GOOGLE ADS IMPACT AWARDS SOUTHEAST ASIA 2026 AGENCY: OFFICIAL TERMS & CONDITIONS

NO PURCHASE NECESSARY TO ENTER OR WIN. VOID WHERE PROHIBITED BY LAW. VALID IN BELOW LISTED COUNTRIES ONLY. ENTRY IN THIS CONTEST CONSTITUTES YOUR ACCEPTANCE OF THESE RULES.

1. PARTICIPATING TERRITORIES. The Google Ads Impact Awards 2026 (the "***Contest***") is an awards program for sales-supported agencies in the following countries (each country, a "***Participating Territory***") only:

1.1 Singapore, Malaysia, Indonesia, Pakistan, Philippines, Thailand, Vietnam, Bangladesh and Sri Lanka.

2. BINDING AGREEMENT. The Contest is governed by these terms and conditions ("***Rules***"). In order to enter the Contest, you ("***You***" or "***Entrant***") must agree to these Rules. Therefore, please read these Rules prior to entry to ensure You understand and agree.

2.1 If You are entering as part of an agency or entity, or otherwise on behalf of an agency or entity, You agree: (i) that these Rules are binding on such agency/entity; (ii) that You are one of the following: either an employee, director, office holder, worker or authorised agent of such agency/entity; (iii) that in entering into these Rules on behalf of such agency/entity that You are acting within the scope of Your authority and have been validly empowered by the agency/entity to enter the Contest, accept these Rules and otherwise represent the agency/entity in connection herewith under the laws and regulations of the national law applicable to You; (iv) that such agency/entity has full knowledge of Your actions and has consented thereto, including the potential receipt of a prize and attendance at an award event; (v) that Your actions do not violate such agency's/entity's policies or procedures. Where You are entering on behalf of an agency/entity, You have no right to claim any prize or a portion thereof; the Entrant in such a case is the agency/entity.

2.2 All references to 'You' or 'Entrant' in these Rules include either a reference to You acting on Your own behalf or the agency/entity on whose behalf You are acting and that is entering the Contest, as the case may be.

2.3 You agree that submission of an entry in the Contest constitutes agreement to these Rules. You may not submit an entry to the Contest, and are not eligible to receive the awards described in these Rules, unless You agree to these Rules. These Rules form a binding legal agreement ("***Agreement***") between You and Google with respect to the Contest.

3. ELIGIBILITY.

3.1 To be eligible to enter the Contest: (i) You must be a legal resident of and physically located in, or in the case of an agency/entity, have Your head office or principal place of business located in, a Participating Territory; (ii) You must be above the age of majority in the Participating Territory in which You reside at the time of entry; (iii) You must be a sales-supported agency with a valid Google Ads Manager Account ID (MCC) performing business in the country in which Entrant is located when entering

the Contest; and (iv) You must remain a sales-supported agency with a valid Google Ads Manager Account ID (MCC) until at least 31 December 2026.

3.2. The Entrant must abide by any and all contractual obligations it owes to Google outside of these Rules during the Contest (including without limitation the Google Ads Terms & Conditions and the Google Marketing Platform Advertising Products - Service Specific Terms). Contest is void where prohibited by law. Directors, officers, employees, interns, contractors, and official office-holders of Google, its subsidiaries, affiliates, partner companies used for judging purposes, and their respective advertising and promotion agencies, representatives, and agents ("***Contest Persons***"), and members of the Contest Persons' immediate families (parents, siblings, children, spouses, and life partners of each, regardless of where they live) and members of their households (whether related or not) are not eligible to participate in this Contest. Google reserves the right to verify eligibility and to adjudicate on any dispute at Google's sole discretion at any time.

3.3 The sole determinant of the time for purposes of this Contest will be the official time-keeping device(s) used by Google.

4. PROMOTER. The promoter of the Contest is Google Asia Pacific Pte. Ltd., whose principal place of business is at 70 Pasir Panjang Road, #03-71, Mapletree Business City II Singapore 117371.

5. ENTRY PERIOD. The Contest opens for entry at 12 noon GMT +8 on July 7, 2026 and closes at 12 am GMT +8 on August 11, 2026.

