

RULES GOVERNING THE GLOBAL **MARKETING** COMPETITION

2019 EDITION

The rules governing this competition are at the disposal of participants at www.esic.edu/gmkc

ONE.- ORGANISER

Escuela Superior de Gestión Comercial y Marketing ESIC BUSINESS & MARKETING SCHOOL (hereinafter "The Organisation").

TWO.- COMPETITION FORMAT

The winning team will be chosen by a specialised jury.

THREE.- SIGN-UP DEADLINES AND COMPETITION DATES

Sign-up dates

You may sign-up to the GLOBAL MARKETING COMPETITION from **February 2019 to Tuesday, 17th September, 2019, at 11:59pm** Madrid GMT.

Competition dates

The competition will begin in June and the final will be held in **January/February** 2020 in Madrid.

FOUR.- PARTICIPATION AND SIGNING-UP

Legitimation

Participation in the GLOBAL MARKETING COMPETITION is open to all students studying a degree and/or post-graduate studies (Master or Doctorate) at any University or Business School during the 2018-2019 academic year.

Exclusions

Participation in the 2019 edition of the GLOBAL MARKETING COMPETITION is NOT open to finalists, winners, students of 2017-2018 finalists universities or professors linked to finalist/ winning teams from previous editions of Open Business Games organised by ESIC BUSINESS & MARKETING SCHOOL (Global Marketing Competition, Business Marketing Game, Global Marketing Game, Latin Marketing Game, China Marketing Competition y Business Marketing Competition) or people that have used MMT simulators.

Team Participation

Participation is based on teams, which will consist of a minimum of two and a maximum of three people. Each team will appoint a "supervisor" member who will receive and send any information generated in relation to the competition. The team must have an e-mail address whose mailbox must have a capacity of not less than 10MB in order to communicate with

with organisation during the competition. The supervisor will be the only person in charge of receiving and sharing the information sent by the Organisation.

Requirements to participate

The following minimum requirements will be needed:

- Internet connection.
- E-mail address.
- Browsers: Internet Explorer 6.0 or higher; Firefox 1.04 or higher; Safari 1.2 or higher.
- JavaScript enabled in your browser.
- PDF file reader (Adobe Acrobat Reader, XPDF, KPDF, etc.).

Two days will be granted, once ESIC BUSINESS & MARKETING SCHOOL has validated the registration of the team, so that team members can become familiar with the competition's rules, operational instructions and the scenario.

Signing-up

Participants may only sign-up via the website, www.esic.edu/gmkc, by filling in the appropriate form in full and with accurate information.

The Organisation reserves the right to disqualify anyone who provides false or incomplete data immediately.

The Organisation reserves the right to confirm the information provided by the teams at any time and may require copies of ID documents, student cards or any other deemed appropriate.

Free signing-up for graduate and post-graduate students and for recently graduated students who are unemployed (who have completed their studies within a maximum of three years prior to signing-up).

Acceptance of the Rules

Participants must accept these rules and all the terms, including the privacy policy.

FIVE A.- CONDITIONS FOR PARTICIPATION

1. Illegible and incomplete registration forms will be rejected as well as those submitted outside the established deadlines.
2. Participants are required to verify their identity by means of the documents required by the Organisation.
3. The Organisation reserves the right to check, by whatever means necessary, the identity of participants.
4. Under no circumstances may the same person participate in more than one team. Such a situation will lead to the disqualification of both teams in which the person had been registered. In addition, that person will be banned from participating in future editions of any competition organised by ESIC BUSINESS & MARKETING SCHOOL.

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- The organisers may not be held liable regarding access to any of the servers on which the competition will take place whether due to faults involving the wiring, routers, first level nodes or any other reason.
- Participating in the GLOBAL MARKETING COMPETITION involves the express acceptance of these rules, of the code of conduct for participants that is described in the Single Annex to this document, as well as the technical criteria governing the competition programming and process.
- Any infringement of the competition's rules (rules, code of conduct and regulations) will imply the disqualification of the participant and/or of the team in question.
- Any potential claims regarding the results obtained by the teams and their classification, as well as any other issue related to the development of the competition, will be resolved, without the right to appeal, by the Organisation and in accordance with the criteria set out in the rules filed with a notary public.
- The Organisation reserves the right to expel any team if any irregularities are detected before or during the competition.
- The decisions taken by the Organisation shall be final and no appeal may be submitted by the teams.

