

“Farnell BE(E) HERO Game” (hereinafter “Competition”)

Terms and Conditions -APAC

1. This "Be(e) Hero Game" ("Competition") is run by Premier Farnell UK Limited t/a Farnell 150 Armley Road, Leeds, LS12 2QQ England (hereinafter referred to as the Organiser) on the following terms and conditions (the T&Cs).
2. By entering into this Competition, all entrants ("Entrants") will be deemed to have read, accepted and agreed to be bound by these T&C's. Entrants are advised to review these T&Cs before entering the Competition and print and keep safe a copy of the T&C's. The Organiser reserves the right to revise the T&C's from time to time. Revised T&C's will be posted on the <https://games.farnell.com/hk/home> ("Competition Microsite") and it is a condition of entry to the Competition that Entrants agree to comply with such amendments from time to time.
3. Any Entrant (subject to the T&C's) from **Australia, New Zealand, Hong Kong, China, Taiwan, India, Korea, Malaysia, Singapore, Thailand, Vietnam** may enter this Competition. Entrants not meeting any of the requirements set out in the T&C's or not applying from these countries/areas are excluded from entry.
4. No Purchase is necessary or required to enter the Competition.
5. All times stated in these terms are based on the United Kingdom (GMT+1 time zone).
6. No responsibility will be accepted for entries which are not received for any reason, including technical error, pixels and plugins installed on entrant's device that may block receiving information or effect competition results.
7. The Competition will run from 0.01 AM (UK Time) 24th July 2023 until 23.59 PM (UK Time) ~~25th August 2023~~. ("Competition Campaign"), any valid Entrant can participate by entering the Competition posted at the Competition Microsite. **Extended to 8 September 2023.**
8. The Competition will follow this format:
 - The participant, in the role of a beekeeper, will have to save the bees from smog and climate change by fighting and defeating all the enemies of the bees. The game will be a platform game with a different setting every week. During the week the participant will have to complete the three levels provided.
 - Please note that Participants who access the game after it starts will be able to complete all the levels unlocked up to that point.
 - **Aim of the game:** Get as many points as possible. The participant will get points at the time of registration, completing the game in the shortest possible time, collecting flowers, defeating bee enemies, inviting other participants and answering a final quiz of each week.
 - **Registration**
Upon registration, each Participant will receive:
 - 10 points for registering with a personal email address (e.g. Gmail, Yahoo!, Hotmail, etc.)
 - 30 points for registering with a company email address
 - **Weekly game levels**
The participant must complete the three levels scheduled each week in the shortest possible time. The maximum playing time for each level is 3 minutes. The score will be calculated as 180 (seconds) – the seconds taken to complete the level. For example, if the participant finishes the level in 65 seconds he will earn 180 – 65 = 115 points.

In the event that the participant takes more than 3 minutes to complete the level his score will be zero.

The points awarded in the three levels will constitute the score of the bet. Given the points, the participant can decide to play again or answer the final quiz to get extra points. If the participant decides to answer the questionnaire his score will be frozen and he will no longer be able to play in the current week, he can do so in the following week.

The questionnaire will consist of a question with three options, one correct and two not. In case of choosing the correct option the participant will earn 30 extra points.

During the game you can earn extra points, in fact, they will be added:

- 10 points for each harvested flower;
- 20 points for each defeated enemy;

During the game you can also lose points, in fact, they will be subtracted:

- 10 points for each clash with the enemy;
- 50 points for each fall into the void;

The ranking will be determined in an increasing way starting from the participant who has obtained the highest score (eg highest score, first classified and so on)

- **Member Get Member**

It will also be possible to win extra points with the Member Get Member mechanism. Every user will receive an "invite" code to send to their friends. Each new user who registers using an "invite" code will receive 20 points, while the user who invited them will receive 10 points for every accepted invite. Each user can invite a maximum of 10 friends, meaning there are up to 100 points to be gained from the Member Get Member mechanism.

- **Final score**

The Organizers' decision is final and no correspondence will be entered into. Note that any responses that do not relate to the Contest, or are in any way offensive or defamatory will result in the offending Participant's disqualification. Participants guarantee that anything they send should not contravene national laws or regulations. This includes but is not limited to: any content that is obscene, defamatory, blasphemous, racist, or contains child pornography, or that infringes intellectual property rights, moral rights, copyright or the data protection rights of third parties, or publishing rights.

At the end of the Contest, a scoreboard will be drawn up based on the points each Participant has won (starting with the highest number of points). In the event of a tie, the amount of time taken to complete all the puzzles will be taken into account.

- 10 winners will be named by 18th September 2023

9. **TIE BREAKS:** In the event of a tie, the winner will be declared by means of a draw, carried out by a person appointed by members of the above stated committee.
10. To enter the Competition each Entrant should fill in a registration form submitting their name, surname, phone number, email address, providing a nickname, and accept Farnell's privacy policy as well as these Competition terms & conditions. After submitting the registration form Entrant will receive via email the Access Code to log-in to the Competition Microsite.
11. Entrants must be aged 18 or over.
12. Entrants can only participate and win by using their own human skills, intelligence and knowledge. Using (or suspected use of) an automated source, robot, computer system or comparable modality to play the game, will be considered an ineligible entry and will allow the

Organiser to exclude the Entrant from receiving any prizes and also any future participation without notice.