6. HOW TO ENTER.

6.1 NO PURCHASE NECESSARY TO ENTER OR WIN. To enter, You must fill out an electronic Entry Form at

- Singapore, Malaysia, Philippines, Pakistan, Bangladesh, Sri Lanka (English) Contest Site: https://business.google.com/en-all/accelerate/apac-ads-impact-awards
- Indonesia (Bahasa Indonesia) Contest Site: https://business.google.com/id/accelerate/ads-impact-awards/
- Thailand (Thai)Contest Site: https://business.google.com/th/accelerate/ads-impact-awards/
- Vietnam (Vietnamese) Contest Site: https://business.google.com/vn/accelerate/ads-impact-awards/

Only one Entry Form per sales-supported agency with a valid Google Ads Manager Account ID (MCC), per Award, per Participating Territory.

6.2 Where a sales-supported agency is active in more than one Participating Territory, the sales-supported agency may not submit entry forms for the same Award in more than one Participating Territory. The identity of a sales-supported agency will be determined by reference to the Google Ads Manager Account number (MCC) listed on their Entry Form and matched to their profile.

7. Intellectual Property Rights

7.1. As between Google and you, you retain ownership of all intellectual property rights (including moral

rights) in and to any content submitted by you as part of your entry into the Contest. By submitting an entry into the Contest, you grant Google, its subsidiaries, agents and partner companies, an irrevocable, sub licensable, worldwide, royalty-free, and non-exclusive license for the duration of any intellectual property rights in the entry to use, copy, reproduce, adapt, modify, publish, distribute, publicly perform, create a derivative work from, and publicly display your entry into the Contest for any purpose connected with the Contest, such as, but not limited to: (1) for the purposes of allowing Google and the Judges to evaluate your entry for purposes of the Contest and identifying winners to the public, and (2) for the purposes of advertising and promotion, and press and media communications; and all legal rights and necessary for Google to use the Entry as permitted by this release.

7.2. You warrant that you are entitled to any intellectual property rights in your entry and that you have not copied your entry, in whole or in part, from any other existing work.

7.3. By entering the Contest, Participant grants to Google a worldwide, irrevocable, sub-licensable, and non-exclusive license to use Participant's name, business name, brand features and website address for advertising and promotional purposes (including, without limitation, the promotion of the Contest) for the full period of protection of any applicable intellectual property laws.

7.4. Participants agree to participate in any media or promotional activity regarding the Contest if they are a winner and, in that event, will grant to Google a worldwide, irrevocable, sub-licensable, and non-exclusive license to use Participant's name, image and likeness for advertising and promotional purposes.

8. <u>JUDGING</u>

8.1 Each entry, along with companies' performance metrics, will be judged by a panel of experts who are employees of Sponsor, Accenture, and other external industry partners ("Judges"). On or about March 13, 2026, each Entry will be evaluated by the Judges based on the following criteria, defined per Award in Section 8.3 (Award Categories)

The Contest will be offered in different Participating Territories in some or all of the following award categories (each an "**Award**"). There will be one ***"Winner" and up to eight "Finalists"*** (as defined in section 9) per Participating Territory in each category. Details of which awards will be offered in which Participating Territories are set out in the table below:

Award	**Participating Territory**
Data Innovation Award	Singapore, Malaysia, Indonesia, Philippines, Thailand, Vietnam, Pakistan, Bangladesh, Sri Lanka
International Growth Award	Singapore, Malaysia, Indonesia, Philippines, Thailand, Vietnam, Pakistan, Bangladesh, Sri Lanka
App Growth Award	Singapore, Malaysia, Indonesia, Philippines, Thailand, Vietnam, Pakistan, Bangladesh, Sri Lanka

8.2 You can enter any number of the above awards available in Your Participating Territory by choosing the correct option(s) on Your Entry Form (one entry per Award type). However, You must first ensure You are eligible to enter the Award by checking the qualifying criteria below. The following information also includes the judging criteria for each Award.
8.2 You can enter any number of the above awards available in Your Participating Territory by choosing the correct option(s) on Your Entry Form (one entry per Award type). However, You must first ensure You are eligible to enter the Award by checking the qualifying criteria below. The following information also includes the judging criteria for each Award.

