1. **NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED.**

2. **AGREEMENT TO OFFICIAL RULES:** Participation in the Contest constitutes entrant's full and unconditional acceptance of these official rules (“Official Rules”) and the decisions of the judges, administrators and Sponsor, which are final and binding in all aspects.

3. **ENTRY PERIOD:** Stage 1 of The Nordic Sales Competition (“Contest”) sponsored by SFDC Ireland Ltd., (“Sponsor”) begins on January 14, 2020 at 12:00 a.m. and ends on February 14, 2020 at 11:59 p.m. (“Entry Period”). Sponsor’s computer will be the official clock for the Contest. All entries must be received during the Entry Period to be eligible to enter the Contest or win a prize. All times in these Official Rules are Central European Time Zone. See below for details and dates related to Stage 2 (for selected Semi-Finalists only) and the Final Round (for selected Finalists only).

4. **ELIGIBILITY:** The Contest is open only to legal residents of Sweden, Denmark, and Norway (“Eligibility Area”) that are: (i) 18 years or older or who have reached the age of majority in their jurisdiction of residence as of the date of entry; (ii) full-time Bachelor’s or Master’s degree (excluding MBA) students in their penultimate or final year of study at an accredited college or university located in the Eligibility Area and graduating in 2020 or 2021; and (iii) speak English and at least one of the following languages fluently: Swedish, Norwegian, Finnish or Danish. Employees, officers, directors and agents (and their immediate families and household members regardless of where they live, or members of the same households [whether related or not]) of Sponsor, its parents, divisions, subsidiaries, agents, promotional partners, advertising or promotion agencies, and prize suppliers (“Contest Entities”) are not eligible to participate in the Contest or to win any prize. **Employees or officials of any government entity are not eligible to participate or win a prize.** Failure to meet the eligibility requirements will result in an entry being invalid and forfeiture of any prize. **Individuals outside of the Eligibility Area are not eligible to participate or win a prize.** VOID OUTSIDE OF THE ELIGIBILITY AREA AND WHERE PROHIBITED OR RESTRICTED BY LAW. Contest is subject to applicable laws.

5. **TO ENTER:** To enter, each individual must complete and submit the “Registration Form” in English during the Entry Period. An individual may only submit one (1) Registration Form. Entries become the property of Sponsor and will not be acknowledged or returned. Entries will be disqualified if they are late, incomplete and/or in excess of the stated entry limits. Any entries attempted through the use of agencies or robotic, repetitive, automatic, programmed or similar methods will be void.

6. **JUDGING CRITERIA AND PROCESS:** Sponsor will review all entry forms/submissions submitted during the Entry Period and during Stage 2 and the Final Round for compliance with these Official Rules. All submissions
throughout the Contest must be in English.

During the Contest, Sponsor will send entrants emails containing Contest updates related to their entry. Eligible submissions for Stage 1 will be judged by Salesforce's Leslie Gabriel-Roset and Jemma Wild or other of Sponsor's Futureforce team members. Judges will award points to each answer in Stage 1 submissions (on a scale of 1-5) based on the following judging criteria: entrant's understanding of the Contest and demonstrated motivation for learning more about sales. Each answer in a submission can receive no more than 5 points.

On or about February 18, 2020, up to thirty (30) entrants with the highest points total will be notified that they have been selected as a semi-finalist for Stage 2 ("Semi-Finalist"). Semi-Finalists will be required to view a webinar hosted by Sponsor concerning Contest requirements and deadlines. They will receive an email from Sponsor with the webinar date, time, and viewing information and must follow the instructions in the webinar to continue to participate or be eligible to win a prize.

Stage 2: On or around March 8, 2020, unless another date is announced by Sponsor, each Semi-Finalist must submit one video between 2.5 and 3 minutes in length answering 3 pre-set questions in response to a pre-shared case study and share their motivation for wanting to work in Sales, what excites them about this particular career path and why they feel that sales align with their skills and interests. Sponsor will provide Semi-Finalists further information concerning the video submission process, due date, and required contents.

