

## **Samsung Canada “Solve for Tomorrow” 2025/2026 Education Contest OFFICIAL RULES**

THE CONTEST IS SPONSORED BY SAMSUNG ELECTRONICS CANADA INC. (“SPONSOR”): 2050 DERRY ROAD WEST, MISSISSAUGA, ON, L5N 0B9.

No purchase necessary to enter or win. Void where prohibited. The Samsung Canada “Solve for Tomorrow” 2025/2026 Education Contest (the “Contest”) will run in accordance with these Rules. The Sponsor reserves the right, subject to any required approval of any regulatory authorities, to cancel, amend, modify or terminate this Contest or these Official Rules at any time in its sole discretion and without further notice. Changes to these rules will be posted online at [www.samsung.com/ca/solve](http://www.samsung.com/ca/solve). You must comply with these Official Rules and you will be deemed to have received, understood and agreed to these Official Rules if you participate in the Contest.

### **1. Entry Date:**

The Contest entry period begins at 12:00:01 a.m. Eastern Standard Time (“EST”) on Monday, January 12, 2026 and ends at 11:59:59 p.m. EST on Friday, February 27, 2026 (“Contest Entry Period”). The Contest will be divided into three(3) phases, as outlined below.

### **2. Eligibility:**

The Contest is open only to legal residents of Canada who are twenty one (21) years of age or older and are currently employed as full-time teachers in a public Middle School, Junior High School, or High School, grades 6-12, including Charter Schools that are 50% or more publicly funded in Canada. All Canadian publicly funded schools are eligible to participate. Schools that are publicly funded but outside of the provincially-run school board/district/division system, such as Charter Schools in Alberta and Federally-funded schools in FNMI communities, are eligible to apply if they meet the grade requirements. Home School, privately funded Charter school (less than 50% publicly funded), Private School, College, University, and Vocational/Trade School teachers are not eligible to participate. A full-time teacher, as defined above, is eligible to enter the Contest as part of a team with at least one (1) or more students, up to a maximum of fifty (50) students (the “Participant”). Employees of the Sponsor, not-for-profit organizations that are supporting the Sponsor with the promotion, and each of their respective parents, affiliates, subsidiaries, advertising and promotion agencies, retailers, distributors and suppliers (collectively the “Contest Entities”), and the immediate families (spouse, parents, children and siblings and their respective spouses, regardless of where they reside) and individuals living in the same households of any of the foregoing individuals, whether or not related, are ineligible to participate or win a prize. The Contest is subject to all applicable federal, provincial and local laws and regulations.

### **3. General Conditions**

ENTRY NOTE: Participants are responsible for confirming whether their school has any policies or restrictions concerning participation in contests such as this. The awarding of prizes is subject to such school policies. If, for any reason, any school is unable to accept a prize, including due to school policies, such prize will be forfeited and Sponsor will not have any further obligation to such school. Prizes will be awarded to the school for the benefit of the teacher submitting the entry for its respective Participant.

**PRIZE NOTE:** All prizes will be awarded to the winning schools and not the Participant. Winning schools will be responsible for all taxes, if any (including federal, provincial and local taxes) and other costs and expenses associated with the acceptance and use of a prize (or any portion thereof) not included with the prize as awarded, including, but not limited to, installation and costs of any service, including any telephone or cable service.

All prizes awarded pursuant to this Contest are awarded “as is” with no warranty or guarantee, either express or implied, by Sponsor except for any manufacturer’s warranty accompanying the Samsung products. Selected contestants/finalists/winners may not substitute, assign or transfer prize or redeem prize for cash, but Sponsor reserves the right, at its sole discretion, to substitute the prize (or any portion thereof) with one of comparable or greater value. Prizes will be awarded to the selected contestants/finalists/winners’ school for the benefit of the applicable selected contestants/finalists/winners. Selected contestants/finalists/winners will be responsible for any expenses associated with acceptance and use of the prize except as expressly stated in these Official Rules. All prize details are at the sole discretion of the Sponsor.

Notwithstanding anything contained herein, Sponsor reserves the right to not award all prizes or advance fewer entries for any phase of the Contest if, in its sole discretion, it determines it has not received a sufficient number of qualified eligible entries.

**IF YOU ARE A SELECTED CONTESTANT/FINALIST/WINNER, YOU MUST, BEFORE BEING DECLARED A WINNER:** (i) correctly answer, without assistance of any kind, whether mechanical or otherwise, a mathematical skill testing question; and (ii) in the Sponsor’s sole discretion, execute and deliver to the Sponsor within the time specified by the Sponsor the School Liability and Publicity Release (the Waiver), Teacher Affidavit, Parent Guardian Permission Form, and Adult Release in a form acceptable to the Contest Sponsor, confirming your compliance with these Rules, acceptance of the applicable prize as awarded without substitution, and releasing the Sponsor, its affiliates and related third parties, advertising and promotional agencies, and each of their respective shareholders, directors, officers, employees, agents, dealers, representatives, successors and assigns (collectively the “Released Parties”) from any liability in connection with this Contest, your participation therein and/or the awarding and use/misuse of the applicable prize or any portion thereof. All required documents must be executed and returned prior to receiving a prize.

### 3. Phase One: Finalists

#### A) Phase One Entry Submission:

You may enter the Contest by visiting [www.samsung.com/ca/solve](http://www.samsung.com/ca/solve) during the Contest Entry Period and following the directions to complete and submit the Official Entry Form (collectively, the “Entry”).