8.3 AWARD CATEGORIES. The Contest Award Categories for 2026 are: Data Innovation, International Growth, and App Growth.

8.3.1 Data Innovation Award

- You must submit no more than the following number of characters in each of the following areas to describe why You should win the applicable Award:
    - **Challenge**: 50 - 150 words: Outline the campaign objective, main challenge, and starting point for measurement and audience setup.
    - **Approach**: 50 - 400 words: Describe the measurement strategy for your client. How did you leverage insights from Google Ads' AI-powered measurement solutions to inform your campaign strategy and performance optimization?
    - **Results/Impact**: 50 - 250 words: Outline the impact of your AI-driven data strategy, highlighting what made it an exceptional campaign worthy of the Data Innovation award. Include any metrics that demonstrate measurable improvements against key business KPIs, including increase in customer value and quality.
- Entries for this category will be evaluated on the following criteria:
    - **Product usage:** Demonstrated usage of the following Google Ads products, including:
        - Enhanced Conversions for Leads, Google Tag Gateway, Customer Match, and Google Analytics.
    - **Problem-solving/strategy:** A clear business objective and data/measurement challenge, and coherent data strategy designed to solve the challenge and better support optimisation.
    - **Effective use of AI:** Expertise in leveraging Google's AI-powered solutions to enhance measurement capabilities and extract deeper insights from campaign data.
    - **Results/Impact:** Clear, credible improvement in outcomes, including demonstrated improvements in performance on key KPIs and visible signs of better customer value and quality.

8.3.2 International Growth Award

- You must submit no more than the following number of characters in each of the following areas to describe why You should win the applicable Award:
    - **Challenge**: 50 - 150 words: Outline the main objective of expanding your client's campaign internationally. What was the key insight that led you to target new markets?
    - **Approach**: 50 - 400 words: Describe your overall strategy for entering and scaling in new countries or regions. How did you use Google Ads solutions to support your client's growth?
    - **Results/Impact**: In 50-250 words, outline the impact of your international growth strategy for your client's business, highlighting what made it an exceptional campaign

worthy of the International Growth award. Include key metrics that demonstrate visible strengthening of market presence and customer growth in new countries or regions (ie. demonstrated growth in export performance).

- Entries for this category will be evaluated on the following criteria:
    - **Product usage:** Demonstrate usage of a combination of AI-powered Google Ads solutions
    - **Problem-solving/strategy:** A clear international growth objective and expansion challenge, and a coherent market-entry and scaling strategy designed to grow exports and build a sustainable presence in new countries or regions.
    - **Effective use of AI**: Expertise in leveraging Google's AI-powered solutions to identify, reach, and grow high-value customers across markets while optimising for export growth and efficiency.
    - **Results/impact:** Clear, credible improvement in outcomes, including demonstrated growth in export performance and visible strengthening of market presence and customer adoption in new countries or regions.

8.3.3 App Growth Award

- You must submit no more than the following number of characters in each of the following areas to describe why You should win the applicable Award:
    - Challenge: 50 - 150 words: What was your client's main growth objective and what app(s) were you looking to grow?
    - Approach: 50 - 400 words: Describe your strategy. How did you use AI-powered solutions in Google Ads to support mobile app growth?
    - Results/Impact: "50 - 250 words: Outline the impact of your app growth strategy, highlighting what made it an exceptional campaign worthy of the App Growth award. Include key metrics that demonstrate growth in app adoption and value (e.g., installs and in-app actions/revenue) and visible strengthening of user quality and engagement over time."
- Entries for this category will be evaluated on the following criteria:
    - **Product usage:** Demonstrated usage of the following Google Ads products, including:
        - App Campaigns, App Campaigns for Installs, Web to App Connect, etc.
    - **Problem-solving/strategy:** A clear business objective/media challenge, and a coherent full-funnel media strategy designed to solve the challenge by reaching the right audiences across channels.
    - **Effective use of AI:** Expertise in leveraging Google's AI solutions to deliver precisely targeted and personalized ad experiences across multiple channels.
    - **Results/impact:** Clear, credible improvement in outcomes, including demonstrated improvements in key media and business KPIs and visible signs of better reach, relevance, and customer value.

8.4 For all awards, the Entrant that is judged to have performed the best overall in all of the above areas in respect of its relevant Participating Territory will win an award for that Participating Territory, although Google may not award in a particular Participating Territory if no Entrant in that Participating Territory is of a sufficiently high standard. For further details of the judging procedures see Section 8 (Judging). In the event of insufficient applications within a specific category, we reserve the right to consider applications submitted to other categories as potential candidates for recognition and award within the insufficiently subscribed category.