Sponsor will review videos and select up to six (6) Finalists with the highest Semi-Final scores according to the following judging criteria ("Judging Criteria"). Each of the video answers to the three pre-set Semi-Final questions will be scored on a scale between 1 to 5 points (all of which are weighted equally). The judges will be Salesforce's Leslie Gabriel-Roset and Jemma Wild or other of Sponsor's Futureforce team members. The judging criteria for the case study questions will be as follows: (1) **Communications Skills**: Verbal communication, clarity and impact; (2) **Customer Focus**: Putting customer first, solution and approach is customer centric; (3) Feasibility and argumentation (is the solution based on the facts given in the case). Judging criteria for the "Motivation to Sales" question will be based on: (1) Understanding of role (2) Commitment to learning (3) Commitment to launch a career within sales.

On or about March 13, 2020, Sponsor will notify the top-scoring Semi-Finalists that they are Finalists and will be proceeding to the Final Round. Finalists will be required to view additional webinar(s) hosted by Sponsor starting on or about March 15, 2020. They must follow the instructions in the webinar to continue to participate or be eligible to win a prize.

**The Final Round**: From approximately March 30th, 2020 to March 31, 2020, or on other specific dates to be announced by Sponsor, Finalists will travel to Dublin, Ireland, where Finalists will present to, and answer questions from a panel of judges (which may include Salesforce's Angela Calvagno, Simon Elmes, Raul Lopez Medrano and/or Michael Carroll or other of Sponsor's Futureforce team members determined in Sponsor's sole discretion). Finalists will be judged based on the same Judging Criteria used during Stage 2, and the Finalist with the highest score will be the potential Grand Prize winner.

All judging and the final determination of winners will be in the sole discretion of the judges. In the event of a tie in any round, the submissions with the higher score in format and content delivery of presentation criteria will prevail. The exact number of Semi-Finalists and Finalists will depend, in part, on the amount of eligible entries received.

7. **SUBMISSION GUIDELINES**: Each entry, regardless of stage of entry, must be consistent with the following submission guidelines:

- Entry must be original and not infringe upon the rights of third parties, including rights protecting privacy, publicity, and intellectual property.
- Entries must not contain any image or material that is confidential, illegal, obscene, or profane.
- All presentations and materials must be in English.
Entrant represents and warrants that each entry complies with the submission guidelines.

8. **PRIZE DETAILS:**

**Finalist Prize Package:** Finalists will receive travel accommodations covering the dates they are scheduled to participate in the Final presentation. Prize package includes (i) round-trip coach airfare for each Finalist to Dublin, Ireland, (ii) hotel accommodations in Dublin, Ireland and (iii) airport transfers and lunch and dinner during the dates of the final presentation. Finalists must be available to attend the Final Round on dates designated solely by Sponsor. All travel accommodations will be determined in Sponsor's sole discretion. For purposes of these Official Rules, Finalists shall be considered “winners” where applicable.

**Grand Prize:** The Grand Prize winner will be receiving a restaurant voucher valued at $300 USD in their country of residence. The value of the restaurant voucher will be converted to the currency of the winner's country of residence. Sponsor serves the full right to choose the vendor.

Any prize details not specified herein will be determined by Sponsor in its sole discretion. Prizes are not transferable, assignable or refundable and cannot be substituted for cash. Finalists and Grand Prize winners are responsible for paying any taxes, costs, and expenses not listed above. Any prize details not specified above will be determined by Sponsor, in its sole discretion. Sponsor is not responsible for any cancellations, delays, diversions or substitution or any act or omission whatsoever by the air carriers, hotels, venue operators, transportation companies, or any third parties. No refund or compensation will be made in the event of the cancellation or delay of any prize element. Finalists are solely responsible for providing and/or obtaining all necessary travel documentation, including but not limited to passports or visas. Prizes must be accepted as awarded. Sponsor reserves the right to substitute prizes of equal or greater monetary value to the prizes if for any reason any prize cannot be awarded as contemplated in these Official Rules.

The approximate retail value of each Finalist prize package is $1,000 per Finalist. The approximate retail value of the Grand Prize awarded to the winner will be $300. Actual value of prizes will vary depending on various factors, including the date of booking and the point of departure.

