

## Regulations – AI Content Creation Competition – Samsung Electronics Levant Co

### 1. Definitions

"The Company" or "Samsung"	Samsung Electronics Levant/Jordan Co., King Hussein Business Park, Building 5, King Abdullah II St 242, Amman, Jordan. Phone: +962 6 500 8000;
"The Participant"	Any person who is a resident in Jordan, Lebanon, Iraq, or Syria ("Levant region") and/or holds a valid entry and residence permit under any applicable law, aged eighteen (18) and above, and who has met the other conditions set forth in these regulations. Notwithstanding the above, it is clarified that a person who has reached the age of fourteen (14) but has not yet reached the age of eighteen (18) at the time of their participation in the activity ("Minor") shall be eligible to participate in the activity provided that written approval, to the satisfaction of the Company, has been given regarding consent to the Minor's participation in the activity in accordance with the terms of these regulations, signed by one of their parents (or by another guardian) ("Guardian Approval"). The Company shall be entitled to require Guardian Approval at its discretion, including as a condition for receiving the prize, including the signing of any form required for this purpose under these regulations.
"Samsung Official Pages"	"Instagram" at: <a href="https://www.instagram.com/samsunglevant">https://www.instagram.com/samsunglevant</a> "Facebook" at: <a href="https://www.facebook.com/SamsungLevant">https://www.facebook.com/SamsungLevant</a> "TikTok" at: <a href="https://www.tiktok.com/SamsungLevant">https://www.tiktok.com/SamsungLevant</a>
"Activity Period"	The open call for the activity will be published on Monday, 18/5/2026, on Samsung Official Pages. The final deadline for submitting activity entries is Sunday, 21/6/2026, and the announcement event for team members will be held on Wednesday, 1/7/2026. The Company reserves the right to change and/or extend and/or shorten the activity period and/or cancel it, for any reason, provided it announces its end/extension in any reasonable manner.
"Candidates for Prizes and/or Selection to the Team"	Participants who registered for the event via the landing page form at: <a href="https://mena.samsung.com/levant/ai-lab-contest-26">https://mena.samsung.com/levant/ai-lab-contest-26</a> , created content according to the activity details provided to them by the Company, and uploaded the required outputs by Sunday, 21/6/2026 and in accordance with Section 3.
"The Prizes"	<b>First place (1 participant total):</b> Voucher prize of USD 2,000 from Samsung + Galaxy S26 Ultra. It is clarified that a mandatory condition for winning and receiving the prizes is signing an agreement with the Company in the version to be presented to the participant prior to their consent.  <b>Second place + Third place (2 participants total):</b> Galaxy S26 Ultra. It is clarified that a mandatory condition for winning and receiving the prizes is signing an agreement with the Company in the version to be presented to the participant prior to their consent.  <b>The top ten (10) participants , including the three finalists, will join the exclusive AI Lab freelancer team</b> , within which the team will create exclusive content for Samsung Levant in accordance with the Company's guidelines and at its discretion, subject to the prize definitions in Section 5.1. It is clarified that a mandatory condition for winning and receiving the prizes is signing an agreement with the Company in the version to be presented to the participant prior to their consent.
"Winners"	The winners as defined in Section 3.

"The Regulations"                      The provisions of these regulations above and below.  
or "Activity Regulations"

## 2. General

**2.1** In any case of contradiction and/or any inconsistency between the provisions of these regulations and any other publications regarding the activity, including on the website and/or in any other manner, except for a notice from the Company regarding amendment of these regulations, the provisions of these regulations shall prevail in all matters.

**2.2** The participant's attention is drawn to the fact that the regulations may be updated during the activity. The updated regulations will be attached to the activity post with a link leading to the Samsung Levant website ("Samsung Official Pages") where followers can read the regulations. The binding version of the regulations at any time is the updated version published as stated, even if the participant or another person relied on a previous version.

**2.3** It is not possible to appeal the results of the activity and/or any matter related to them, and the Company's determination on this matter shall be final and absolute.

**2.4** In the activity regulations, masculine language is used for convenience only and includes references in feminine and/or plural forms.