FIVE B. - COMPETITION PROCESS

This competition will consist of 2 phases:

- On-line phase. This phase will take place from the beginning up to the stage prior to the final. The teams will play the various phases of the competition via the Internet, in compliance with the instructions explained in the following sections.
- On-site phase, only applicable to the 6 teams that reach the finals and that will take place in the city announced by the Organisation is due time.

Methodology

Each team of participants will be referred to as a "COMPANY".

Each team will participate in the various stages of the competition, in a real market consisting of six companies, including their own, and which will be called a "SIMULATION".

There will be 3 large groups of REGIONS

- GPA
- GPB
- GPC

The first phases will be of a regional nature and the participating teams will belong to one of the established regions.

The final number of regions will be established once the signing-up period has ended. Each region shall consist of a certain number of countries and the participating teams will be assigned to one of the regions established throughout the on-line phase.

The best team from each region, based on the criteria set out in clause FIVE B of these rules, will reach the final.

Each COMPANY will have to prepare a Management Plan covering a one-year period into the future, starting from the same situation (BALANCE SHEET) and with the same data (SCENARIO).

The "Supervisor" of each team will receive the "Rules of the Competition" by e-mail immediately prior to the commencement of the competition. The said supervisor is committed to re-sending the documentation provided by the Organisation to the rest of the team.

The Organisation may not be held liable if the Supervisor fails to comply with his/her commitment to keep the team updated on the conditions and other issues regarding the competition.

The Organisation will provide the supervisors of each team, via e-mail, the user data (USERNAME & PASSWORD) to access the simulator at the beginning of each competition phase. Once the decisions entered by the teams have been processed in the simulator, the results will be activated so that the participants can access them using their access data (USERNAME & PASSWORD). Each company will be unaware of the results of their competitors, except for those that can be obtained through market surveys. In view of the results, the participants will prepare a new Management Plan, for a new year, that will lead to new results, which will go through the same processes as in the previous cases.

Calendar

The general calendar indicates the start and end dates of the competition and describes the operational method regarding the reception and processing of the participant's decisions as well as the access to the results by the Calculation Centre.

The general calendar provides guidelines, as the delivery and reception dates of results may vary depending on the group to which each team is assigned. The final calendar for each group shall be provided by the Organisation before the competition begins.

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Reception of decisions

During the on-line phases, decisions must be entered before the time limit indicated on the calendar. No delays will be admitted and the Organisation cannot be held liable for any procedural errors. The said time may be put forward or delayed if the Organisation deems such a measure necessary.

Activating results

During the on-line phases, the activation of results will be performed at the time and on the day indicated on the calendar. The said time may be put forward or delayed if the Organisation deems such a measure necessary.

Stages of the Competition

The competition has four phases:

- Knockout: Three Management Plans.
- Quarter-Finals: Four Management Plans.
- Semifinal: Seven Management Plans.
- Final: Defence of a Business Plan of the decisions taken in the semifinal stage before the jury (in person).

At the end of each phase, the game will begin again, although the teams will be reorganised into new SIMULATIONS.

Classification Criteria

The classification system is based on Accumulated Profits, which correspond to the sum of Profits during each phase.

Each phase will start with Zero profits.

The team that achieves the maximum Accumulated Profit will take first place in the ranking and so on from highest to lowest, to the team that achieves the lowest accumulated profit in each Phase.

The following teams will qualify for the Semifinals:

- GP A: The 6 teams with the highest Accumulated Profit.
- GP B: The 6 teams with the highest Accumulated Profit.
- GP C: The 6 teams with the highest Accumulated Profit.

