

“Share Your Roots” VR COMPETITION RULES (“Contest”)

THIS COMPETITION IS ONLY OPEN TO CANADIAN RESIDENTS (EXCLUDING QUEBEC) AND IS GOVERNED BY CANADIAN LAW AND THE LAWS OF THE PROVINCE OF ONTARIO.

NO PURCHASE NECESSARY. SEE BELOW FOR FULL Competition DETAILS. PARTICIPATION IN THIS Competition CONSTITUTES YOUR FULL AND UNCONDITIONAL ACCEPTANCE OF, AND AGREEMENT TO BE LEGALLY BOUND BY, THESE Competition RULES (THE “Competition RULES”).

1. COMPETITION PERIOD

The Competition begins at 9:00 am on **March 6th, 2023** Eastern Time (“EDT”) and ends at 9:00 am on **March 24th, 2023** Eastern Time (“EDT”) (“Competition Period”)

Hardy Giles Consulting - ImmersiveLink (“ORIGIN”)

1. HOW TO ENTER

SEE BELOW FOR FULL COMPETITION DETAILS. PARTICIPATION IN THIS COMPETITION CONSTITUTES YOUR FULL AND UNCONDITIONAL ACCEPTANCE OF, AND AGREEMENT TO BE LEGALLY BOUND BY, THESE COMPETITION RULES (THE “COMPETITION RULES”).

To enter the Contest, visit the ORIGIN website at www.immersivelink.ca/shareyourroots2023 (the “Website”) during the Competition Period.

Complete the official entry form available on the Website during the Competition Period, give the answer to the mandatory questions, along with your name and the requested information, then click “submit”.

To be valid, entries must be received by 4:30 p.m. **March 24th, 2023** Eastern Time (“EDT”).

Limit of 1 entry per person. If you attempt or are suspected of attempting to enter more than once per day or use robotic, automatic, programmed or any entry methods not authorized by these rules, it shall be deemed as tampering and will void your entries. For greater certainty and the avoidance of any doubt, you can only use one (1) account to participate in the Contest. If it is discovered that you attempted to enter more than twice during the Competition Period, then all your Entries will be void.

Submissions must be your original idea. Reproducing, modifying, enhancing or altering a third party's pre-existing work does not qualify as your original idea;

Submissions may not violate the rights of any third party, including, but not limited to copyright, must not defame, infringe or violate publicity or privacy rights of any person, living or deceased,

or otherwise infringe upon any person's, entity's or organization's personal or proprietary rights, including but not limited to, intellectual property rights.

Submissions may not have been based on previously published material, used commercially, submitted to another competition or contest, or won any other award;

Submissions may not contain any commercial content that promotes any product or service;

Submissions may not be false, inaccurate or misleading;

BY SUBMITTING AN ENTRY, YOU ACKNOWLEDGE THAT YOUR ENTRY (INCLUDING YOUR USERNAME AND PROFILE PICTURE) MAY BE POSTED ON ORIGIN SOCIAL MEDIA, INCLUDING INSTAGRAM, FACEBOOK, YOUTUBE, LINKEDIN AND/OR THEIR PROPRIETARY WEBSITE, WHERE IT MAY BE VIEWED, SHARED (BY USERS OF THESE PLATFORMS AND VARIOUS OTHER INTERNET-BASED SITES) AND COMMENTED ON BY ORIGIN, AND THE GENERAL PUBLIC

Entry forms become the property of ORIGIN and will not be returned to you.

2. ELIGIBILITY

Competition is open to all Indigenous Canadian residents who have reached the age of majority in their province or territory of residence, excluding Quebec, at the Competition opening date.

Employees, officers, representatives, mandatories, domiciliaries, and immediate family members (parents, spouses, siblings, children, grandparents, step-parents, step-children and step-siblings, and their respective spouses, and those living in the same household, whether or not related) of ORIGIN and their affiliated companies, parent companies, subsidiaries, participating promotional partners, advertising and promotion agencies, webmasters and any company involved in the creation, design, execution, production, or fulfillment of the Competition (the “Competition Entities”), which for greater certainty includes the entities themselves and panel members, are not eligible to enter or receive a prize.