#### B) Entry Form Questions:

This Contest focuses on how Science, Technology, Engineering, and Math (“STEM”) can be applied to help support sustainability via technology, social change through sport & tech, accessibility or ‘other’ theme of your choice, in your local or national community (the “Project”). The Contest Participants will be required to answer the following questions to enter into the Contest:

- What is the local community challenge that your students have identified within one of the three entry categories below? (100 words min)
  - Environmental sustainability via technology
  - Social change through sports & tech
  - Accessibility
  - Open – theme/category of your choice
- What is your students' proposed STEM solution to the challenge that they have identified? (100 words min)
- How will your students' STEM solution be sustainable and successful? (100 words min)

Your answers to the above questions will be judged in accordance with the specifications set out below to determine which Participants will advance to Phase Two of the Contest. Answers to each question must not exceed two hundred (200) words. All Phase One entries must be received by 11:59:59 p.m. EST on Friday, February 27, 2026 to be considered. Entries will only be accepted in English or French, answers to all questions must be in the form of a statement, and only fully completed entries will be accepted and eligible for entry into the Contest. Answers submitted in other forms such as poems or songs will not be considered. The decisions of the judges are final and legally binding in all matters relating to this Contest. Entries generated by script, macro or other automated means and entries by any other means which subvert the entry process or are otherwise not in compliance with these Official Rules are void. Limit one (1) entry per school e-mail address during Phase One; however, more than one teacher from the same school may enter. If multiple Entries are received from the same person utilizing multiple email addresses, the judges may use their discretion to select the entry submission and or disqualify the Participant from participation in this Contest. Proof of submitting an entry does not constitute proof of delivery. Entries that are in any way fraudulent, illegible, altered, mutilated or tampered with, in the sole discretion of the Sponsor, will be declared invalid. All entries become the property of the Sponsor and will not be acknowledged or returned. The responses to the questions must never have been previously exhibited publicly outside of this Contest or selected as a winner in any other contest. Entry must be Participant's own original work, be true and verifiable, cannot be previously published or submitted in connection with any other, program or contest, may not be offensive or inappropriate and may not contain profanities or obscenities nor depict Contest Entities unfavorably, as determined by Sponsor in its sole discretion. Entries must be consistent with the images of the Contest Entities and must not defame or invade publicity rights or privacy of any person, living or deceased, or otherwise infringe upon any person's personal or property rights or any other third party rights. Sponsor reserves the right in its sole discretion to disqualify any entry it determines does not comply with these requirements or these Official Rules, in its sole discretion.

BY SUBMITTING AN ENTRY, YOU AGREE THAT THE INFORMATION IN YOUR RESPONSES COMPLIES WITH ALL CONDITIONS STATED IN THESE OFFICIAL RULES. THE RELEASED PARTIES (AS DEFINED BELOW) WILL BEAR NO LEGAL LIABILITY, EXPRESSED OR IMPLIED, REGARDING THE USE OF THE INFORMATION BY THE SPONSOR. THE RELEASED PARTIES SHALL BE HELD HARMLESS BY YOU IN THE EVENT IT IS SUBSEQUENTLY DISCOVERED THAT YOU HAVE DEPARTED FROM OR NOT FULLY COMPLIED WITH ANY OF THE OFFICIAL RULES.

### C) Phase One Judging and Judging Criteria:

All eligible entries received during the Contest Entry Period will be judged based on the criteria set out below by a panel of qualified judges selected by Sponsor. The judging panel will consist

of six (6) judges who will be both Sponsor judges and qualified individuals of Sponsor's partners as chosen by the Sponsor. Entries will be saved as a PDF and sent electronically to all judges and graded individually by each judge at their place of residence in accordance with a scorecard provided by the Sponsor that contains the criteria set out below. Judging will begin Monday, March 2, 2026 at 09:00:00 am EST and will conclude on Monday, March 16, 2026 at 11:59:59 pm EST and be based on the following criteria:

- 45% Quality of content and adherence to theme/questions
- 45% Inclusion of specific points and/or examples illustrating the answer
- 10% Writing style and grammar

Subject to verification of eligibility and compliance with these Official Rules, eight (8) entries with the highest scores will be deemed Finalists (the "Finalists") and will advance to Phase Two (see section 4 for Phase Two details), subject to verification of eligibility and compliance with these Rules. In the event of a tie, a "tie- breaking" judge will determine the last entrant(s) who will proceed to Phase Two based on the above stated criteria.

#### D) Phase One Notification: Finalists (Eight Selected)

Each potential Finalist will be notified by the Sponsor by telephone and/or e-mail on or about Wednesday, March 18, 2026 and will have three (3) business days to respond to such notification by e-mail. If any e-mail to a potential Finalist or their school principal or other authorized officer is undeliverable, any phone number provided by a potential Finalist is incorrect or no longer in service, a response to any given e-mail or phone call is not received within three (3) business days of the date of its issuance or any potential Finalist school does not comply with these Official Rules, the opportunity to participate in the Contest may be forfeited and, at Sponsor's discretion, an alternate Finalist may be selected.

#### E) Phase One Prizing: Finalists

There are a total of eight (8) Finalist prizes (each a "Finalist Prize") available to be won, with each Finalist Prize consisting of a Samsung voucher to purchase Samsung technology, and/or select Samsung products (as determined by Sponsor), with a combined total value of \$5,000 per potential Finalist Prize (Samsung vouchers will apply to pre-tax price of all products. Samsung vouchers subject to voucher terms and conditions).

Each Finalist Prize is awarded "as is" with no warranty or guarantee, either express or implied, by Sponsor except for any manufacturer's warranty accompanying the Samsung products. Finalists will be responsible for any expenses associated with acceptance and use of the prize except as expressly stated in these Official Rules. All Finalist Prize details are at the sole discretion of the Sponsor.