9. **WINNER NOTIFICATION AND ANNOUNCEMENT:** Unless otherwise announced by Sponsor, Finalists will be notified of their Finalist status on or about March 13, 2020. The potential Grand Prize winner will be notified on or about March 31, 2020, during the Final presentations in Dublin. Sponsor will not be liable for any potential prize notification that is lost, intercepted, or not received by any potential winner for any reason. If a potential winner cannot be contacted within one (1) day after the first attempt to contact the winner, the Sponsor may select an alternate potential winner from the remaining eligible entries. There is a limit of one (1) prize per entrant. **In order to receive a prize, the winner may be required to sign an Affidavit of Eligibility, Liability and Publicity Release (unless prohibited by law).**

10. **PRIZE CONDITIONS:** Finalists may be required to provide a credit card at the time of hotel check-in to cover room security and incidentals. Any changes made to lodging or travel reservations will be at the Finalist's expense. Sponsor is not responsible for lost or stolen prize elements. Prizes (including but not limited to the Finalist Prize Package and the Grand Prize) may be reported as income to a winner and the winner will be responsible for all taxes associated with the receipt of any prize. Winners may be required to complete required tax forms or other documents requested within the time period stipulated by Sponsor. Winners may be responsible for any costs and expenses not listed herein. Winners will receive their prizes within 30 days of the relevant prize date closing date unless notified otherwise. Sponsor reserves the right to cancel if the fairness of the Contest is compromised. Proof of identity, age and/or legal residence may be required to claim the prize. Failure to comply with any of the requirements set forth in the Official Rules may result in disqualification or forfeiture of the prize. Sponsor grants winner the limited and revocable right to use “Official Winner of the Salesforce University Sales Competition 2020” on the winner's resume/CV and LinkedIn profile (or other equivalent professional social media sites).
11. **GENERAL CONDITIONS:** Contest Entities and Internet/wireless access providers are not responsible for incomplete, late, lost, misdirected or postage-due entries or mail, or for any technical malfunction, human error, lost/delayed data transmission, omission, interruption, deletion, defect or line failure in connection with any telephone network, computer equipment, software or any combination thereof. Entries are void if unreadable, inaccurate, incomplete, mutilated, tampered with, forged, mechanically reproduced, irregular in any way or otherwise not in compliance with these Official Rules. Contest Entities make no warranties, and hereby disclaim any and all warranties, express or implied, concerning any prize furnished or made available in connection with the Contest. Although Sponsor attempts to ensure the integrity of the Contest, Contest Entities are not responsible for the actions of entrants or other individuals in connection with the Contest, including entrants’ or other individuals’ attempts to circumvent the Official Rules or otherwise interfere with the administration, security, fairness, integrity or proper conduct of the Contest. Contest Entities are not responsible for injury or damage to entrant’s or to any other person’s computer(s), wireless devices, other equipment or person(s), related to or resulting from participation in the Contest or downloading materials from or using any website. In the event of any conflict between any Contest details contained in these Official Rules and Contest details contained in any Contest advertising materials, the details of the Contest as set forth in these Official Rules shall prevail. If, for any reason, the Contest is not capable of running as planned by reason of damage by computer virus, worms, bugs, tampering, unauthorized intervention, fraud, technical limitations or failures, by reason of any acts of God, terrorist acts, earthquake, war, fire, flood, unusually severe weather, strikes or legal disputes (whether legal or illegal), industry conditions, bankruptcy or liquidation, marketplace demands, applicable law, unforeseen obstacles or any other causes which, in the sole opinion of Sponsor, could corrupt, compromise, undermine or otherwise affect the administration, security, fairness, integrity, viability or proper conduct of the Contest, Sponsor reserves the right in its sole and absolute discretion to cancel, terminate, modify or suspend all or any part of the Contest, and to select the prize winner from among the applicable eligible entries received up to the time of such cancellation, termination, modification or suspension, as applicable, or to proceed in such a manner as may be deemed fair and equitable by Sponsor in its sole discretion. Screenshots or any other evidence of entry submission will not be deemed receipt of any such entry. Entry must be made by the entrant and via the means described herein. You are not a winner until your entry has been verified and you have complied with these Official Rules. In the event of a dispute as to any online entry, if any, the authorized account holder of the e-mail address used to enter the Contest will be deemed to be the entrant. The “authorized account holder” is the natural person who is assigned to an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted email address.

