Terms and Conditions

The Search for Sony's Next Young Alpha Creator

Sony Electronics (Singapore) Pte. Ltd. ("Sony") is responsible for the Search for Sony's Next Young Alpha Creator ("Contest").

Sony reserves the right to cancel or amend the Contest and the terms and conditions of this Contest ("Terms and Conditions") at any time without prior notice. Any changes will be posted on the Site.

Qualifying Participants

1. The Contest is open to all, aged 13 years to 25 years old. Participants who are below the age of 18 years old are required to obtain the consent of their parents or guardians to participate in this Contest. By entering and participating in the Contest, such Participants are deemed to have obtained all necessary parental or legal guardian consent.
2. Sony shall conduct reasonable verification and validation exercises, at any time, in connection with the Contest, including but not limited to, verifying a Participant's identity and age, confirming the accuracy of the information submitted by the Participant, and verifying any required consent from a parent or guardian. Failure to complete any required validation or verification, or the provision of false, inaccurate, or misleading information, may result in immediate disqualification.
3. You warrant to indemnify Sony against any and all claims in relation to your participation of this Contest and breach of its Terms and Conditions contained herein. Sony's rights are hereby expressly reserved.
4. Sony reserves the right to disqualify and/or exclude any entries from the Contest, for any reason and for no reason, including without limitation, violation of any portion of these Terms and Conditions.
5. You ("Participant" or "You") are eligible to join the Contest only if you agree to and accept the following Terms and Conditions.

Contest Rules

6. Contest period is from 1st October 2026 until 30 November 2026 ("Contest Period").
7. All photos must be taken from 1st October 2026 until 30 November 2026.

8. Photos may be captured in any part of Singapore during the period set forth in Section 2 using an interchangeable-lens digital camera (mirrorless or DSLR) of any brand. Smartphones, tablets, compact / point-and-shoot cameras, bridge cameras, action cameras, drones, and film cameras are not permitted. Any Entry captured using a prohibited device, outside Singapore, or outside the period set forth in Section 2 shall be disqualified.

9. Participants will be judged on a marks basis. The winner will be the participant with the most marks awarded by the judges.

10. Images must be in JPG format. Editing such as denoise is acceptable. Heavy AI editing, as determined by Sony in its sole discretion, will be disqualified.

11. Each winner will be required to allow us to check RAW images and for verification.

12. The Participant guarantees that the Entry submitted is original, has not been previously published, and that the Participant owns all necessary rights. If found otherwise, the Participant will be obligated to refund or return any rewards or prizes to Sony.

13. Sony has the right to use submitted photos for Sony digital marketing activity by mentioning the photographer.

14. Any participant breaching the rules and regulations of the Contest will be disqualified.

15. The judges' decision is final.

Judging Criteria

16. Photo submission must be completed by 2359 hours on 30 November 2026.

17. Judging will be based on Relevance to theme, Originality, Visual Impact, Creativity (Application of Angles, Lighting and Colours) and Technical execution (Exposure Accuracy, Focus Accuracy and Composition).

18. The maximum size of an Entry shall not exceed 10 MB.

19. Entries containing watermarks, including photo edits, may not be entered.

20. The winner will be announced by 18 December 2026 on our designated Sony social media sites.

Contest Entries

21. By submitting an entry for the Contest ("Entry"), you: (a) specifically authorize Sony to use such Entry, in whole or in part, throughout the world, in or on any and all media now known or hereafter devised, alone or together or as part of other information, content and/or material of any kind or nature for administering the Contest, and all other purposes reasonably connected with it; and (b) represent and warrant that all elements contained in the Entry: (i) are original to you or fully cleared for use as contemplated herein; (ii) do not and will not violate or breach the terms of any other agreement to which you may be a party; (iii) are not unlawful and do not infringe or violate any copyright or other right, including image rights; (iv) do not contain libelous or tortious material, or material whose publication or sale will violate any federal or state statute or regulation; (v) are not obscene or otherwise unlawful; and (vi) shall not require Sony to pay or incur any sums to any person or entity as a result of Sony's use or exploitation. You shall indemnify and hold harmless Sony and its affiliates from and against any claim, action, damage, loss, costs and expenses, including legal and professional fees, arising from or in connection with any breach of the foregoing.

22. Participants are personally responsible for ensuring that submitted entries are successfully uploaded. Any technical errors that result in failure to submit entries within the Contest Period will result in disqualification.

23. Sony reserves the right to disqualify all Entries that do not meet the rules and regulations of the Contest as described in these Terms and Conditions, including Entries submitted with invalid or incorrect information.

24. Subject to the validation and verification exercises mentioned above, Sony may use the Participant's name, nickname, image, voice, likeness and/or the fact of participation or prize winning for editorial, advertising, promotional, marketing and/or other purposes reasonably connected with the Contest, without further notice or compensation, except where prohibited by law. Acceptance also

constitutes a release and discharge of Sony and/or its authorized representatives from any and all liability, claims, demands, causes of action and/or damages, whether known or unknown, arising out of or relating to: (i) the Contest; (ii) personal injury and/or property damage, theft or loss suffered as a result of use and/or enjoyment of the Contest or prizes; and/or (iii) any tax liabilities in relation to the Contest, prizes and/or their use or enjoyment.

25. Participants agree to be contacted by Sony or its authorized representatives to participate in public relations events tied to the Contest to generate press coverage of the Contest and the accessories range. This may include participation in press releases, press conferences and interviews. Participants also agree that Sony may publish and use quotations from interviews conducted in connection with the Contest for promotional and public relations purposes.