IF YOU ARE A SELECTED CONTESTANT, YOU MUST, BEFORE BEING DECLARED A WINNER: (i) correctly answer, without assistance of any kind, whether mechanical or otherwise, a mathematical skill testing question; and (ii) execute and deliver to the Sponsor within the time specified by the Sponsor a Declaration of Eligibility and Waiver of Liability Form (the "Waiver") in a form acceptable to the Contest Sponsor, confirming your compliance with these Rules, acceptance of the Prize as awarded without substitution, and releasing the Sponsor, its affiliates and related third parties, advertising and promotional agencies, and each of their respective shareholders, directors, officers, employees, agents, dealers, representatives, successors and

assigns (collectively the “Released Parties”) from any liability in connection with this Contest, your participation therein and/or the awarding and use/misuse of the Prize or any portion thereof. If you are under the age of majority in your province or territory of residence, you must have a parent or legal guardian co-sign the Waiver in order to receive a Prize. All required documents must be executed and returned prior to receiving a Finalist Prize.

#### 4. Phase Two: Finalist Video Entry Submissions – Finalists & Public Voting Prizing

##### A) Phase Two Video Entry Submissions:

Each Finalist will be required to produce and submit one (1) video of up to five (5) minutes in length, demonstrating how STEM can be applied to help address the issue raised by the Participant in Phase One. Video submissions should also include any learnings, improvements, and lessons from the submission in Phase One.

Upon receipt of all completed documents (including: the School Liability and Publicity Release (the Waiver), Teacher Affidavit, Parent Guardian Permission Form, and Adult Release, as required by Sponsor in its sole discretion) by the Sponsor from each Finalist, the Sponsor will direct the Finalist to upload the video to a password-protected website and to provide the Sponsor with the URL through which to access the video. Video must be uploaded in the period between Thursday, March 19, 2026 at 12:00:01 a.m. EST and Thursday, April 2, 2026 at 11:59:59 p.m. EST to be eligible for Phase Two.

Each video must be narrated in English or French and must not exceed five (5) minutes in length. Each video must respect the size and content restrictions set out by the password-protected website to which the Participant uploads their submission. Limit one (1) video submission per Finalist. Sponsor reserves the right to disqualify any video submission if not compliant with these Official Rules or any other guidelines provided by Sponsor, as determined by Sponsor in its sole discretion. Any student depicted in a video must have submitted a Parent Guardian Permission Form by Wednesday, March 25, 2026 at 11:59:59 p.m. In the event a student who has not submitted a Parent Guardian Permission Form is depicted in a video, the video in question will be disqualified. All video submissions become the property of the Sponsor and will not be returned.

##### B) Requirements of Video Submission:

Video submissions may not contain, as determined by the Sponsor, in its sole discretion, any content that:

- Is sexually explicit or suggestive; unnecessarily violent or derogatory of any ethnic, racial, gender, orientation, identity, religious, professional or age group; profane or pornographic; contains nudity;
- Promotes alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing); promotes any activities that may appear unsafe or dangerous; promotes any particular political agenda or message;
- Is obscene or offensive; endorses any form of hate or hate group; appears to duplicate any other video submission;
- Defames, misrepresents or contains disparaging remarks about other people or companies;
- Contains trademarks, logos, or trade dress (such as distinctive packaging or building

- exteriors/interiors) owned by others;
- Contains any personal identification, such as but not limited to personal names or e-mail addresses;
- Contains copyrighted materials owned by others (including music, photographs, sculptures, paintings, and other works of art or images published on or in websites, television, movies or other media);
- Contains materials embodying the names, likenesses, voices, or other indicia identifying any person, including, without limitation, celebrities and/or other public or private figures, living or dead, without permission;
- Contains look-alikes of celebrities or other public or private figures, living or dead;
- Communicates messages or images inconsistent with the positive images and/or good will to which we wish to associate; and/or
- Violates any law.

Video submissions must be the original work of the Finalist and eligible students, may not have been previously published, and may not have won previous awards or selected as a winner in any other contest. If the Entry contains any individuals other than the Finalist and eligible students, the Finalist is responsible for obtaining, prior to submission of the video, any and all releases and consents necessary to permit the use and exhibition of the video by Sponsor in the manner set forth in these Official Rules, including, without limitation, name and likeness permissions from any person who appears in or is identifiable in the video. Sponsor reserves the right to request proof of these permissions in a form acceptable to Sponsor from any Finalist at any time. Failure to provide such proof may render such Entry disqualified from the Contest. By submitting a video, each Finalist warrants and represents that they and any persons appearing or who are identifiable in the video consent to the submission and use of the video in the Contest and to its use as set forth herein.

By submitting a video, each Finalist understands and agrees that the video submission may be posted on [www.samsung.com/ca/solve](http://www.samsung.com/ca/solve) and Samsung social media accounts, and Finalists agree that they will not use the video for any other purpose, including, without limitation, posting the video to any online social networks, without the express consent of Sponsor in each instance. Released Parties (as defined above) do not guarantee the posting of any video and are not liable for the use of any video by any third party. You acknowledge and agree that the Released Parties do not now or in the future have any duty or liability, direct or indirect, vicarious, contributory or otherwise, with respect to the infringement or protection of any copyright in and to any video submission. By entering, Participant unconditionally assigns and transfers to Sponsor all rights, title, interest and claim, which it now has or may in the future have to his/her Entry and any element(s) embodied therein. Sponsor and its designees shall have the right to edit, publish, use, adapt, reproduce, exploit, modify or dispose of any Entry and all elements of such Entry, online, in print, film, television, or in any other media now or hereafter known throughout the world.

Each eligible video submitted will be judged based on the criteria set out below to determine which entry or entries will be chosen a winner.