12. **RIGHTS OF PUBLICITY:** By entering this Contest, unless prohibited by law, each potential winner consents to use of his/her respective name, voice, photograph and/or likeness for advertising or publicity purposes for this and similar promotions without compensation, and may be required to provide a signed release acknowledging such consent. Moreover, by entering this Contest, unless prohibited by law, each potential prize winner agrees to grant to Sponsor and its licensees, affiliates and assigns, the right to print, publish, broadcast and use worldwide in any media now known or hereafter developed, including without limitation the World Wide Web, at any time or times, the prize winner’s respective name, likeness (actual or simulated), voice (actual or simulated) and biographical information as news or information and for advertising and promotional purposes without additional consideration; and further, without such additional compensation, appear for or provide biographical information for use in any presentation or other activity which may include filming/audio/video/electronic or other recordings and/or interviews, as may be determined from time to time by Sponsor in its sole discretion.

13. **CONDUCT:** BY ENTERING AND PARTICIPATING IN THIS CONTEST, YOU: (A) FULLY AND UNCONDITIONALLY AGREE TO BE BOUND BY THESE OFFICIAL RULES AND BY ALL DECISIONS OF SPONSOR (WHICH DECISIONS SHALL BE FINAL AND BINDING IN ALL RESPECTS), INCLUDING WITHOUT LIMITATION DECISIONS REGARDING ELIGIBILITY, WINNERS AND THE INTERPRETATION OF TERMS USED IN THESE OFFICIAL RULES; (B) REPRESENT AND WARRANT THAT ALL INFORMATION PROVIDED BY YOU IN CONNECTION WITH THE CONTEST IS TRUE, ACCURATE AND COMPLETE; AND (C) AGREE TO COMPLY WITH ALL FEDERAL, STATE, LOCAL, TERRITORIAL AND PROVINCIAL LAWS AND REGULATIONS. SPONSOR RESERVES THE RIGHT, AT ANY TIME AND AT ITS SOLE DISCRETION, TO DISQUALIFY AND/OR DEEM INELIGIBLE TO PARTICIPATE IN THIS CONTEST OR ANY FUTURE SPONSOR PROMOTIONS, ANY INDIVIDUAL IT SUSPECTS: (A) TO BE TAMPERING WITH THE ENTRY PROCESS OR THE OPERATION OF THE CONTEST OR ANY WEBSITE;
(B) TO BE ACTING IN VIOLATION OF THE OFFICIAL RULES OR SPONSOR’S PRIVACY POLICY OR OTHER TERMS, CONDITIONS OR GUIDELINES; (C) TO BE ACTING IN BAD FAITH OR IN A DISRUPTIVE MANNER, OR WITH THE INTENT TO ANNOY, ABUSE, THREATEN OR HARASS ANY OTHER PERSON; (D) TO HAVE FAILED TO AGREE TO THESE OFFICIAL RULES; OR (E) TO BE IN VIOLATION OF THESE OFFICIAL RULES. ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY INTERNET SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF THESE OFFICIAL RULES AS WELL AS CRIMINAL AND CIVIL LAWS. SHOULD SPONSOR BELIEVE OR BECOME AWARE THAT SUCH AN ATTEMPT HAS BEEN, IS BEING, OR WILL BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES FROM ANY RESPONSIBLE ENTRANT(S) AND OTHER RESPONSIBLE INDIVIDUAL(S) IN THE ATTEMPTED DAMAGE TO THE FULLEST EXTENT PERMITTED BY LAW, INCLUDING WITHOUT LIMITATION CRIMINAL PROSECUTION.

14. RELEASE AND INDEMNIFICATION: BY ENTERING THE CONTEST, ENTRANTS FOREVER AND IRREVOCABLY RELEASE AND AGREE TO INDEMNIFY AND HOLD THE CONTEST ENTITIES, AND EACH OF THEIR OFFICERS, DIRECTORS, EMPLOYEES, REPRESENTATIVES, AGENTS, SHAREHOLDERS, SUCCESSORS AND ASSIGNS (AFOREMENTIONED INDIVIDUALS AND ORGANIZATIONS COLLECTIVELY, “RELEASEES”) HARMLESS FROM AND AGAINST ANY AND ALL LOSSES, DAMAGES, RIGHTS, CLAIMS AND ACTIONS OF ANY KIND ARISING IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY, FROM THE CONTEST, ATTENDANCE OR PARTICIPATION IN ANY CONTEST-RELATED ACTIVITY, OR RESULTING DIRECTLY OR INDIRECTLY FROM THE ACCEPTANCE, POSSESSION, USE OR MISUSE OF ANY PRIZE AWARDED IN CONNECTION WITH THE CONTEST, INCLUDING WITHOUT LIMITATION PERSONAL INJURY, DEATH AND/OR PROPERTY DAMAGE, AS WELL AS CLAIMS BASED ON PUBLICITY RIGHTS, DEFAMATION AND/OR INVASION OF PRIVACY AND THE COLLECTION, USE AND/OR SHARING BY SPONSOR OF PERSONALLY IDENTIFIABLE INFORMATION OF THE ENTRANTS, OR FOR ANY PRINTING, PRODUCTION, TYPOGRAPHICAL OR HUMAN ERROR.