3. PROCEDURE FOR AWARDING PRIZES

Between March 29th and April 5th, 2023, a panel will meet to conduct a review of all eligible entries received during the Competition Period. The panel will use the Selection Criteria (see those criteria defined below) to make decisions on who will advance to video interviews.

From April 11th to April 19th, 2023, the panel will conduct interviews with each participant that advanced to this stage regarding their application and to discuss key details regarding the production.

After the interviews are complete, the panel will reconvene to discuss any feedback from each interview, revisiting the selection criteria and eligibility to decide (1) winner. Subject to meeting all the conditions described in the Competition Rules, the winner will win the prize.

Selection Criteria:

Practicality of the Idea presented

Feasibility of Concept of Execution

Pow Wow takes place in Ontario

Pow Wow is scheduled for 2023

Community leadership/Pow Wow committee must provide permission to film

The winner will be contacted by e-mail during the week following the adjudicated submission and should contact ORIGIN as instructed no later than 7 days after the date they are initially contacted and provide ORIGIN with a contact phone number. If a winner cannot be reached within 7 days following the first attempt, another winner will be selected.

THIS IS A GAME OF SKILL. Chance plays no part in determining the winners.

4. DESCRIPTION OF PRIZE(S)

ORIGIN will award (1) prize of a ImmersiveLink Pow Wow experience (travel not included).

5. GENERAL RULES

5.1. To be declared a winner, the selected contestant must respond to ORIGIN within 7 days of notification.

5.2 Before being declared a winner: The selected entrant will be contacted by private message via email and notified that they are eligible to win. The selected entrant must reply by private message within one (1) business day of notification and provide ORIGIN with a contact phone number. ORIGIN will then email, and the selected entrant will be required to sign and return within one (1) business day of notification a declaration of eligibility and a liability/publicity release, which: a. confirms compliance with the Competition rules; b. releases the Competition Entities, from any liability in connection with the Contest, the entrant's participation therein and/or the awarding and use or misuse of the prize or any portion thereof; and c. grants ORIGIN the right to use the selected entrant's name, address and likeness in any form of advertising relating to the Competition without further notice or compensation.

5.3 - If a selected entrant: (i) cannot be contacted by private message within one (1) calendar days of selection or there is a return of any prior notification as undeliverable; or (ii) fails to return the Competition documents within the specified time, they will be disqualified and will forfeit the prize, and ORIGIN reserves the right to select an alternate entrant from among the remaining eligible entries.

5.4. The prize shall be accepted as is and may not be exchanged or refunded for an amount of money, sold or transferred. No substitutions will be allowed. Any unused portion of a prize will be forfeited.

5.5. If the prize cannot be awarded as described in these rules, ORIGIN reserves the right to substitute a prize or prize component with another of comparable value, as determined in its sole discretion.

5.6. Refusal to accept the prize releases the Competition Entities from any obligation toward the winner.

5.7. If an entrant makes any false statement, (s)he will be automatically disqualified from the Contest.

5.8 By entering the Contest, each entrant agrees to abide by these Competition Rules. This Competition is subject to all applicable federal, provincial and municipal laws. Void where prohibited by law. The decisions of ORIGIN with respect to all aspects of this Competition are final and binding on all entrants without right of appeal.