**BY SUBMITTING A VIDEO, YOU AGREE THAT THE VIDEO COMPLIES WITH ALL CONDITIONS STATED IN THESE OFFICIAL RULES. THE RELEASED PARTIES WILL BEAR NO LEGAL LIABILITY,**

EXPRESSED OR IMPLIED, REGARDING THE USE OF THE VIDEO BY THE SPONSOR. THE RELEASED PARTIES SHALL BE HELD HARMLESS BY YOU IN THE EVENT IT IS SUBSEQUENTLY DISCOVERED THAT YOU HAVE DEPARTED FROM OR NOT FULLY COMPLIED WITH ANY OF THE OFFICIAL RULES.

#### 5. Public Voting Prizing: Solve for Tomorrow Fan Favourite Award

All eight (8) Finalists' videos from Phase Two will be displayed online at [www.samsung.com/ca/solve](http://www.samsung.com/ca/solve) through an embedded link to YouTube, and will participate in the Public Voting process to determine the Solve for Tomorrow Fan Favourite Winner (the "Fan Favourite Winner"). Once they have watched the National Finalists' videos, an eligible voter (defined below) can place their vote directly on [www.samsung.com/ca/solve](http://www.samsung.com/ca/solve). Public Voting will begin on or around 12:01:01 a.m. EST Wednesday, April 8, 2026 and end at 11:59:59 p.m. EST on, Tuesday, April 21, 2026 ("Public Voting Period"). The Fan Favourite Winner will be announced April 29, 2026.

##### A) Social Media Voting – Eligible Voters and Process

To participate in the Public Voting process, you must be a legal resident of Canada and thirteen years of age or older. LIMIT: One (1) vote per person per calendar day (defined as 12:00:01 a.m. EST to 11:59:59 p.m. EST (a "Calendar Day")).

All voting **must originate** at [www.samsung.com/ca/solve](http://www.samsung.com/ca/solve) during the Public Voting Period, and must satisfy the follow criteria:

- To register your vote, click the voting button on the Samsung Solve for Tomorrow website once a day.
- Use of automatic voting software, artificial intelligence (AI), multiple email addresses or handles to vote multiple times per day, and/or activity deemed by the Sponsor to be contrary to the spirit of fair play as it relates to the Contest and public voting is strictly prohibited.
- Sponsor will monitor all votes and has the right and at its sole discretion to disqualify votes for any of the following reasons:
  - Exceeding a maximum of one (1) vote within one Calendar Day (EST);
  - Inappropriate content;
  - Trolling or spamming other contestants; or
  - Any other behaviour as determined by the Sponsor to be a violation of the spirit of fair play as it relates to the Contest.
- Only full and complete vote entries from [www.samsung.com/ca/solve](http://www.samsung.com/ca/solve) will be counted.

Any posts made pursuant to the Public Voting or during the Public Voting Period, by either a voter or Finalist, may not be offensive or inappropriate and may not contain profanities or obscenities nor depict Contest Entities unfavorably, as determined by Sponsor, in its sole discretion. Public Voting must be consistent with the images of the Contest Entities and must not defame or invade publicity rights or privacy of any person, living or deceased, or otherwise infringe upon any person's personal or property rights or any other third party rights. Sponsor reserves the right in its sole discretion to disqualify any voter or Public Voting it determines does not comply with these requirements or these Official Rules, in its sole discretion.



During the Public Voting Period, legal residents of Canada age thirteen (13) and older, will be asked to vote for the entry that best exemplifies the Phase Two video topic (i.e., demonstrate how STEM can be applied to help support sustainability via technology, social change through sport & tech, accessibility or 'other' theme of your choice) from among those posted. **Voting will solely determine the Solve for Tomorrow Fan Favourite Winner.** Finalists are prohibited from obtaining votes by any fraudulent or inappropriate means, including, without limitation, offering prizes, forced voting sessions, multiple email or other inducements to members of the public, as determined by Sponsor in its sole discretion. Use of script, macro artificial intelligence (AI), or any automated system to vote or with the intent to impair the integrity of the voting process is prohibited and all such votes will be void.

#### **B) Solve for Tomorrow Fan Favourite Winner Selection Criteria**

The Finalist with the most public votes at the end of the Public Voting Period, will be eligible to be declared the Fan Favourite Winner. In the event of a tie, a "tie-breaking" judge, to be selected by Sponsor, will determine the potential Fan Favourite Winner. The Fan Favourite Winner will be awarded along with the Grand Prize Winner and Runner Up Winners after the Presentation as described below in these rules.

#### **C) Solve for Tomorrow Fan Favourite Award Prizing:**

There is one (1) prize available to be won as part of the Fan Favourite Award, consisting of a Samsung E-Voucher to purchase Samsung technology, and/or select Samsung products (as determined by Sponsor), with a combined total value of \$5,000 (Samsung E-Voucher will apply to pre-tax price of all products. Samsung E-Voucher subject to E-Voucher terms and conditions). Sponsor reserves the right to not award all prizes or advance fewer entries for any phase if, in its sole discretion, it determines it has not received a sufficient number of qualified eligible entries.

Prizes are awarded "as is" with no warranty or guarantee, either express or implied, by Sponsor except for any manufacturer's warranty accompanying the Samsung products. Winners may not substitute, assign or transfer prize or redeem prize for cash, but Sponsor reserves the right, at its sole discretion, to substitute the prize (or portion thereof) with one of comparable or greater value. Prizes will be awarded to each collective team and will be responsible for any expenses associated with acceptance and use of the prize except as expressly stated in these Official Rules. All prize details are at the sole discretion of the Sponsor.