26. Unfair or unethical methods of participation may result in disqualification.

Prizes

27. Sony shall have the right to request a Winner to produce valid identity documents for verification, as explained in Clause 2 above, and allow us to check RAW images and for verification. Failure to comply will result in disqualification from the Contest.

28. Before confirming any Winner who is under 18 years of age, Sony may require the Participant to submit a consent form in the form prescribed by Sony, duly signed by the Participant's parent or legal guardian, within the timeframe specified by Sony. Failure to submit the signed consent form within the specified timeframe may result in disqualification and forfeiture of the Prize.

29. If a Winner has breached any Terms and Conditions, or has an invalid Entry for any reason, the Prize will be forfeited and Sony shall be entitled to select another Winner.

30. If any Winner is disqualified, Sony may at its sole discretion decide whether a replacement Winner should be selected. Any further Winner will be selected using the same criteria, and Sony may repeat this process until a satisfactory Winner is selected in accordance with these Terms and Conditions.

31. Sony's decision for all Winners is final.

32. Sony has the final decision regarding any dispute on selection of a Winner. Appeals, including appeals to check the status of Contest Entries, will not be entertained.

33. The Prizes for the Contest will be announced on the Contest Website before the commencement of the Contest.

34. Prizes are non-transferable and non-exchangeable for cash and may be subject to availability. Sony reserves the right to replace any Prize with an item of similar value without prior notice.

35. Acceptance of any Prize constitutes consent to Sony's use of the Winner's name, image, voice and/or likeness for editorial, advertising, promotional, marketing and/or other purposes without further compensation except where prohibited by law. Acceptance also constitutes a release and discharge of Sony from any and all liability, claims, demands, causes of action and/or damages arising out of or relating to the Contest, personal injury and/or property damage, theft or loss, and/or tax liabilities relating to the Contest, Prize and/or its use or enjoyment.

36. Winners agree to be contacted by Sony or its authorized representatives to participate in public relations events tied to the Contest to generate press coverage of the Contest and the accessories range, including press conferences and interviews. Winners also agree that Sony may publish and use quotations from interviews conducted in connection with the Contest for promotional and public relations purposes.

37. Sony reserves the right to withhold Prizes pending verification of the Winner's compliance with the Terms and Conditions of the Contest.

38. Sony's decision regarding the award of all Prizes, and/or every situation including any not covered in these Terms and Conditions, shall be final and binding on all Participants. No queries, themes or appeals may be made or entertained. Receipt of any Prize is conditional upon compliance with all applicable laws, rules and regulations.

Liabilities

39. Sony cannot accept responsibility for any damage, loss, injury or disappointment suffered by any entrant entering the Contest, or as a result of entering the Contest or accepting any Prize. Sony is not responsible for safe custody, return, non-delivery or missing Entries, late or misdirected Entries, or problems or technical malfunction of telephone networks or lines, computer online systems, servers, providers, computer equipment, software, email or Entries due to technical problems or Internet or app traffic congestion, including injury or damage to any person's computer or mobile telephone related to participation or downloading materials in the Contest.

40. By entering the Contest or accepting the Prizes, you agree that no claim relating to such losses or injuries, including special, indirect and consequential losses, shall be asserted against Sony, its parent companies, affiliates, directors, officers, employees or agents for losses, damages, rights, claims and actions of any kind resulting from the Contest and acceptance of any Prize, including personal injuries, death and property damage.
41. By submitting Contest Entries, you agree and warrant that you shall not submit content: (a) that is hateful, threatening or pornographic, incites violence, or contains nudity or graphic or gratuitous violence; (b) that violates any law, statute, ordinance or regulation, including those governing export control, consumer protection, unfair competition, anti-discrimination or false advertising, or that is defamatory, libelous, hateful, racially or religiously biased or offensive, unlawfully threatening or unlawfully harassing; (c) on behalf of any merchant or manufacturer, or for which you were compensated or granted consideration by a third party; (d) that includes references to other apps, addresses, email addresses, contact information or phone numbers; or (e) that contains computer viruses, worms or other potentially damaging programs or files.

Use of Personal Information

42. All information, including personal information ("Information"), submitted or known to Sony in connection with this Contest, may be shared with its affiliates and/or other third parties solely for administering the Contest and for all other purposes reasonably connected with it. At any time and upon reasonable notice, Participants

may withdraw their consent to the processing of their personal information in relation to this Contest.

For more information on how Sony safeguards personal information, and how Participants may exercise their data subject rights, please refer to Sony's Privacy Policy at https://www.sony-asia.com/microsite/privacypolicy/sg/.

43. In addition to the Privacy Policy, by entering the Contest you agree:

- to the use of the Information, without compensation, for Sony's promotional and marketing purposes; and
- to the use of the Information, without compensation, for administration in relation to the Contest.

Miscellaneous

44. Sony reserves the right, in its sole discretion, to terminate or suspend this Contest without liability to you should unforeseeable events arise which, in Sony's absolute opinion, may jeopardize the Contest process.

45. Sony reserves the right to amend or change the Terms and Conditions and the Prizes without liability to Participants.

46. In the event of disputes regarding the Contest or its Terms and Conditions, Sony shall have the right to make the final decision.

47. These Terms and Conditions shall be governed by and construed in accordance with the laws of Singapore.