15. LIMITATION OF LIABILITY: IN NO EVENT WILL RELEASEES BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING WITHOUT LIMITATION, ATTORNEYS FEES, DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES, ARISING OUT OF RELATED TO ENTRANTS PARTICIPATION IN THE CONTEST, ANY ACCESS TO AND/OR USE OF ANY WEBSITE, THE DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM ANY WEBSITE, THE REMOVAL FROM ANY WEBSITE OF, OR DISCONTINUATION OF ACCESS TO, ANY MATERIALS, OR ANY HARM RESULTING FROM THE ACCEPTANCE, POSSESSION, USE OR MISUSE OF, OR ATTENDANCE OR PARTICIPATION IN, ANY PRIZE AWARDED IN CONNECTION WITH THE CONTEST. THE CONTEST, ALL PRIZES AND ALL MATERIALS PROVIDED ON OR THROUGH THE SITE ARE PROVIDED “AS IS” WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING WITHOUT LIMITATION THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, AND NON-INFRINGEMENT. ENTRANT AGREES THAT IN ANY CAUSE OF ACTION, THE RELEASEES LIABILITY WILL BE LIMITED TO THE COST OF ENTERING AND PARTICIPATING IN THE CONTEST.

16. PRIVACY: Information submitted in connection with the Contest will be treated in accordance with these Official Rules and Sponsor’s Privacy Policy (as may be amended from time to time), currently located at https://www.salesforce.com/company/privacy; provided that in the event of any conflict between these Official Rules and such Privacy Policy, the terms and conditions of these Official Rules shall prevail. By entering this Contest, you agree that Sponsor may share your personal information with the Contest Entities for the purpose of verification and prize fulfillments in the event that you are chosen as a potential winner.

17. SEVERABILITY: If any provision of these Official Rules is found to be unlawful, void for any reason unenforceable, then that provision shall be deemed severable from these Official Rules and shall not affect the validity and enforceability of any remaining provisions. Headings and captions are used in these Official Rules solely for convenience of reference, and shall not be deeded to affect in any manner the meaning or intent of these Official Rules or any provision thereof.

18. DISPUTES: Except where prohibited, entrant agrees that any and all disputes, actual or alleged claims, and causes of action at law or in equity, (“Claims”) will be resolved individually, without resort to any form of class action. Claims arising out of or relating to this Contest, including without limitation, the interpretation of the Official
rules or any prize awarded will be resolved by applying the laws of England, without regard to conflict of laws. Claims will be solely and exclusively brought in the courts located in London, England[1].

19. CONTEST RESULTS: To receive the name, city and state of the winner, send an email to lgabrielroset@salesforce.com with the subject “Nordic Sales Competition,” or send a self-addressed, stamped envelope to salesforce.com, inc., Attn: Leslie Gabriel-Roset, 3 Avenue Octave Gréard, 75007 Paris, France. Requests must be received within four (4) weeks of the end of the Entry Period.

20. NO SOCIAL MEDIA ENDORSEMENT: This Contest is in no way sponsored, endorsed or administered by, or associated with any social media platform, including but not limited to Linkedin, Facebook or Twitter. Any information you provide in connection with the Contest is to the Contest Entities and not to any social media platform. You understand that by using and interacting with any social media platform, you are subject to the terms, conditions, and policies that govern the use of those sites. You should therefore review the applicable terms and policies for such platforms, including privacy and data gathering practices, before using or interacting with any social media platform.

21. SPONSOR CONTACT: SFDC Ireland Ltd., 3rd And 4th Floor, 1 Central Park Block G, Central Park, Leopardstown Dublin 18, Ireland. All rights reserved. VAT number: IE6414272T, futureforcecareers@salesforce.com.