IF YOU ARE A SELECTED CONTESTANT, YOU MUST, BEFORE BEING DECLARED A WINNER: (i) correctly answer, without assistance of any kind, whether mechanical or otherwise, a mathematical skill testing question; and (ii) execute and deliver to the Sponsor within the time specified by the Sponsor a Declaration of Eligibility and Waiver of Liability Form (the "Waiver") in a form acceptable to the Contest Sponsor, confirming your compliance with these Rules, acceptance of the Prize as awarded without substitution, and releasing the Sponsor, its affiliates and related third parties, advertising and promotional agencies, and each of their respective shareholders, directors, officers, employees, agents, dealers, representatives, successors and assigns (collectively the "Released Parties") from any liability in connection with this Contest, your participation therein and/or the awarding and use/misuse of the Prize or any portion thereof. If you are under the age of majority in your province or territory of residence, you must have a parent or legal guardian co-sign the Waiver in order to receive a Prize. All required documents must be executed and returned prior to receiving a Finalist Prize.

PRIZE NOTE: Actual values based on approximate retail value of selected merchandise. Any



difference between value of merchandise and package selected and stated prize package value will not be awarded. All prizes will be awarded to the entrants. The value of Samsung merchandise are based on the estimated retail value at the commencement of the Contest.

## 6. Phase Three: In-Person Pitch and Grand Prize Winner and Runner Up Winners Announcement

### A) Phase Three Entry Submissions:

For Phase Three, eight (8) Finalists will make a presentation to a panel of judges on their Project based on the criteria provided by Sponsor (the "Presentation" or "Live Pitch"). **Only two (2) students from each Finalist team will be making the Presentation**. The Presentation shall be no more than ten (10) minutes in length and will proceed in person at Samsung Canada's Head Office. Finalists will also be required to reserve an additional five (5) minutes to answer questions from judges. Teams will be required to submit their live pitch presentations by Friday, April 24, 2026 at 11:59:59 pm EST. The Presentation will take place on Wednesday, April 29, 2026 between 11:00 am EST and 1:00 pm EST.

Each Live Pitch must be presented in person in English and must not exceed ten (10) minutes in length. Limit one (1) Live Pitch per Finalist team. Sponsor reserves the right to disqualify any submission if not compliant with these Official Rules or any other guidelines provided by Sponsor, as determined by Sponsor in its sole discretion.

### B) Live Pitch Submission:

Live pitches may not contain, as determined by the Sponsor, in its sole discretion, any content that:

- Is sexually explicit or suggestive; unnecessarily violent or derogatory of any ethnic, racial, gender, orientation, identity, religious, professional or age group; profane or pornographic; contains nudity;
- Promotes alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing); promotes any activities that may appear unsafe or dangerous; promotes any particular political agenda or message;
- Is obscene or offensive; endorses any form of hate or hate group; appears to duplicate any other submission;
- Defames, misrepresents or contains disparaging remarks about other people or companies;
- Contains trademarks, logos, or trade dress (such as distinctive packaging or building exteriors/interiors) owned by others;
- Contains any personal identification, such as personal names or e-mail addresses;
- Contains copyrighted materials owned by others (including music, photographs, sculptures, paintings, and other works of art or images published on or in websites, television, movies or other media);
- Contains materials embodying the names, likenesses, voices, or other indicia identifying any person, including, without limitation, celebrities and/or other public or private figures, living or dead, without permission;
- Contains look-alikes of celebrities or other public or private figures, living or dead;
- Communicates messages or images inconsistent with the positive images and/or good will to which we wish to associate; and/or
- Violates any law.

Live pitch must be the original work of the Finalist team, may not have been previously published, and may not have won previous awards or selected as a winner in any other contest. The Entry should only contain members of the Finalist's team. The Finalist is responsible for obtaining, any and all releases and consents necessary to include in their Entry and the Live Pitch, as the case may be. Sponsor reserves the right to request proof of these permissions in a form acceptable to Sponsor from any Finalist at any time. Failure to provide such proof may, if requested, render such Entry disqualified from the Contest. By submitting an Entry, each Finalist warrants and represents that they have all the necessary consent to the submission in the Contest and to its use as otherwise set forth herein.

By entering the Live Pitch contest, each Finalist understands and agrees that the pitch submission may be recorded by Sponsor and posted on [samsung.com/ca/solve](https://samsung.com/ca/solve) and Samsung social media properties. You acknowledge and agree that Released Parties do not now or in the future have any duty or liability, direct or indirect, vicarious, contributory or otherwise, with respect to the infringement or protection of any copyright in and to any Live Pitch entry. By entering, entrant unconditionally assigns and transfers to Sponsor all rights, title, interest and claim, which it now has or may in the future have to his/her entry and any element(s) embodied therein. Sponsor and its designees shall have the right to edit, publish, use, adapt, reproduce, exploit, modify or dispose of any entry and all elements of such entry, online, in print, film, television, or in any other media now or hereafter known in perpetuity throughout the world without any further compensation, permission etc.

Each eligible Live Pitch submission will be judged to determine which entries will be chosen a winner.

### **Travel Considerations**

**With respect to the two (2) students and the one (1) educator comprising a Finalist team whose school is located more than two-hundred and fifty (250) kilometres from the SECA Head Office, the Sponsor will be providing roundtrip airfare, 2-nights' accommodation as well as all departure taxes (at the time of booking), transfers to and from the airport, one meal per day, emergency medical, flight cancellation insurance and emergency evacuations for the trip between April 27<sup>th</sup> and April 29, 2026, with the value of the trip being up to \$1,600 per person.**

Airfare and accommodation will only be provided to the two (2) Finalists and the educator if they reside more than two-hundred and fifty (250) kilometres from the SECA Head Office. The Sponsor reserves the right to substitute roundtrip airfare for ground transportation in the event that the Finalist team is more than two-hundred and fifty (250) kilometres from SECA Head Office along with modify or substitute all accommodations and meals on a case-by-case basis.