9. AWARD WINNERS AND TROPHIES. The Winners of each Award in each case will be presented with a trophy and invited to promote its Award-winning status, for the relevant Participating Territory in which it has won, in all sales and marketing collateral. This is subject to (i) Google's brand usage guidelines which will be provided to them, and (ii) the exact usage being approved first by Google in writing. In order to be featured in any 2026 marketing collateral, You must remain a sales-supported agency with a valid Google Ads Manager Account ID (MCC) until at least December 31, 2026. The approximate retail value of the prize is indeterminate (the prize value is derived in part, from the value of the Award-winning status recognition).

10. GENERAL CONDITIONS. Google reserves the right to disqualify any Entrant from the Contest if, in Google's sole discretion, the Entrant has failed to comply with these Rules, the Entrant has attempted to undermine the legitimate operation of the Contest by cheating, deception, or other unfair playing practices, the Entrant annoys, abuses, threatens or harasses any other Entrants, Google or any of the Judges, or the Entrant's conduct is contrary to the spirit or intention of the Contest. Before being declared a confirmed winner, each potential winner may be required to sign and return a Declaration of Eligibility and Liability and Marketing Release and provide any additional information that may be required by Sponsor.

11. PRIVACY:

11.1 Entrants agree - and further warrant they will only allow employees of their agency, or delegates identified on the agency's behalf to attend any Award event or related activation - included but not limited to, awards summits, panels, and other events run by Google in relation to the Google Ads Impact Awards - provided such delegate also agrees - that personal data including but not limited to name, mailing address, phone number, and email address ("Personal Data") may be collected, processed, stored and otherwise used for the purposes of conducting and administering the Contest. This data may also be used by Google to verify an Entrant's identity, postal address and telephone number in the event an Entrant qualifies for any applicable Award as well as to deliver the applicable Award(s). All personal information that is collected from the Entrant is subject to Google's Privacy Policy, located at https://www.google.com/policies/privacy/.

11.2 You represent and warrant, in respect of any Personal Data which You collect from Your customer advertisers and which is used as part of the Contest (whether in submissions or within case studies), that such Personal Data has been collected in compliance with any and all privacy, data security, and data protection laws, directives, regulations, and rules in any jurisdiction applicable to You or Your customer advertisers, and that such customer advertisers have given their consent to allow Google to use their Personal Data in case studies of the Contest and to contact Your customer advertisers directly for interviews, case study use permission and to invite them to participate in events. When seeking consent You must retain records of consent given by Your customer advertiser; and provide Your customer advertiser with clear instructions for revocation of consent. If You fail to comply with this requirement, we may suspend or terminate Your participation in the Contest.

12. PUBLICITY AND LICENSE. By accepting an Award, the Entrant agrees to Google and its agencies use of their name and/or likeness (and declares that its delegates attending or participating in any activation or event related to or derived from the Google Ads Impact Awards also agree to such use of

their names and/or likenesses and will sign a release if required by Google to do so), business name, and website for advertising and promotional purposes without additional compensation. As a condition of entry, Entrant grants Google, its subsidiaries, agents and partner companies, a worldwide, royalty-free, and non-exclusive license to use, reproduce, adapt, modify, publish, distribute, publicly perform, create a derivative work from, and publicly display all competition entries and any accompanying material (including but not limited to Entrant's name, logo, related images and other brand features) for the maximum period permitted by law (in all forms in which these can be expressed, including but not limited to paper and electronic form): (1) for the purposes of allowing the Google and the Judges to evaluate the entry for purposes of the Contest, and (2) as a demonstration of the Winners' experiences to be displayed online. The Entrant grants Google permission to utilise Entrant's shared online data and experiences in Google's marketing materials.

