Back to School Campaign – Contest Terms & Conditions

Terms and Conditions of the “Back to School” Campaign Contest

1. General Provisions
1.1. These Terms and Conditions (hereinafter “Terms”) define the procedure, conditions, and restrictions for the contest (hereinafter “Contest”) organized within the framework of the “Back to School” campaign.
1.2. By participating in the Contest, you confirm that you have read and agree to the Terms.
1.3. The Contest is considered a marketing event.
1.4. The organizer of the Contest is “Ucom” Closed Joint Stock Company (hereinafter “Organizer”).
1.5. The Contest is held within the territory of the Republic of Armenia.

2. Contest Participants
2.1. There are no age restrictions for participants.
2.2. Employees of the Organizer and their family members are not eligible to participate in the Contest.

3. Contest Procedure
3.1. To participate in the Contest, between August 20, 2025 and September 15, 2025 (inclusive), participants must:

- Record a reel on Instagram where the participant repeats the gesture presented in the video published by the Organizer,

- Post it on their personal Instagram page (the page must be public),

- Tag the official Instagram account of Ucom: @ucom_official,

- In the comments section of the post, write “I’m participating”.

3.2. Each participant may participate in the Contest with one Instagram account and only once.
3.3. After the summarizing of the results, winners will be notified via personal message on Instagram. Information about the winners will also be published on the Organizer’s official social media pages.
3.4. Winners will be selected randomly using the Random.org online platform.
3.5. A total of 3 winners will be selected. Each winner will receive an HONOR 400 LITE smartphone as a prize.
3.6. Winners must personally visit the Organizer’s customer service office at 1/2 Northern Avenue, Yerevan, presenting an identity document to claim their prize.
3.7. If the winner cannot personally claim the prize, it may be collected by an authorized

representative with a notarized power of attorney and an identity document.
3.8. If the winner is under 18 years old on the day of receiving the prize, they must be accompanied by a legal representative. In this case, documents proving legal guardianship, as well as the legal representative's identity document, must be presented.
3.9. The prize cannot be exchanged or redeemed for cash.
3.10. The Organizer reserves the right to amend the Terms of the Contest, taking into account circumstances, by notifying in advance on its official website and social media pages.
3.11. The Organizer is not responsible if the participant has incorrectly tagged the page, used a private account, or has not fully complied with the Contest Terms.

4. Contest Duration
4.1. The Contest will be held from August 20, 2025 to September 15, 2025 (inclusive).
4.2. The results of the Contest will be summarized by September 17, 2025.

5. Prizes
5.1. The prize list is as follows:
Product: HONOR 400 LITE smartphone
Quantity: 3

6. Organizer's Details
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