**With respect to the two (2) National Finalists and the educator whose school is located within two-hundred and fifty (250) kilometres from the SECA Head Office, the Sponsor will be providing ground transportation to and from the Finalists' school to the SECA Head Office on April 29, 2026, with the value of the trip being \$400 per person.**

The educator from the Finalist team must accompany the team to the Live Pitch event in Toronto, Ontario at the SECA Head Office and must be eighteen years of age (18) or older. For the (2) Finalists, parental or legal guardian consent will be required and will be verified in order

to allow the two (2) Finalists to travel to the SECA Head Office to make the Live Pitch. All guests (or their parent or legal guardian, if a guest is a minor) must execute and return a liability/publicity and parental/legal guardian consent release prior to travel and present the Live Pitch at the SECA Head Office.

**Additional considerations for the two (2) Finalists and the educator whose school is located more than two-hundred and fifty (250) kilometres from the SECA Head Office**

The Finalist trip (to the extent that the school is located more than school is located more than two-hundred and fifty (250) kilometres from the SECA Head Office) will take place between April 27, 2026 and April 29, 2026 and will be for a 2-night stay in Toronto, Ontario. The total approximate value of each Finalist air travel and accommodation (for the two (2) students and the one (1) educator that comprise a Finalist team) is \$1,600 based on a British Columbia departure and may vary depending on the city of departure. The two (2) student Finalists and their educator must have valid travel documents for entry into Toronto, which will include a government-issued identification that allows one to travel within Canada, prior to ticketing and must and be legally able to travel to Toronto. EACH STUDENT FINALIST AND THE EDUCATOR WILL ALSO BE RESPONSIBLE FOR OBTAINING HIS OR HER OWN TRAVEL DOCUMENTATION. EACH STUDENT FINALIST AND THE EDUCATOR MUST BE AVAILABLE TO TRAVEL ON THE DATES ASSIGNED BY THE SPONSOR OR THE ENTIRE FINALIST PRIZE WILL BE FORFEITED IF EACH STUDENT FINALIST AND THE EDUCATOR ARE NOT ABLE TO TRAVEL ON THE DATES ASSIGNED BY THE SPONSOR. FOR CLARITY, IF AN ALTERNATE PERSON FROM THE FINALIST TEAM IS ABLE TO TRAVEL ON THE DATES ASSIGNED BY THE SPONSOR, THE FINALIST PRIZE WILL NOT BE FORFEITED AND THE TEAM WILL BE ABLE TO PRESENT THE LIVE PITCH IN PERSON. IN THE EVENT THAT EACH STUDENT FINALIST AND THE EDUCATOR DO NOT OBTAIN THE NECESSARY DOCUMENTATION SUCH AS A GOVERNMENT-ISSUED IDENTIFICATION TO TRAVEL TO TORONTO, ONTARIO, THE PRIZE WILL ALSO BE FORFEITED. FOR CLARITY, IF AN ALTERNATE PERSON FROM THE FINALIST TEAM IS ABLE TO TRAVEL TO TORONTO, ONTARIO, THE FINALIST PRIZE WILL NOT BE FORFEITED AND THE TEAM WILL BE ABLE TO TRAVEL TO TORONTO, ONTARIO AND PRESENT THE LIVE PITCH IN PERSON. All departure taxes (at the time of booking), transfers to and from the airport, one meal per day, emergency medical, flight cancellation insurance, emergency evacuations will be covered by the Sponsor. Fuel, gasoline and currency surcharges, passports, gratuities, laundry services, entertainment, excursions, merchandise, souvenirs, local and long distance telephone calls, any and all personal expenses of any kind or nature, and all other costs and expenses not forming part of the Contest and not specifically stated as included herein are the sole responsibility of each Student Finalist and the Educator. Travel arrangements must be made through the Sponsor. No frequent flyer miles will be available for this trip. In the event that the Finalist does not use any portion of the Finalist Prize, there will be no extension, transfer, substitution or any kind of compensation provided. The Finalist Prize must be accepted as awarded without substitution and is not transferable, not for resale and has no cash surrender value. In the event that the Student Finalist or the educator does not use any portion of the Finalist Prize, there will be no extension, transfer, substitution or any kind of compensation provided. Transportation and accommodation are subject to availability, blackout periods, government restrictions and regulations, hotel, airline, airport or other transportation restrictions and regulations. Other restrictions may apply. Travel dates are subject to travel provider availability.

If, for whatever reason, the event at the SECA Head Office and the Live Pitch Presentation is canceled, for whatever reason, no compensation or substitution will be provided, however remainder of prize package will be awarded and Sponsor shall have no further obligation to school.

#### **B) Phase Three Judging and Judging Criteria:**

All eligible entries will be judged based on the criteria set out below by a panel of qualified judges selected by Sponsor. The judging panel will consist of six (6) judges who will be both Sponsor judges and qualified individuals of Sponsor's partners as chosen by the Sponsor. Entries will be evaluated as each Finalist presents, and will be graded individually by each judge in accordance with a scorecard provided by the Sponsor that contains the criteria set out below.

Judging will be based on the following criteria:

- 20% Application of STEM
- 20% Community impact
- 20% Clear solution
- 20% Ability to answer Judges' Questions
- 15% Presentation quality
- 5% Use of New and Emerging Technology (the proposed solution includes new and/or innovative uses of technology. This can include, but is not limited to AI, machine learning, Internet of Things, drones, robotics, virtual reality, biotechnology, 3D printing, etc.).