**2.5** Participation in the activity is subject to the provisions of these regulations.

## 3. Participation in the Activity

**3.1** As part of the activity, participants will be invited to edit and produce AI-based video content in accordance with the Company's guidelines and to win the prize.

In the event that suspicion arises that the identification details used by the participant for the purpose of participating in this activity are fictitious, or that the content shared by the participant does not include the participant's original editing, or is not original, or infringes third-party rights, or violates any provision of these regulations, or was created using artificial intelligence tools in an unlawful manner, the Company shall be entitled to disqualify the publication and/or participation and/or the win, as applicable, at its sole discretion, without obligation to provide reasons and without being required to notify the participant thereof.

The participant declares and warrants that the video content submitted as part of this activity is original, has not been previously submitted to, entered in, or used in any other competition, contest, campaign, or promotional activity, whether public or private, prior to or during the activity period. Submission of content that has been entered in any other competition will result in immediate disqualification without prior notice, and the participant shall have no claim against the Company in this regard.

**3.2** The sole responsibility for the lawful use of artificial intelligence tools, for editing content in a manner that does not infringe third-party rights, for participation, and for participation in the team rests with the participant. The Company is not and shall not be responsible for any claim regarding the accuracy and/or inaccuracy and/or imprecision and/or distortion of details received in the Company's computer system and/or the agency's system, and/or for any damage, deception, fraud, financial loss, bodily injury and/or any other claim in connection with the details and/or their reliability and/or the event location.

**3.3** For the avoidance of doubt, it is hereby clarified that only participants whose details were actually received by the Company correctly and accurately and who met the conditions listed in Section 3.1 above, shall participate in the activity.

**3.4** Each participant is solely responsible for their creation/content, for participation in the team, and for their consequences as stated. It is hereby clarified that the publication and participation shall not include inappropriate content and/or offensive

content and/or sexual content and/or shaming content and/or content that violates privacy and/or content that infringes third-party rights including copyrights and/or expressions of violence, and that without prejudice to the Company's other rights, the Company shall be entitled to disqualify such a participation response at its sole discretion. Additionally, the Company is entitled to remove from the activity any participant who raises suspicion that they do not meet these conditions.

**3.5** The Company shall be entitled at its sole discretion to share and/or publish the winners' outputs on Samsung Official Pages and/or any other media, at any time and without limitation and without the need to obtain any consent from the winners.

**3.6** At the end of the activity period, the Company will select the top ten outstanding participants who will be able to join the exclusive AI Lab freelancer team, which will create exclusive content for Samsung Levant, and from among them the top three places who uploaded the most polished and creative edited video in accordance with the Company's guidelines (hereinafter: "the Winner"). It is hereby clarified that the final decision rests at the sole discretion of the Company.

**3.7** On Wednesday, 1/7/2026, in the evening, an event will be held by the Company during which the Company will announce the three top places as well as the ten (10) winners who uploaded the most polished and creative publication, all at the sole discretion of the Company (hereinafter: "**Activity Winners**", per context).

**3.8** It is hereby clarified and emphasized that the selection of winners by the Company is final and not subject to claims and/or appeals by participants.

**3.9** The Company reserves the right at its sole discretion change the number of winners or their composition, and without the need to provide justification.

**3.10** It is agreed that the Company may determine that the win of a winner who did not meet the conditions of these regulations shall be transferred to another participant whose publication meets the conditions specified in these regulations for winning ("**Alternative Winner**"). It is clarified that the Company shall also be entitled not to distribute the prize to an alternative winner as stated in this section, and that a winner or alternative winner who does not exercise their win and/or is prevented from exercising their win for any reason shall not be entitled to any credit and/or compensation and/or equivalent.

#### **4. Locating the Winner and Receiving the Prize**

**4.1** The Company and/or anyone on its behalf will attempt to contact the activity winner through the contact details filled in by the participant in the landing page form.

**4.2** The Company and/or anyone on its behalf will not leave winners a message regarding their selection as winners and will not present any question except to the winners themselves, apart from the contact mentioned above.