If this method should prove inadequate to complete the eighteen teams for the Semi-Finals, the Organisation reserves the right to use the method it deems most appropriate. The following teams will qualify for the Final:

- GP A: The 2 teams with the highest Accumulated Profit.
- GP B: The 2 teams with the highest Accumulated Profit.
- GP C: The 2 teams with the highest Accumulated Profit.

If this method should prove inadequate to complete the 6 teams for the Final, the Organisation reserves the right to use the method it deems most appropriate.

Positions in the Final

The final positions shall be decided by the jury of the competition, after having heard the defence of the Business Plans.

If, during any stage, the Organisation detects that a team is not participating, it will be disqualified.

Final phase of the competition

The final of the GLOBAL MARKETING COMPETITION will require the presence of the participants, and shall be governed by the following structure and rules:

- The order of the defence will be random.
- There will be two defence turns, each turn will consist of three teams.
- The maximum duration of a defence session will be thirty (30) minutes per team, and ten (10) minutes more for questions asked by the jury if they deem necessary.
- The contents of the defence will be the Business Plan in which participants will have to defend the decisions taken during the Semi-final stage.
- All team members have an obligation to attend and explain part of the Business Plan. If any team member were unable to attend (except due to causes of force majeure), the team will be replaced by the next team in their GP with this highest Accumulated Profit.
- The defence of the Business Plan may be delivered in English or in Spanish.
- The teams may use the computer-based or visual media they deem appropriate as long as it adapts to the technical devices provided by the Organisation.
- Once the teams have defended their Business Plans, the members of the jury will meet to deliberate and decide on the final standings. This decision will be final. Both during the defence of the Business Plan and the prize giving ceremony, participants should be dressed appropriately. Men shall wear a suit and tie, and women shall wear the equivalent.

SIX.- COMMUNICATIONS WITH PARTICIPANTS

Participants shall only receive assistance via e-mail. With this in view, the Organisation will provide participants with a contact e-mail address. Solutions to possible queries will be provided in the shortest possible time. However, the Organisation reserves the right to not answer when it deems that the said answer would give

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a given team a competitive advantage over the other participants.

SEVEN.- DESCRIPTION OF THE PRIZE

The prizes for the 2019 Edition of the GLOBAL MARKETING COMPETITION, will be the following:

[I] Three-day trip for all the members of the team to the town in which the final of the competition will be held. The name of the said city will be provided to the participating teams. in due course. The trip includes:

1. Return tickets in economy class to the destination city.
2. Accommodation.
3. Breakfast. The prize does not include other items, such as personal expenses.

[II] Specialised Master at ESIC BUSINESS & MARKETING SCHOOL for each of the members of the finalist team classified in the first place. The matriculation costs of the Master, equivalent to one thousand euros (€ 1,000) will be paid by the participants. The Master will be available in any city where ESIC has a school. If the Master is delivered in English, it must be taken exclusively in Madrid. The Master must be taken during the Master's course immediately following (January or October) the final. Winners must comply with the academic conditions required by ESIC BUSINESS & MARKETING SCHOOL.

In case of choosing another master different from the one of the prize, they will have to pay the difference, which will be calculated based on the average of all the specialized masters.

[III] Cash prizes for the team classified in first position: €6,000.
Team classified in second position: €4,000 .
Team classified in third position: €3,000 .
Team classified in fourth position: €2,000.
Team classified in fifth position: €1,500.
Team classified in sixth position: €1,000.

Cash prizes are single amounts for each team to be shared between the members of the team as they deem appropriate.

* A percentage of the the value of the cash prize will be withheld for the Inland Revenue Department.

If the winning team, or one of its members, should reject the prize or does not meet the requirements established in these rules and code of conduct, to the point that the Organisation decides not to grant the prize, or if, due to any other reason, they are unable to receive the prize, the Organisation shall reserve the right to declare it void.

