

REGULATION

NEW YEAR PUBLICATION DESIGN CONTEST 2020 **"CREATIVITY WITHOUT BOUNDARIES"**

Each year, giving new year calendar as a gift to customers and partners has become a tradition of Vietnamese people in general, and of Saigon - Hanoi Commercial Joint Stock Bank (SHB) in particular. It is not only a calendar, but also a gratitude greeting from SHB to all customers and partners in the new year occasion.

It is also a sharing of business opportunity, and SHB's efforts and dedication in line with the Bank's "customer centric" principle.

It is a commitment to ceaseless innovation and creativity in all business activities to optimize customers, partners, and shareholders' benefit.

It is a desire to enable a future with prosperity based on traditional values.

It is also the companionship and spread of humanity values to the community.

With such desire and expectation, SHB initiates the New Year Publication Design kit Contest 2020 - "**Creativity without boundaries**" in sought for innovative, unique, impressive and outstanding design ideas that are suitable for the finance and banking sector, and able to convey the brand image, message and values of SHB over the 26-year journey of development.

I. Contestants:

1. Vietnamese citizens, foreigners, domestic and overseas organizations.
2. Members of the Jury Board, the Organizer are not permitted apply for the contest.

II. Contest entries

1. Subjects:

Content and manner of expressing designs are not limited, yet must not violate the prohibition of the law, not contrary to social ethics and traditional values of Vietnam.

2. Necessary documents

- a. Explanation sheet and presentation of design ideas: the form of presentation is prescribed in Chapter IV of this Regulation
- b. Design products: Design files are presented in formats that can be used for different purposes specified in the "Use of Contest entries" section
- c. SHB New Year Publication design kit
 - Calendar kit includes: Block (Yearly) calendar, wall (monthly) calendar, week calendar, desk calendar

- New year greeting cards: on the occasion of new year and Lunar new year (03 designs/occasion)
- Lucky money envelopes (03 designs)

Check detail information at: <https://www.shb.com.vn/sangtaokhonggioihan>

3. Specifications for design of contest entries:

- SHB New Year Publication design kit uses SHB logo and SHB information
- Creativeness in images and design formats: can either be photos, illustrations, ... and explanation on the message that the designer wants to express
- SHB New Year Publication design kit contains: proposal on formats, materials, effects, printing and processing options for each publication.

4. Requirements for contents of contest entries:

- Unlimited number of submission design/1 author/author group.
- Entries are designs that have not been submitted in any other contest, have not been used domestically, internationally, and are not subject to copyright and/or intellectual property disputes.
- Contest entries do not contain contents that violate the prohibition of the law, nor contrary to social ethics and traditional values of Vietnam
- Contest entries must not use any symbols other than the information prescribed by SHB.
- Contest entries are works originally created, initiated and/or designed by contestants (*except for the case when entrant works are originally created by the author and authorized by the author to the contestant for use in the Contest*);
- Contest entries do not violate any provision of the law concerning intellectual property rights, not subject to any dispute or potential dispute on copyright, right of use and/or intellectual property right with any other organization or individual.
- Contest entries are not restricted, prohibited from participating in the Contest in any way in accordance with the law of Vietnam and the law to which the author of the entry is a citizen (in case the author of the entry is a foreign citizen, organization or enterprise)
- Contest entries are considered valid when fully comply with the rules and requirements stated in this Regulation.

III. Time and Submission method

- Submission time: from 00:00AM September 28, 2019 until 24:00PM October 14, 2019
- Register & submit the contest design via:
 - Website: <https://portal.shb.com.vn/sangtaokhonggioihan>. in PDF format (soft copy)
 - Post (for hardcopy):
Administration Department, Saigon - Hanoi Commercial Joint Stock Bank
Address: 4th Floor, No. 77 Tran Hung Dao, Hoan Kiem District, Hanoi
Inscription on the outside of the application envelope: “**Hồ sơ tham dự cuộc thi Sáng tạo không giới hạn**”. (Submission for the "Creativity without boundaries" Contest).

Note: A valid application should include the contents specified in Item 1 Chapter IV of this Regulation

IV. Regulations on registration and application documents

1. Submission includes:

- a) Registration form (form attached to this Regulation)
- b) Brief explanation of theme topic and idea presentation must not exceed 500 words on an A4 page in the following manner: font: Times New Roman; Size: 12.
- c) Design file: (in USB/CD if submitting hardcopy)
- d) Design printing in Demo layout (demo)

The demo includes:

- Wall calendar: Back page, cover page, 05 content pages
- Desk calendar: Cover, 05 content pages
- Week calendar: Back page, cover page, 05 content pages
- Bloc calendar: Back page, cover page, 05 content pages
- New year card: New year and lunar new year, 03 design templates/each.
- Lucky money envelopes: 03 design samples.

In particular, design demo for each type of publication is required to be presented on a minimum of 01 A3 page according to the attached sample layout.