Teams that exceed ten (10) minutes in their presentation (not including questions from the judges) may be cut off and not permitted to finish their pitch.

Judges will select the first place winner (the "Grand Prize Winner") based on the highest scores tallied on the scorecards. They will also select also second and third place winner (each a "Runner Up Winner" and together, the "Runner Up Winners") based on the next highest scores tallied on the scorecards.

In the event of a tie, a "tie-breaking" judge, to be selected by Sponsor, will determine the Grand Prize Winner and/or Runner Up Winners, as applicable, based on the above stated criteria.

Judging for Phase Three will continue throughout the presentations, with the final results being announced at the SECA Head Office at or around 1:00 pm.

#### **C) Phase Three Notification: Grand Prize Winner**

Judges will select three (3) Winners – first, second and third place, at the conclusion of the Presentation event at the SECA Head Office on Wednesday, April 29, 2026.

The educator will be invited to the winner announcement ceremony where the Grand Prize Winner and the two Runner Up Winners will be announced, following the Live Pitch. Educators will also be notified by e-mail on or about April 30, 2026 and the principal or authorized officer of each prize winning school may, and at the sole discretion of the Administrator, be required to execute and return an Affidavit of Eligibility/Liability within five (5) business days of date of issuance.

#### D) Phase Three Prizing:

There are three (3) prizes available to be won at this phase of the Contest:

- First Place, available to be awarded to the Grand Prize Winner, consisting of (i) one (1) Samsung E-Voucher to purchase Samsung technology, and/or select Samsung products (as determined by Sponsor) with a combined total value of \$50,000\*, and (ii) receipt of the title of “The 2025/2026 Samsung School of Tomorrow”.

\*Samsung E-Voucher will apply to pre-tax price of all products. Samsung E-Voucher subject to E-Voucher terms and conditions

- Second Place, available to be awarded to the second place Runner Up Winner, consisting of one (1) Samsung E-Voucher to purchase Samsung technology, and/or select Samsung products (as determined by Sponsor), with a combined total value of \$20,000\*.

\*Samsung E-Voucher will apply to pre-tax price of all products. Samsung E-Voucher subject to E-Voucher terms and conditions

- Third Place, available to be awarded to the third place Runner Up Winner, consisting of one (1) Samsung E-Voucher to purchase Samsung technology, and/or select Samsung products (as determined by Sponsor), with a combined total value of \$10,000\*.

\*Samsung E-Voucher will apply to pre-tax price of all products. Samsung E-Voucher subject to E-Voucher terms and conditions

- Fan Favourite, available to be awarded to the fan favourite Winner, consisting of one (1) Samsung E-Voucher to purchase Samsung technology, and/or select Samsung products (as determined by Sponsor), with a combined total value of \$5,000\*.

\*Samsung E-Voucher will apply to pre-tax price of all products. Samsung E-Voucher subject to E-Voucher terms and conditions

Sponsor reserves the right to not award all prizes or advance fewer entries for any phase if, in its sole discretion, it determines it has not received a sufficient number of qualified eligible entries.

Prizes are awarded “as is” with no warranty or guarantee, either express or implied, by Sponsor except for any manufacturer’s warranty accompanying the Samsung products. Winners may not substitute, assign or transfer prize or redeem prize for cash, but Sponsor reserves the right, at its sole discretion, to substitute the prize (or portion thereof) with one of comparable or greater value. Prizes will be awarded to each collective team and will be responsible for any expenses associated with acceptance and use of the prize except as expressly stated in these Official Rules. All prize details are at the sole discretion of the Sponsor.

IF YOU ARE A SELECTED CONTESTANT, YOU MUST, BEFORE BEING DECLARED A WINNER: (i) correctly answer, without assistance of any kind, whether mechanical or otherwise, a mathematical skill testing question; and (ii) execute and deliver to the Sponsor within the time specified by the Sponsor a Declaration of Eligibility and Waiver of Liability Form (the “Waiver”)

in a form acceptable to the Contest Sponsor, confirming your compliance with these Rules, acceptance of the Prize as awarded without substitution, and releasing the Sponsor, its affiliates and related third parties, advertising and promotional agencies, and each of their respective shareholders, directors, officers, employees, agents, dealers, representatives, successors and assigns (collectively the "Released Parties") from any liability in connection with this Contest, your participation therein and/or the awarding and use/misuse of the Prize or any portion thereof. If you are under the age of majority in your province or territory of residence, you must have a parent or legal guardian co-sign the Waiver in order to receive a Prize. All required documents must be executed and returned prior to receiving a Finalist Prize.

PRIZE NOTE: Actual values based on approximate retail value of selected merchandise. Any difference between value of merchandise and package selected and stated prize package value will not be awarded. All prizes will be awarded to the entrants. The value of Samsung merchandise are based on the estimated retail value at the commencement of the Contest.

#### 6. Other General Rules:

The Contest is governed by the laws of Canada, province of Ontario without regard its conflict of laws principles with venue in Toronto, Ontario Canada, and all claims must be resolved in the courts of Toronto, Ontario Canada.