EIGHT.- CONDITIONS GOVERNING THE PRIZES

- If, for any reason beyond the control of the Organisation, the expected prizes were not available, the Organisation reserves the right to replace them for others of equal or higher value.
- Prizes are not transferable.
- Prizes cannot be exchanged for cash or any other prize.
- Marketing and/or selling the prizes is prohibited.
- The Organisation may not be held liable for the use given to the prizes by the winners.
- The winners are strongly advised to obtain information on the city where the Final will take place and, if necessary, obtain their own travel insurance, have a valid passport and all the necessary documentation to travel. In any case, the Organisation does not assume any responsibility for the lack of insurance or documentation mentioned above.
- All taxes and duties related to the prizes for this edition or any additional expenses caused due to any delay or negligence of the winners, will be paid by the latter unless otherwise provided, specifically, in these rules. All expenses regarding improvements and extras that do not correspond to the prize detailed in these rules shall be borne by the winners.
- In accordance with the regulations governing Income Tax, the prizes awarded for participating in the games, contests, raffles, or random combinations related to the sale or promotion of goods or services are subject to deduction for tax purposes if the value of the prize exceeds a value of 300 Euros.

NINE.- COPYRIGHT

The winners authorize the Escuela Superior de Gestión Comercial y Marketing ESIC to reproduce and use their names and surnames and other data, as well as their image, in any activity related to the competition or ESIC, without the said use implying any right to remuneration or benefit, except regarding the prizes won. The winners expressly authorise the Escuela Superior de Gestión Comercial y Marketing ESIC to publish their names and surnames on the relevant website.

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TENTH - INTELLECTUAL PROPERTY

Participants cede their rights relating to their projects/work, as a result of the competition, without consideration of any kind, to Escuela Superior de Gestión Comercial y Marketing ESIC BUSINESS & MARKETING SCHOOL, in particular the rights of reproduction, distribution, public communication and transformation, in exclusive, with the power to transfer to third parties, and for the entire period allowed in existing legislation. The scope of this cession is global in nature.

ELEVEN.- DISCLAIMER

In addition to what has already been established regarding limitation of liabilities, the Escuela Superior de Gestión Comercial y Marketing ESIC BUSINESS & MARKETING SCHOOL may not be held liable for the following:

- The use the winners may make of the prize.
- The services that third-party companies may provide to the winners, in relation to the prizes of the competition.
- Any delay on behalf of the winner in collecting the prize according to the instructions provided by the Organisation.
- Incidents that may occur during the journey to the city where the Final of the competition will take place, including incidents related to airlines, airports, and in general, any incident occurring during the trip, either in public places or the place of accommodation, and in which the Organisation does not have any responsibility regarding their quality.

TWELVE.- RESERVATION OF RIGHTS

In addition to the contents of previous clauses, with regard to the reservation of rights of the Organisation:

- The Escuela Superior de Gestión Comercial y Marketing ESIC BUSINESS & MARKETING SCHOOL reserves the right to disqualify any person who misuses the competition, performing fraudulent acts or that hinder other participants. If the Organisation or any entity professionally linked to this competition should detect any anomaly or suspect that a participant is hindering the normal development of the competition, altering his/her participation by any computer resource or performing any fraudulent acts that contravene its transparency, the Organisation reserves the right to disqualify participants and even withdraw the prizes automatically and without any type of explanation from any participant that have benefited directly or indirectly from this type of fraudulent actions and may exercise all civil or criminal actions that may correspond. The same penalty will be applied to people who

infringe the competition's Code of Conduct, as indicated in the Single Annex.

- In this sense, the Organisation declares that it has enabled suitable technological mechanisms and supports to detect any possible fraudulent, anomalous or wilfully illegal actions intended to alter normal participation in the competition.
- The Organization reserves the right to change or add successive annexes on the mechanics and prizes of the competition, provided that they are justified or do not hinder participants, and to communicate these changes appropriately.
- If it were not possible to continue with the competition, either due to fraud detected, technical errors or any other reason that is beyond the control of the Organisation, and that affects the normal development of the same, the Organisation reserves the right to cancel, change or suspend the competition. Participants will not be entitled to demand any type of liability for this reason.

