

#getnoticed: Bring Your Employer Brand To Life - Official Rules

No Purchase Necessary; Nomination Instructions. No purchase or payment of any money is necessary to nominate your organization. A purchase will not improve the chances of your organization winning.

Between 9:00 am Singapore Time (GMT+8) on 15th November 2016 and 11:59 pm Singapore Time (GMT+8) on 18th December 2016 (the "Nomination Period"), you may nominate your organization for the '#getnoticed - Share Your Employer Brand' competition ("Competition") being held by LinkedIn Singapore Pte Ltd ("LinkedIn") by submitting an entry as described on the website submission page.

1. Entry Criteria

- Entries must not contain confidential information of any organization or individual;
- Entries must be original, exclusively created and owned by the submitting organization ("Entrant"), and the Entrant must have all rights necessary to post and submit the entry;
- Entries may only be submitted by uploading through the competition nomination form;
- Multiple entries from the same Entrant are not permitted; and
- Entries may not contain unprofessional content. LinkedIn will determine in its sole discretion the appropriateness of supplied content.

2. Nomination Period. All entries must be received during the dates and times specified in the Nomination Period. Odds of an Entrant being named a Finalist or Winner (as defined below) depends on the quality of eligible entries received during the Nomination Period.

3. Eligibility. In order to be eligible, the Entrant must have offices located in one or multiple of the following countries: Australia, New Zealand, Singapore, Malaysia, Indonesia, Philippines, Thailand, India, Hong Kong, Taiwan, Japan, or South Korea.

4. Finalists and Winners. LinkedIn will select up to a total of 19 Competition finalists (each a "Finalist") from all eligible Entrants accordingly:

- 3 Finalists from the Asia-Pacific region at large
- 2 Finalists from each of the following geographies:
 - 1. ANZ (Australia and New Zealand);
 - 2. Southeast Asia (Singapore, Thailand, Philippines, Thailand, Vietnam, Malaysia and Indonesia); and
 - 3. North Asia (Hong Kong, South Korea, Taiwan & Japan).
- 10 Finalists from India.

LinkedIn will select up to a total of 5 winners (each a “Winner”) from the Finalists accordingly:

- 1 Winner from the Asia-Pacific region at large;
- 1 Winner from each of the above mentioned geographies; and
- 1 Winner from India.

5. Winner Selection. The objective of the Competition is to create the most compelling submission of why Entrant's employer brand helps Entrant attract great talent and #getnoticed in the talent marketplace, with the following considerations.

In no more than 600 words, tell us why Entrant's employer brand helps Entrant attract great talent. Entrant's submission should encompass the following:

- What was the business challenge/opportunity Entrant was looking to solve with Entrant's employer brand? In general or specific to talent segment.
- Describe how Entrant's employer brand strategy or approach addressed the challenge/opportunity.
- What were the activities Entrant undertook in planning, development and implementation of Entrant's employer brand including examples of recruitment marketing creative, content and channel activation. Please detail any LinkedIn Talent Solutions products utilised in implementation.
- Please share how Entrant's employer brand has enabled Entrant to attract the best talent through the following categories:
 - Story of employee(s) that have been hired as a result of Entrant's employer brand
 - Increase in # or quality of followers
 - Reduced cost or time to hire employees
 - How Entrant's employer brand has moved the needle within Entrant's business to attract

Finalists and Winners will be determined based on the following criteria obtained in the nomination submission and subsequent interview with a 3rd party:

- **30% - Innovation and Creativity.** Highly innovative or creative in their approach through technology, channels utilized or recruitment marketing creative or content.
- **30% Employer Brand Strategy.** Strategic approach and application of the organization's employer brand: strategy, content and channels.
- **40% Outcomes.** Demonstrated impact on attracting great talent through their employer brand approach and activities.

Finalist selection will take place from 19th to 20th December, 2016. Winner selection will take place on or about 21st December, 2016. LinkedIn will attempt to notify Winners and Finalists within two (2) days of applicable selection dates. LinkedIn is not responsible for any delay or failure to provide notification for any reason. Upon being notified, Finalists and Winners must then respond to LinkedIn within ten (10) days. Should a Finalist or

Winner fail to respond to LinkedIn within said time period, LinkedIn reserves the right to disqualify that Finalist or Winner and select a new one.