As a strict condition of participating in the Contest, Participants and their school agree; (a) to abide by these Official Rules, and to the decisions of Sponsor and the judges, which shall be final and binding in all respects; (b) to the publication, reproduction and/or other use of their names, cities of residence, statements about the Contest, and/or likenesses and/or biographical data by Sponsor and its designees, as well as any content created or generated by the Participant, for advertising, promotional and other purposes in any and all media now or hereafter known throughout the world for a period of two (2) years from the conclusion of the Contest at discretion of Sponsor without compensation, permission or notification (except where prohibited by law); (c) THAT CONTEST ENTITIES (collectively the "Released Parties") SHALL HAVE NO LIABILITY AND SHALL BE HELD HARMLESS FOR ANY DAMAGE, LOSS OR INJURY TO AN ENTRANT OR ANY THIRD PARTY RESULTING FROM PARTICIPATION IN THIS SWEEPSTAKES OR THE USE OR MISUSE OF ANY PRIZE. PRIZES ARE AWARDED "AS IS" WITHOUT ANY REPRESENTATIONS OR WARRANTIES EXCEPT FOR ANY "IN THE BOX" WARRANTY THAT MAY BE PROVIDED WITH A PRIZE; (d) UNDER NO CIRCUMSTANCES WILL ENTRANT BE PERMITTED TO OBTAIN AWARDS FOR, AND ENTRANT HEREBY WAIVES ALL RIGHTS TO CLAIM PUNITIVE, INCIDENTAL, CONSEQUENTIAL, OR ANY OTHER DAMAGES, OTHER THAN FOR ACTUAL OUT OF POCKET EXPENSES, IF ANY; (e) ALL CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THIS SWEEPSTAKES, OR ANY COMPENSATION OR CREDIT TO BE PROVIDED, SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION; AND (f) ANY AND ALL CLAIMS, JUDGMENTS, AND AWARD SHALL BE LIMITED TO ACTUAL OUT OF POCKET COSTS INCURRED, IF ANY, AND IN NO EVENT SHALL ENTRANT BE ENTITLED TO RECEIVE ATTORNEYS' FEES OR OTHER LEGAL COSTS OR EXPENSES.

Sponsor is not responsible for: (i) any damage to or loss of a prize that may occur as a result of or in the course of delivery of a prize, (ii) delivery of a prize within a reasonable or specified time, or (iii) any costs associated with the installation or assembly of a prize, if applicable. By accepting a prize, each winning school agrees to release and hold harmless Released Parties from and against any damage, loss or injury resulting from the use or misuse of any prize or

Released Parties' use of any rights granted herein. Released Parties are not responsible for lost, interrupted or unavailable network, server or other connections, miscommunications, failed phone, computer or telephone transmissions or technical failure, jumbled, scrambled or misdirected transmissions, scoring errors or other problems or errors related to participation in the Contest or other errors or problems of any kind whether typographical, printing, human, mechanical, computer, electronic or otherwise relating to or in connection with the Contest, including, without limitation, errors or problems which may occur in connection with the administration of the Contest, the processing or judging of Entries, the tabulation of votes, the incorrect uploading of any video, the announcement of the prizes or in any Contest-related materials or for any damage to your or other person's computer hardware or software as a result of participation.

Released Parties are not responsible for entries that are late, lost, stolen, incomplete, inaccurate, undelivered, misdirected, garbled or delayed by computer transmissions. Persons found tampering with or abusing any aspect of this Contest or who are in violation of these Official Rules as solely determined by the judges will be disqualified and all associated entries will be void. Every submission must be manually entered by the individual participant and repetitive automated electronic submission of entries is specifically disallowed. In the event the Contest is compromised by virus, bugs, non-authorized human intervention or other causes which corrupt or impair the administration, security, fairness or proper play of the Contest, or if Contest is unable to run as planned for any other reason, Sponsor reserves the right in its sole discretion to suspend or terminate the Contest or any portion thereof and/or terminate the participation of any participant (and void his/her entry) whose conduct potentially compromises the Contest and, if terminated, at Sponsor's discretion, judge all eligible, non-suspect entries received up to time of such action using the applicable judging procedures outlined above.

In the event of a dispute regarding who submitted an entry, entries will be deemed to have been submitted by the authorized account holder of the telephone number submitted at the time of entry. "Authorized account holder" is defined as the person who is assigned a telephone number by a telephone service provider or other organization (e.g. business, educational institute, etc.) that is responsible for assigning telephone numbers. You may be required to provide proof that you are the authorized account holder of the telephone number associated with the selected entry and that you have all necessary consents, permissions and/or licenses as required by these official Rules. The sole determinant of the time for the purposes of a valid entry in this Contest will be the Contest server machine(s). All entries are subject to verification by the Sponsor in its sole discretion. The Sponsor reserves the right, in its sole discretion, to require proof of identity and/or eligibility (in a form acceptable to the Sponsor) to participate in this Contest. Failure to provide such proof in a timely manner may result in disqualification. You may also be required to provide proof that you are the contestant in respect of the selected entry. The Sponsor reserves the right, in its sole discretion, to disqualify any individual (and all of his or her entries) who tampers with the entry process. ANY ATTEMPT BY YOU OR ANY OTHER PERSON TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND THE CONTEST SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES AGAINST ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

**PERSONAL INFORMATION:** The Sponsor is collecting personal information about you for the purpose of administering this Contest. Your personal information will be used for the



administration of the Contest, including contacting selected contestants, the awarding of the prizes and in aggregated, non-personal form in order to create reports regarding contestant demographics and consumer habits, which reports the Sponsor may disclose to others. By entering this Contest, you consent to the collection, use, storage, sharing and disclosure by the Sponsor (and its officers, directors, employees, agents or representatives) of the personal information provided by you in Contest entries in accordance with the Sponsor's privacy policy (available at <http://www.samsung.com/ca/info/privacy.html>).

#### 7. Winners List:

The names of the winning schools will be made available by May 15, 2026, online at [www.samsung.com/ca/solve](http://www.samsung.com/ca/solve).

**Sponsor:** Samsung Electronics Canada, Inc., 2050 Derry Road West, Mississauga, Ontario, L5N 0B9

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