THIRTEEN.- OTHER CONSIDERATIONS

- The deadline to submit claims ends 2 calendar days after the results are made public.
- The assistance of professors or people from outside the group must be limited to general information. If the Organisation considers that excessive assistance have been provided, the team may be disqualified.
- The members of the team are not authorised to contact the media or journalists without the express permission of the Organisation. Otherwise the Organisation will consider the disqualification of the team.
- If any team that has signed-up is unable to continue in the competition, they must notify their resignation to globalmarketingcompetition@esic.edu

FOURTEEN.- PRIVACY POLICY

Personal data will be collected by the Organisation with the purpose of managing the participation in and development of the competition; consequently, all signing-up data must be truthful. Registered data will be transferred to a file owned by the Escuela Superior de Gestión Comercial y Marketing ESIC BUSINESS & MARKETING SCHOOL, in accordance with Organic Law 15/99 of 13 December on the Protection of Personal Data. The Escuela Superior de Gestión Comercial y Marketing ESIC BUSINESS & MARKETING SCHOOL states that the technical and organisational protection measures have been taken in accordance with Royal Decree 1720/2007 of 21 December, which approves the

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Regulations implementing Organic Law 15/1999 of 13 December on the protection of personal data.

In compliance with the Law on Information Society Services and Electronic Commerce, users expressly state their authorization to allow the Escuela Superior de Gestión Comercial y Marketing ESIC BUSINESS & MARKETING SCHOOL to send them publicity on their products, even by e-mail or other equivalent or similar means. In order to cancel, please write an e-mail message to globalmarketingcompetition@esic.edu with the following SUBJECT: "Baja de GLOBAL MARKETING COMPETITION"
In order to exercise your rights to access, rectify, oppose or cancel your data, please send your request, together with a photocopy of your ID card or passport, both sides, to: Escuela Superior de Gestión Comercial y Marketing ESIC BUSINESS & MARKETING SCHOOL Avenida de Valdenigrales, s/n (Edif. ESIC), 28223 - Pozuelo de Alarcón, Madrid (Spain).

FIFTEEN.- APPLICABLE LEGISLATION

Current Spanish law shall apply to the competition as appropriate.

SIXTEEN.- ACCEPTANCE OF RULES AND JURISDICTION

Participation in this competition implies the full acceptance of these rules and the express submission to any decisions made by the Organisation based on its interpretation of them. Winners may be asked to provide a written document accepting all the terms and conditions of the competition. Any conflict that may arise from the implementation of these rules will be solved in the Courts and Tribunals of Madrid (Capital city).

SINGLE ANNEX: CODE OF CONDUCT

GLOBAL MARKETING COMPETITION is very proud of the quality of its competitors, institutions, organisations and other members of the community involved in the event. In order to ensure that the competition is a pleasant experience for everyone, the organisers require participants to adhere to a number of guidelines known as the Code of Conduct.

The purpose of this code is to identify expectations and clarify actions that are considered to be infringements and, thus, help competitors to understand the consequences of their actions. These standards apply to all competitors:

- Competitors are expected to abide by the rules and regulations governing the competition and accept the decisions made by the organising committee in accordance with the said rules.
- Competitors are expected to treat other participants (in

on-site phases), staff, volunteers and other members of the Organisation with respect, exhibiting the decorum required in an event of this category.

- The following will be considered infringements: abusive language or profanities, cheating or attempt to cheat, displays of bad character or disrespect to other competitors (during on-site phases), staff, volunteers and other members of the Organisation and any other conduct deemed to be in detriment of the best interests of the competition.
- It is not allowed to copy the decisions of other companies and in the case of detecting it, the team that does it will be eliminated.
- The use of mobile phones or any other means of communication with the outside are prohibited during the on-site phase of the competition.
- Participants must accept their elimination at any stage of the competition with dignity.

INFRINGEMENTS OF THE CODE OF CONDUCT, RULES AND/OR REGULATIONS GOVERNING THE COMPETITION

In the event of any infringement during the competition, participants must immediately adapt to the code, rules and/or regulations of the competition. This should be done without delay and the code must adhered to thereafter.

PENALTIES

The first infringement may deserve a warning or disqualification; the second will result in the immediate disqualification of the participant.

DISCIPLINARY ACTIONS

The Management of the competition will be the final authority in the case of disciplinary matters or disqualifications. Their decisions shall be final in all cases.