5.9. The Competition Entities assume no liability for any loss, damage or injury, including without limitation: (i) lost, stolen, delayed, damaged, misdirected, late, destroyed, illegible or incomplete entries; (ii) loss, theft or damage to software or computer or telephone data, including any breach of privacy; (iii) fraudulent calls; (iv) inability of any person to participate in the Competition for any reason including mistaken addresses on mail or e-mail; technical, computer or telephone malfunctions or other problems with computer on-line systems, servers, access providers, computer equipment, or software; congestion on the internet or at any website, or any combination of the foregoing; (v) damage to any person's computer, including as a result of playing or downloading any material relating to the Contest; (vi) any delay or inability to act resulting from an event or situation beyond their control, including a strike, lockout or other labour dispute at their location or the locations of the organizations and businesses whose services are used to administer this Contest;

5.10. ORIGIN reserves the right to cancel or suspend withdraw or amend this Competition in any way, without prior notice or obligation, in the event of an error, technical problem, computer virus, bugs, tampering, unauthorized intervention, fraud, technical failure or any other cause beyond the reasonable control of the Sponsor that interferes with the proper conduct of this Competition as contemplated by these Competition Rules. Any attempt to deliberately undermine the legitimate operation of this Competition is a violation of criminal and civil laws and should such an attempt be made, ORIGIN reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution. Any attempt to deliberately undermine the legitimate operation of this Competition or other cause beyond their reasonable control corrupt the security or proper administration of the Contest. Any attempt to deliberately damage any website or to undermine the legitimate operation of this Competition is a violation of criminal and civil laws. Should such an attempt be made, ORIGIN reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.

5.11. All personal information, such as name and contact information, is collected by ORIGIN solely for the purposes of administering this Competition and shall not be used for any other purpose without your express consent. By providing this information, you consent to it being used for the stated purposes.

5.12. If the identity of an entrant is disputed, the authorized account holder of the e-mail address submitted at the time of entry will be deemed to be the entrant. The individual assigned to the e-mail address for the domain associated with the submitted e-mail address is considered the authorized account holder. A selected entrant may be required to provide proof that (s)he is the authorized account holder of the e-mail address associated with the selected entry. All entries must be submitted from a valid e-mail account that may be identified by reverse domain name search. The sole determinant of time for the purposes of receipt of a valid entry in this Competition will be the Competition server.

5.13. All entries that are incomplete, illegible, damaged, irregular, have been submitted through illicit means, using any robotic, automatic programmed method that artificially increases the odds of winning or do not conform to or satisfy any condition of the rules may be disqualified by the ORIGIN. ORIGIN is not responsible for any errors or omissions in printing or advertising this Contest.

5.14. ORIGIN reserves the right to amend the Competition rules or to terminate the Competition at any time without any liability to any contestant. Any amendments to these Competition Rules will be posted on the Website.

5.15. By entering, you agree to abide by the Competition rules and the decisions of ORIGIN, which decisions are final and binding on all contestants.

5.16. All Competition Rules are available on the Website.

5.17. All Entries are subject to verification at any time and for any reason. ORIGIN reserves the right, in its sole and absolute discretion, to require proof of identity and/or eligibility (in a form acceptable to ORIGIN – including, without limitation, government issued photo identification): (i) for the purposes of verifying an individual's eligibility to participate in this Contest; (ii) for the purposes of verifying the eligibility and/or legitimacy of any Entry entered (or purportedly entered) for the purposes of this Contest; and/or (iii) for any other reason the ORIGIN deems necessary, in its sole and absolute discretion, for the purposes of administering this Competition in accordance with these Rules. Failure to provide such proof to the satisfaction of ORIGIN in a timely manner may result in disqualification in the sole and absolute discretion of ORIGIN. The sole determinant of the time for the purposes of a valid Entry in this Competition will be the Competition server machine(s).

5.18. ORIGIN will own copyright in perpetuity and in all mediums and medias now known or hereinafter devised to the creative materials submitted and the exclusive right to license to publish, display, reproduce, modify, edit or otherwise use their developed VR experience. In whole or in part, for any purpose; THAT THE ENTRANT (ii) waives all moral rights in and to their submission in favour of ORIGIN and (iii) agrees to release and hold harmless the

Competition Parties and each of their respective agents, employees, directors, successors, and assigns (collectively, the “Released Parties”) from and against any and all claims based on publicity rights, defamation, invasion of privacy, copyright infringement, trade-mark infringement or any other intellectual property related cause of action that relate in any way.