**4.3** If no response is received from the winners and/or their win is disqualified due to non-compliance with the conditions of these regulations and/or there is suspicion that their win was obtained by unlawful means and/or not in accordance with the regulations and/or by deceitful means (including commission of a criminal offense and/or civil tort and/or through digital hacking), and/or if the winners responded that they do not wish to receive the prize, their win shall be disqualified. It is clarified that winners whose win has been disqualified shall not be entitled to any compensation from the Company, and the Company is entitled to choose alternative winners in their place at its sole discretion.

#### **5. Prizes**

**5.1** The prizes shall be, subject to the conduct of the competition:

**1st Place (1):** A new Galaxy S26 Ultra and a Voucher prize of two thousand (USD 2,000). It is emphasized that a mandatory condition for receiving the prize is participation in the team and signing a freelance engagement agreement with Samsung Levant or anyone on its behalf, subject to the Company's selection.

**2nd Place + 3rd Place (total 2 prizes):** A new Galaxy S26 Ultra. It is emphasized that a mandatory condition for receiving the prize is participation in the team and signing a freelance engagement agreement with Samsung Levant or anyone on its behalf, subject to the Company's selection.

**Places 1–10:** The top ten (10) places, including the three finalists, will join the exclusive **AI Lab** freelancer team, within which the team will create exclusive content for Samsung Levant under a freelance agreement to be signed with the

Company and subject to the Company's selection. Participation in the team is contingent upon the participant signing a freelance engagement agreement with Samsung Levant or anyone on its behalf, subject to the Company's selection.

**5.2** The Company is entitled to change and/or replace the prizes and/or their quantity and/or add additional prizes thereto, at the sole discretion of the Company. Updates on this matter will be published on the Samsung Levant Official Page (as defined above).

**5.3** It is clarified that the actual date of prize delivery shall be determined by the Company, and the winners shall have no claim and/or lawsuit and/or demand against the Company in this regard, including due to any delay or postponement in the date of receiving the prize or any part thereof.

**5.4** The prize is personal to the winner only, and may not be transferred, assigned, pledged, changed, exchanged, or converted (whether fully or partially), neither for money nor for money's worth nor for any other prize or product. Notwithstanding the above, the Company may, at its discretion, agree to a change in the identity of the prize recipient, at the written request of the winner.

## **6. Disclaimer of Liability**

**6.1** The participant hereby declares that they have no and shall not have, nor shall anyone on their behalf have, any claim and/or demand and/or lawsuit against the Company, its managers, employees, the assistant to the Company and anyone on its behalf, in connection with and relating to the activity, participation (or non-participation) in it and/or winning it and/or the quality of the win. For the avoidance of doubt, the realization of the prize is the user's responsibility and the Company shall not be responsible in any way and shall not bear any responsibility for the quality and nature of the prize. Without derogating from the above, the winner shall have no claim against the Company and/or the assistant to the Company regarding the prize, its quality, nature, or supply.

**6.2** Participation in the activity is at the sole responsibility of the participant, and the Company shall not bear responsibility for any damage (including bodily harm), loss, absence, or expense of any kind whatsoever that may be caused to any of the participants, directly or indirectly connected with the activity.

**6.3** The Company and/or anyone on its behalf do not and shall not bear responsibility for any change in the activity including any cancellation and/or postponement and/or any change whatsoever and/or for any damage that may be caused to a participant and/or anyone on their behalf and/or to any third party (whether direct or indirect) in connection with the activity and/or any other component included therein, and no claim and/or demand and/or lawsuit shall be heard and/or accepted against the Company in this regard.

**6.4** Participants are aware that the conduct of the competition depends, among other things, on the proper functioning of their devices, applications, and other factors over which the Company and/or the assistant to the Company have no control. Therefore, the Company shall be entitled, at its discretion, to cancel or stop the competition, fully or partially and from time to time, if factors occur that disrupt and/or prevent the normal course of the competition.