13. Employees from public sector companies or (governmental) officials are excluded from participation.
14. Employees, directors, shareholders of any company within the Premier Farnell Group and their direct families (parents, siblings, spouse, partner, and children) or agents and/or anyone associated with the running of the Competition are not eligible to enter this Competition.
15. The winners will be chosen based on the criteria stated at in clause 8 above. Subject to a tie break (see point 9) being successfully determined, all the winning Entrants will be announced by 18th September 2023 and the final rankings for the winners will be published on the Competition Microsite. The Organiser's decision is final and no correspondence will be entered into.
16. The winning Entrants will be separately notified by email (to the email address provided by the Entrant at the time of entering the Competition) within 28 days of being identified as winner. To claim his or her prize, the winning Entrant must confirm receipt of the email within 28 days of notification by the Organiser. If the winning Entrant does not respond in that time period, he or she will be deemed to have waived entitlement to his or her prize and an alternative winning Entrant will be identified using the same judging criteria.
17. All winners should receive their prizes within 28 days after confirming the receipt via email address provided by the Entrant at the time of entering the Competition.
18. The Competition prizes are as follows:

Final prizes:

Quantity	Description	Value in AUD	Winner rank
1	NIU KQi2 Pro Electric Kick Scooter (Grey) *The winner is expected to follow all laws, regulations and restrictions of the country they are using the electric scooter, element14 will not be responsible for any negligent use of the product.	\$1249	1st place
1	Beats Studio 3 Wireless Noise Cancelling Over-Ear Headphones	\$499	2 nd place
1	Kindle Oasis 2019 7" Wi-Fi eReader	\$429	3rd place
7	Gift card	\$25	4th-10th place

Total prize value: \$1,902.00 in AUD

19. The prizes are non-negotiable and non-refundable and no cash alternative will be offered. The Organiser reserves the right to substitute all prizes with a suitable equivalent and the provision of the gift may be delayed or a substitute provided.
20. Entrants need to provide their postal address to the Organiser in order to allow the Organiser to send the prize once the winner has been informed of its win. This information should be provided by Entrant within the 28 days.
21. The Organizer reserves the right to verify the eligibility of participants before the prize (as defined below) is sent and may request proof of age and personal details. If the Organizer suspects fraud or misconduct, or uses artificial intelligence systems or other computerized aids for the conduct of the game, or if it is found that a member does not meet the eligibility requirements set out in these T&Cs, the award of the prize may be canceled and the prize will be awarded to the next participant in order of ranking.

22. The Organiser reserves the right to withdraw or amend the Competition or extend the period of participation in its sole discretion. The Organiser will not be liable for any such withdrawal or change to the Competition.
23. The Entrant agrees to be responsible for all applicable taxes, duties or other charges payable in relation to all the prizes.
24. Entrants may not enter the Competition if by entering into it they may cause the Organiser and/or themselves to be in breach of any agreement (including but not limited to any contract of employment) to which they are a party or in breach of any law, regulation or rule having the force of law to which the respective Entrant or the Organiser may be subject. The Organiser reserves the right to disqualify any entry made in breach of this condition.
25. The Organiser respects the policies of employers which forbid the acceptance of such prizes by their employees. The winning Entrant must obtain signed authorisation from a director of his or her employer (if appropriate) confirming permission to accept the prize, or, must sign the Customer authorisation contract (ABC letter) for all prizes above £25 to confirming authorisation to collect the prize on behalf of their company.
26. The Organiser takes Entrants privacy seriously. The personal information it obtains as a result of this Competition will not be sold to third parties but will be used solely for the purposes of this Competition, for its own customer research, business development and statistical purposes and to promote to the Organiser's business services and products via email where the Entrant has consented to do so. For more details see the Farnell privacy policy at <http://uk.farnell.com/privacy-statement>. Each winning Entrant must allow their Nicknames regarding the winning of the prize to be published in order to claim the prize.
27. Prizes are not supplied with the benefit of any warranties from the Organiser and are only supplied with the benefit of any warranty provided by the manufacturer or supplier of the prize. All further warranties or representations are hereby expressly excluded to the fullest extent permitted at law. Without limiting the generality of the preceding statement the Organiser hereby excludes all and any liability arising out of the competition or the acceptance, use, quality condition, suitability or performance of the prize, even where arising from the Organiser's negligence.
28. The Organiser's does not exclude liability under the T&Cs for death, personal injury arising or damage to property from its negligence, or for breach of Part II of the Consumer Protection Act 1987, or for any matter in relation to which it would be illegal for the Organiser to exclude or attempt to exclude our liability.
29. Any dispute or claim arising out of or in connection with it or its subject matter shall be governed by and construed in accordance with the laws of England and Entrants irrevocably agree that the courts of England shall have exclusive jurisdiction to settle any dispute or claim that arises out of or in connection with this Competition.
30. Please address any queries relating to this Competition to games@farnell.com