6. Prizes

The Asia Pacific Winner will receive:

1. 2017 Branding & Insights Workshop: the objective of the workshop is to build a strategic plan around how Entrant can target and attract the right talent. The 2 hour workshop, co-led by LinkedIn's Solutions & Insights team members, at the nearest LinkedIn office, could include:
 - Deeper insights into company's employer brand performance
 - Key market and talent trends
 - How Entrant's talent brand is performing vs Entrant's competitors
 - Success blueprint covering:
 - Recommendations for successfully attracting and hiring Entrant's priority talent segments
 - Opportunities for optimising their employer brand across LinkedIn's ecosystem
 - Recommendations of appropriate LinkedIn Talent Solutions package dependent on requirements

Any travel related expenses to attend the Branding & Insights Workshop shall be Entrant's responsibility.

2. 15% pricing discount off list price on Eligible Products recommended by LinkedIn pursuant to the Branding & Insights Workshop (up to a total product value of USD50K). As used herein, "Eligible Products" means LinkedIn Career Pages, Work With Us, Recruitment Ads, Sponsored Updates, Lead Capture Landing Page and Talent Direct campaigns. The aforementioned 15% discount must be used by 30 June 2017 or else it will be forfeited with no makegoods or refunds.
3. Customised Talent Pool Report (valued at USD3,500)
4. 1 x Talent Connect 2017 entry ticket (valued at USD1100). Any travel related expenses to attend Talent Connect 2017 shall be Entrant's responsibility.
5. Promotion of submission through LinkedIn Talent Solutions blog and social channels.
 - India Only: Promotion through a hard cover employer brand coffee table book distributed to HR & business leaders of selected mid and large enterprises.

Each Country Winner will receive:

1. Branding & Insights Workshop: the objective of the workshop is to build a strategic plan around how Entrant can target and attract the right talent. The 2 hour workshop, co-led by LinkedIn's Solutions & Insights team members, at the nearest LinkedIn office, could include:
 - Deeper insights into company's employer brand performance
 - Key market and talent trends
 - How Entrant's talent brand is performing vs Entrant's competitors
 - Success blueprint covering:
 - Recommendations for successfully attracting and hiring Entrant's priority talent segments

- Opportunities for optimising their employer brand across LinkedIn's ecosystem
- Recommendations of appropriate LinkedIn Talent Solutions package dependent on requirements

Any travel related expenses to attend the Branding & Insights Workshop shall be Entrant's responsibility.

2. Promotion of submission through LinkedIn Talent Solutions blog and social channels.
 - India Only: Promotion through a hard cover employer brand coffee table book distributed to HR & business leaders of selected mid and large enterprises.

7. Conditions of Participation; Reservation of Rights. By submitting a nomination, each Entrant agrees to abide by these Official Rules and any decision LinkedIn makes regarding the Competition, which LinkedIn shall make in its sole discretion.

8. Intellectual Property. Ownership of all entries and pre-existing underlying intellectual property in the entries ("Entry Material") remains the property of the Entrant. Entrant grants to LinkedIn the worldwide rights to reprint, display, reproduce, perform, use, modify, create derivative works from, distribute, and exhibit the Entry Material in any media for the purpose of administering and promoting the Competition, the Winners, and LinkedIn's products and services. Each Entrant hereby warrants that all Entry Material provided by Entrant are original with Entrant and do not violate or infringe upon the copyrights, trademarks, rights of privacy, publicity, moral rights or other intellectual property or other rights of any person or entity, and do not violate any rules or regulations. If the Entry Material provided by Entrant contain any material or elements that are not owned by Entrant and/or which are subject to the rights of third parties, Entrant represents that it has obtained, prior to submission of the Entry Material, any and all releases and consents necessary to permit use of the Entry Material by LinkedIn in the manner set forth in the Official Rules without additional compensation. Each Entrant warrants that the Entry Material provided do not contain information considered by Entrant, its employer, or any other third party to be confidential.