13. WARRANTY AND INDEMNITY: To the maximum extent permitted by law, each Entrant indemnifies and agrees to defend, hold harmless and keep indemnified Google and Accenture PLC and their respective affiliates, directors, officers and employees at all times from and against any and all losses, liabilities, damages, costs, fees (including reasonable attorneys fees) and expenses relating to any allegation, claim, action, suit or proceedings arising out of or related to: (a) any act, default or omission of the Entrant and/or a breach of warranty set out in these Rules; (b) any misrepresentation made by the Entrant in connection with the Contest; (c) any non-compliance by the Entrant with these Rules; (d) claims brought by persons or entities other than the parties to these Rules arising from or related to the Entrant's involvement with the Contest; (e) acceptance, possession, misuse or use of any prize or participation in any Contest-related activity or participation in this Contest; (f) any error in the collection, processing, or retention of entry information; or (g) any typographical or other error in the printing, offering or announcement of any prize or Winners.

14. ELIMINATION: Any false information provided within the context of the Contest by any Entrant concerning identity, mailing address, telephone number, email address, ownership of right or non-compliance with these Rules or the like may result in the immediate elimination of the Entrant from the Contest, in addition to any other applicable remedy.

15. INTERNET: To the maximum extent permitted by law, Google is not responsible for any malfunction of the Google Ads or Google Marketing Platform tools or functions or any late, lost, damaged, misdirected, incomplete, illegible, undeliverable, or destroyed entries due to system errors, failed, incomplete or garbled computer or other telecommunication transmission malfunctions, hardware or software failures of any kind, lost or unavailable network connections, typographical or system/human errors and failures, technical malfunction(s) of any telephone network or lines, cable connections, satellite transmissions, servers or providers, or computer equipment, traffic congestion on the Internet or at the Google Ads site, or any combination thereof, including other telecommunication, cable, digital or satellite malfunctions which may limit an Entrant's ability to participate.

16. RIGHT TO CANCEL, MODIFY OR DISQUALIFY: If for any reason the Contest (or a part of it) is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorised intervention, fraud, technical failures, or any other causes which corrupt or affect the administration, security, fairness, integrity, or proper conduct of the Contest, Google reserves the right at its sole discretion to cancel, terminate, modify or suspend the Contest. Google further reserves the right to disqualify any Entrant who tampers with the submission process or any other part of the Contest. Any attempt by an Entrant to deliberately damage any relevant website, or undermine the legitimate

operation of the Contest may be a violation of criminal and civil laws and should such an attempt be made, Google reserves the right to seek damages from any such Entrant to the fullest extent of the applicable law.

17. NOT AN OFFER OR CONTRACT OF EMPLOYMENT: Under no circumstances shall the submission of an Entry Form, the winning of an Award or anything in these Rules be construed as an offer or contract of employment with Google. You acknowledge that You have participated in this Contest voluntarily and not in confidence or in trust. You acknowledge that no confidential, fiduciary, agency or other relationship or implied-in-fact contract now exists between You and Google or the Contest Entities and that no such relationship is established.

18. GOVERNING LAW AND JURISDICTION:

18.1 Governing Law: To the fullest extent permitted by applicable law, these Rules and the Contest will be governed by and construed under the laws of the state of California, United States of America, without reference to its conflict of law principles. If any provision(s) of these Rules are held to be invalid or unenforceable, all remaining provisions hereof will remain in full force and effect.

18.2 Arbitration: By entering the Contest, to the fullest extent permitted by applicable law, you agree that exclusive jurisdiction for any dispute, claim, or demand related in any way to the Contest will be decided by binding arbitration. To the fullest extent permitted by applicable law, all disputes between you and Google of whatsoever kind or nature arising out of these Rules, shall be submitted to final, binding arbitration under the International Centre for Dispute Resolution's International Arbitration Rules, subject to the Expedited Procedures in force as of this Agreement's effective date, regardless of the amount in dispute. The arbitration will be conducted in English by one arbitrator in Santa Clara County, California, USA, which will be the seat of arbitration. The arbitration is confidential information (including the arbitration's existence and any oral or written information related to it). However, the parties may disclose to a competent court information necessary to execute any arbitral decision, but only if the confidentiality of those materials is maintained in those judicial proceedings. The arbitrator may only issue its award based on law, not in equity. Each party will bear its own lawyers' and experts' fees and expenses, regardless of the arbitrator's final decision regarding the dispute.

19 LANGUAGE: In the event of any discrepancy or inconsistency between the terms of these English Rules and any related materials (including, but not limited to: the website, non-English translations of these Rules, point of sale, television, print or online advertising, any instructions or interpretations of these Rules given by an employee or other representative of Google) then the terms of these English Rules shall prevail, govern and control to the fullest extent permitted by law.