**6.5** The participant declares, agrees, and confirms that they are aware that the activity, conducted in accordance with these regulations, combines elements of entertainment and enjoyment and that winning a prize, if such occurs, is as stated in these regulations and within the event premises. The participant also declares that it is possible that despite the Company's efforts, events and/or disruptions and/or disturbances and/or malfunctions may occur that could prevent the winner from winning prizes and/or from receiving the prizes. The participant hereby agrees to release the Company from any claim and/or demand and/or lawsuit and shall not be entitled to any compensation, indemnification, or remedy for their participation or its direct and/or indirect results, including inter alia any payment, damage, expense, and the like. The participant declares that within the framework of the activity they may be exposed to responses from other participants and hereby releases the Company from any damage arising from a response that is inappropriate and/or unlawful and/or harassing and/or sexual in nature and/or violates privacy, and the Company shall not bear any responsibility for participant responses.

**6.6** In no case shall anyone seeking to participate and/or a participant have any lawsuit and/or demand and/or claim against the Company or any other body related to the competition, or anyone on their behalf, in any matter directly or indirectly related to the competition.

**6.7** The Company does not guarantee that the activity will not be interrupted or will take place in an orderly manner without restrictions or interruptions, will be conducted without errors, will be immune to damage, malfunctions, inaccuracies,

mistakes, and failures. It is hereby clarified that in any of the cases listed in this section above, the Company shall be entitled at its sole discretion to take any step in order to minimize and/or neutralize the above, including stopping the activity before the end of the activity period and/or cancelling the activity entirely and/or taking any other step, and the participant shall have no claim and/or lawsuit and/or demand against the Company and/or anyone on its behalf in connection with the above.

**6.8** The Company is not and shall not be responsible in any way for the proper functioning of the national telephone network and/or communications and/or computers, with all their components, and shall not bear responsibility for any interruptions and/or disturbances in any of the aforementioned services and/or for any damages, direct and/or indirect, including direct and/or indirect expenses, that may be caused to a participant in the competition due to disruptions and/or disturbances as mentioned.

**6.9** Without derogating from the generality of the above, it is clarified that the processing of data within the framework of the activity is based on the internet, which is not immune from any error or malfunction. The Company does not guarantee that the activity will proceed without malfunction, error, "crash" or mistake, and the participant shall have no claim or lawsuit as a result of or in connection with this.

**6.10** The Company shall be entitled to provide any information required from it by law and/or by order of a competent authority.

**6.11** No monetary consideration, expense reimbursement, or other benefit shall be paid by the Company to participants and winners, other than those listed in these regulations.

## **7. Participant Declarations and Commitments**

Without derogating from the rest of their obligations and commitments under these regulations and/or any law, the participant undertakes towards the Company that:

**7.1** The content uploaded by the participant is original and/or owned by them and/or they are authorized to use it, and they also edited the content themselves in a manner that they exercised creative judgment, chose between different expression options, and materially influenced the final result.

**7.2** All rights in the content that will be uploaded within the framework of the activity, including copyright and derivative rights – belong to the Company exclusively, permanently, in all media across the Levant region.

**7.3** It is clarified that receipt of prizes is subject to the winner's agreement to sign an agreement with the Company in the version to be presented to the participant prior to their consent.

**7.4** After the end of the activity period and the announcement of winners, the participant may use the content they produced within the framework of the activity, without Samsung's identifiers, including logo, designs, and all materials and trademarks of Samsung, which were sent for the purpose of the activity only and constitute Samsung's intellectual property. Other non-commercial use will be permitted in coordination and with written approval from the Company.

**7.5** The participant undertakes to assist and comply with the Company's requirements if required in the event of a claim and/or lawsuit arising from the use of outputs sent by them, copyright infringement/portrait rights, or claims of defamation/libel during the activity period and thereafter. It is emphasized that the creator shall indemnify the Company for any damage, expense, fine, and attorney's fees arising from their activities and that this does not derogate from the Company's right to claim additional damages.

**7.6** During their participation in the activity they shall not violate the terms of the artificial intelligence tool used and/or "Instagram" and/or "Facebook" and/or "TikTok" and/or the Company's guidelines and/or these regulations and/or any other regulations in connection with the activity and/or for it and/or participation in it.