9. Disclaimer, Release and Limit of Liability. LINKEDIN MAKES NO REPRESENTATIONS OR WARRANTIES OF ANY KIND, EXPRESS OR IMPLIED, REGARDING ANY PRIZE OR ENTRANT'S PARTICIPATION IN THE COMPETITION. BY ENTERING THE COMPETITION OR RECEIPT OF ANY PRIZE, TO THE FULLEST EXTENT PERMITTED BY APPLICABLE LAW, EACH ENTRANT AGREES TO RELEASE AND HOLD HARMLESS LINKEDIN, AND ITS SUBSIDIARIES, AFFILIATES, SUPPLIERS, DISTRIBUTORS, ADVERTISING/PROMOTION AGENCIES, AND EACH OF THEIR RESPECTIVE PARENT COMPANIES AND EACH SUCH COMPANY'S OFFICERS, DIRECTORS, EMPLOYEES AND AGENTS (COLLECTIVELY, THE "RELEASED PARTIES") FROM AND AGAINST ANY CLAIM OR CAUSE OF ACTION, INCLUDING, BUT NOT LIMITED TO, PERSONAL INJURY, DEATH, OR DAMAGE TO OR LOSS OF PROPERTY, ARISING OUT OF PARTICIPATION IN THE COMPETITION OR RECEIPT OR USE OR MISUSE OF ANY PRIZE. THE RELEASED PARTIES ARE NOT RESPONSIBLE FOR: (1) ANY INCORRECT OR INACCURATE INFORMATION, WHETHER CAUSED BY ENTRANTS, PRINTING ERRORS OR BY

ANY OF THE EQUIPMENT OR PROGRAMMING ASSOCIATED WITH OR UTILIZED IN THE COMPETITION; (2) TECHNICAL FAILURES OF ANY KIND, INCLUDING, BUT NOT LIMITED TO MALFUNCTIONS, INTERRUPTIONS, OR DISCONNECTIONS IN PHONE LINES OR NETWORK HARDWARE OR SOFTWARE; (3) UNAUTHORIZED HUMAN INTERVENTION IN ANY PART OF THE NOMINATION PROCESS OR THE COMPETITION; (4) TECHNICAL OR HUMAN ERROR WHICH MAY OCCUR IN THE ADMINISTRATION OF THE COMPETITION OR THE PROCESSING OF ENTRIES; OR (5) ANY INJURY OR DAMAGE TO PERSONS OR PROPERTY WHICH MAY BE CAUSED, DIRECTLY OR INDIRECTLY, IN WHOLE OR IN PART, FROM ENTRANT'S PARTICIPATION IN THE COMPETITION OR RECEIPT OR USE OR MISUSE OF ANY PRIZE. The release against death and personal injury does not apply to the extent such release is not allowed by the laws of Entrants' respective countries. If for any reason an Entrant's nomination is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, Entrant's sole remedy is another nomination in the Competition, provided that if it is not possible to award another nomination due to discontinuance of the Competition, or any part of it, for any reason, LinkedIn, at its discretion, may elect to hold a random winner selection from among all eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. No more than the stated number of prizes will be awarded. In the event that production, technical, programming or any other reasons cause more than stated number of prizes as set forth in these Official Rules to be available and/or claimed LinkedIn reserves the right to award only the stated number of prizes by a random winner selection among all legitimate, unawarded, eligible prize claims. Each Entrant acknowledges and agrees that entries are subject to viewing and possible downloading by the public and third party viewers, and LinkedIn shall not be held responsible for any use, misuse or consequences arising out of this. This Competition is void where prohibited by applicable law.

10. Warranty. You warrant and represent that you have all necessary authority to legally bind the organization you are nominating as an Entrant to these Official Rules.

11. Privacy and Use of Information. LinkedIn collects and uses the personal information provided by Entrant when Entrant enters the Competition for the purposes of administering the Competition and prize fulfillment in accordance with its privacy policy, which may be found at http://www.linkedin.com/static?key=privacy_policy&trk=hb_ft_priv. Entrant consents to LinkedIn's use, collection, disclosure and processing of any personal data that Entrant provides, according to the provisions of our privacy policy and for the purposes of this Competition. If there are any terms and conditions contained in this form which conflict with the provisions in our privacy policy, such terms and conditions shall apply over those conflicting provisions.

12. Governing Law; Disputes. THE COMPETITION IS GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF SINGAPORE, AND THE FORUM AND VENUE FOR ANY DISPUTE SHALL BE IN THE COURTS OF SINGAPORE.

13. **SPONSOR.** The sponsor of the Competition is LinkedIn Singapore Pte Ltd, 10 Marina Blvd, Marina Bay Financial Centre, Tower 2, Level 30, Singapore 018983. All questions regarding the awards should be directed by email at alkearns@linkedin.com