without further notice or compensation; and (iii) release the Competition Organiser, its affiliates (including, without limitation, any parent, sister and subsidiary companies), suppliers of materials or services related to the Competition and other parties in any way involved in the development or administration of this Competition (including advertising and promotional agencies, public relations agencies), the Charity, and all of their respective employees, directors, officers, shareholders, agents, partners, licensees, successors and assigns (collectively the “Releasees”) from and against any and all manner of action, causes of action, suits, debts, covenants, contracts, claims, liabilities, demand or damages (including legal fees and expenses), including without limitation: (i) any injury, including but not limited to personal injury, bodily injury, disability or death; (ii) property damage; and (iii) loss or damage of any other kind; arising in whole or in part, directly or indirectly, from registration in



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the Competition, entry in the Competition, participation or attempted participation in the Competition, selection of Finalists, declaration of Winning Teams, awarding acceptance, use or misuse of the Prize, administration of the Competition or any Competition-related activity, or the Competition Organiser's collection, storage, use and disclosure of the Personal Information, or any combination of the foregoing.

Each Eligible Entrant of each Winning Team will indemnify and hold harmless the Releasees, from and against any and all manner of action, causes of action, suits, debts, covenants, contracts, claims, liabilities, demand or damages (including legal fees and expenses), including without limitation: (i) any injury, including but not limited to personal injury, bodily injury, disability or death; (ii) property damage; and (iii) loss or damage of any other kind; arising in whole or in part, directly or indirectly, from registration in the Competition, entry in the Competition, participation or attempted participation in the Competition, selection of Finalists, confirmation of Winning Teams, awarding acceptance, use or misuse of the Prize, administration of the Competition or any Competition-related activity, or the Competition Organiser's collection, storage, use and disclosure of the Personal Information, or any combination of the foregoing.

16. **Limitation of Liability.** Releasees do not assume any responsibility and each entrant releases Releasees from any and all claims, actions, damages, loss, injury, costs, demands and liabilities of whatever nature or kind arising in connection with the Competition and/or Prizes including, without limitation, the administration of the Competition, the selection of Finalists, confirmation of Winning Teams, and the awarding and use of the Prize.

Without limiting the generality of the foregoing, Releasees are not responsible for: (i) any failure or malfunction of any telephone or cable line or other means of transmission, or any computer or other equipment or software; (ii) failure of any e-mail or Competition Entry submission to be received by the Competition Organiser on account of technical problems or traffic congestion on the Internet or at any website; (iii) traffic congestion on the Internet and any postal delays, strikes or failures; (iv) injury or damage to an entrant's or any other person's computer related to or resulting from participating in the Competition; (v) any errors, omissions, incorrect or inaccurate information in any Competition-related materials howsoever caused; (vi) the security or privacy of information transmitted via computer networks or for breaches of privacy due to interference by third party computer "hackers" or otherwise; (vii) any condition caused by events beyond the control of the Competition Organiser that may cause damage to an entrant's or any other person's computer, including downloading any material from the Competition Website; or (viii) any combination of the foregoing.

17. This Competition will be run in accordance with these Official Competition Rules, subject to amendment by the Competition Organiser. The Official Competition Rules at globeandmailyounglions.ca shall govern in the event of any inconsistency with other Competition-related materials.
18. Competition Organiser, in its sole and absolute discretion, reserves the right to modify or terminate the Competition and these Official Competition Rules at any time, without individual notice, and for any reason. Without limiting the generality of the foregoing, the number of Finalists and Winning Teams is decided at the sole discretion of the Competition Organiser, and it reserves the right to reduce the number of Finalists or Winning Teams for any reason, including in the event that there are insufficient entries, the entries or other required submission materials are not suitable or of an unsatisfactory standard.



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19. This Competition is void where prohibited by law and is subject to all applicable laws and regulations in the United Arab Emirates. To the extent permitted by law, any dispute arising from this Competition will be governed by the laws of the United Arab Emirates, without reference to conflict of law principles. Entrants consent to the exclusive jurisdiction of the courts in Dubai, United Arab Emirates, and agree that such courts shall have sole jurisdiction over all disputes related to this Competition.