**7.7** The selection of winners at the end of the activity period is final, not subject to claims and/or appeals, and binding.

**7.8** They shall bear all responsibility, express and implied, and shall indemnify the Company and/or its managers and/or employees and/or anyone on its behalf, immediately upon first demand to do so, for any damage (including direct, indirect, incidental, consequential damages, loss of profits, and reputational harm), loss, absence, expenses, of any kind whatsoever, as well as legal expenses and attorney's fees, for any claim, demand and/or lawsuit arising from an unlawful act and/or omission connected in any way to a direct and/or indirect breach of these regulations.

**7.9** They are aware that the Company bears no responsibility for the loss of details of any of the participants as a result of a technical failure, which results in personal details or content sent within the framework of the activity being deleted, destroyed, or corrupted.

**7.10** The selection of winners at the end of the activity period is final, conclusive, not subject to claims and/or appeals, and binding.

**7.11** Winners hereby agree to immediately notify the Company of any change in their personal details, such as community username, address, and phone number, for the purpose of realizing the activity conditions.

## **8. Miscellaneous**

**8.1** All rights of any kind, including intellectual property rights, in connection with the promotion and/or the Company's content appearing in the promotion, including rights to goodwill, logo, any trademark and trade name, whether registered or not, and any other similar right are the exclusive property of the Company. Unless otherwise provided in these regulations and subject to the provisions of any applicable law, it is prohibited to use, copy, duplicate, photograph, distribute, or publish any part of the Company's rights (including and without derogating: image, video, design, text, information, file, content, trade name, trademark, logo, sound, source code, target code, software) without the prior written consent of the Company.

**8.2** It is clarified that the Company's records received in the Company's computer system from the details entered by the participant during the promotion shall constitute conclusive evidence of their accuracy and/or the very fact of their submission by the participants, and no claim shall be raised regarding the accuracy and/or inaccuracy and/or lack of details and/or the precision of the details received in the system as mentioned.

**8.3** The participant agrees and confirms that the Company shall be entitled to store in its databases the details provided by them for the purpose of providing service within the framework of the activity and for the purpose of performing, from time to time, actions such as contacting them (including by sending email or SMS) by the Company and/or anyone on its behalf as detailed in the store's privacy policy: <https://www.samsung.com/levant/info/privacy> and in the landing page form.

**8.4** The Company shall not be required to pay any expense or tax for the distribution of the prize and/or participation itself. If the prizes entail tax payments, the taxes shall be imposed on the winner alone. Participants must report to the relevant tax authority themselves regarding the win of the prize; any tax payment demand for the win shall be handled and paid by the winner alone.

**8.5** Unless otherwise provided in these regulations and subject to the provisions of any applicable law, it is prohibited to use, copy, duplicate, photograph, distribute, or publish any part of the Company's rights or those of third parties as mentioned (including and without derogating: image, video, design, text, information, file, content, trade name, trademark, logo, sound, source code, target code, software) without the prior written consent of the Company and/or those third parties.

**8.6** The law applicable to these regulations and all that arises therefrom shall be the national law of the country in which the participant resides. Any disputes arising from or in connection with these regulations shall be subject to the exclusive jurisdiction of the competent courts in the participant's country of residence. The statute of limitations for any claim against the Company in any matter arising directly and/or indirectly from participation in the activity is one year from the date of its conclusion.

**8.7** Copies of the regulations are available at the Company's offices, King Hussein Business Park, Building 5, King Abdullah II St 242, Amman, Jordan, and on the Company's website. A copy of the regulations can be obtained during regular business hours at the Company's offices as mentioned above and at the address: <https://www.samsung.com/levant/support>

**8.8** Employees of the Company, the assistant to the Company, and their family members are not permitted to participate in the promotion.

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**8.9** For additional questions regarding the regulations, the Company can be contacted at:  
<https://www.samsung.com/levant/support>

**8.10** Nothing in these regulations shall derogate from any of the Company's rights under the terms of use and/or other regulations published by it.

**Updated as of 07/5/26**