- e) A brief introduction of individual/ organization, which shows all the following information: Name of author/ author group/ company and related personal information; Contact address, Phone number, Email;
- f) Authorization letter of the author of the contest entries to the contestant (if applicable). The authorization document must be notarized if the author of the entries is a Vietnamese individual/ group/ organization; or consular legalized if the author of the entries is a foreign individual/ group/ organization.
- g) Provide a brief introduction of the applicability and feasibility to further development of the design. Contestants are encouraged to provide detailed deployment schedule and expected costs (in A4 size format: font: Times New Roman; Size: 12).

For selected works, the authors may be invited to present and defend before the Judges. In this case, the Organizer will send a notice of the time and documents to be prepared for the presentation (if necessary).

Note: SHB will not return the application in any case.

2. Elimination or disposal of contest entries: The Organizer *may eliminate or dispose contest entries* of the contestants in the following cases:

- a) Contest entries do not meet the requirements as stated in Chapter II of this Regulation;
- b) Contest entries fail to provide sufficient information and/ or requirements for the entries as stated in this Regulation;
- c) There are signs of cheating, falsifying, providing untruthful, inaccurate information in the contest dossiers discovered by the Organizer at any stage of the Contest;
- d) Entries are disputed over ownership and/ or copyright or other intellectual property rights during the Contest;
- e) Contestants send written notice to withdraw from the Contest or cannot be contacted during the Contest;
- f) The Organizer receives any written complaints and lawsuits about the entries during the course of the Contest

V. Evaluation criteria

- 1. Creative ideas:** Designs with unconventional ideas, novelty, appeal and high aesthetics. Designs with modern patterns and updated styles in line with current design trends in the world. In addition, designs should highlight the quintessence of the world and Vietnamese culture in combination with creativity, sophistication, suitability in the field of banking and finance, and traditional values.
- 2. SHB brand expression:** Demonstrate the spirit, core values and culture of SHB. Demonstrate embedded the stories and brand value of SHB. Embrace imagination and creating the sense of finance and banking industry.
- 3. Applicability and feasibility:** Designs with high feasibility to development further for production. Designs with sufficient information, recognizable and easy to look up for information. High applicability and compatibility with current technology and materials.

VI. Prizes

1. Prize structure

Contest prizes are:

- 01 first prize: **VND 120,000,000**
- 02 second prizes: **VND 70,000,000/** each prize
- 03 third prizes: **VND 50,000,000/** each prize
- 10 consolation prizes: **VND 10,000,000/** each prize

(including costs of transferring intellectual property rights related to the Contest entries)

In certain cases, the Organizer may change the prize structure, based on the quantity and quality of the entries.

Contest prizes do not include the costs of implementing an idea in a detailed application. To clarify, in accordance with the needs and commercial interests of SHB, SHB reserves the right to decide and choose one of the winning entries to use for the purposes specified in the Contest as well as in Chapter V. "Use of Contest Entries" of this Regulation regardless of order of prize winners.

2. Cancellation and/or non-recognition of prizes

The Organizer reserves the right to cancel and/ or unrecognized the prizes awarded to the contest entries if, after the announcement of the prizes, the contest entries fall on one of the circumstances referred to in paragraphs c, d or f Item 2 of the Chapter IV of this Regulation.

VII. Rights and responsibilities of the contestants

1. Contestants must adhere to the Regulation of the Organizer.
2. The contestants undertake to ensure compliance with regulations on intellectual property rights (including but not limited to copyright, industrial design rights, etc.) of the contest entries (ideas, design products, design publication kit).
3. Any disputes related to intellectual property rights of the contest entries (if any) will be settled by the authors on their own. In the event that SHB incurs any costs, losses, damages due to the use of the entries (including damages for prestige and indirect

- damages), the author of the contest entries shall be responsible to fully indemnify, and compensate for such losses, costs and damages to SHB.
4. Prizes will be awarded to authors who are prize winners or who have been authorized by the prize winners.
 5. Authors whose works are selected may be invited to present a detailed idea.
 6. Prize winners shall be awarded the prizes as described in this Regulation and be responsible for paying income tax in accordance with the law.
 7. Prize receivers must show necessary documents as proof of ownership of the contest entries.
 8. By participating in the Contest, authors of the contest entries agree that: in case the contest entries are selected as winners, SHB shall have exclusive right of use of the entr
 9. The authors undertake to co-ordinate with SHB in the execution of detailed designs of the contest entries and production of publications based on a scope of work and costs agreement with SHB. In case an agreement cannot be reached, SHB shall have full right to seek for a third party to conduct the execution and production of publications.
 10. Authors of the winning entries, by participating in this Contest Regulation, unconditionally and irrevocably grant SHB the right to exclusively use their winning works for the purposes set out in this Regulation. Accordingly, authors of winning entries shall not use the winning works in this Contest for any other purposes without written consent of SHB.

VIII. Right of use of contest entries and responsibilities of SHB

1. SHB has responsibility to inform the winning contest entries to the prize winners.
2. SHB has responsibility to publically announce and disclose the Contest results in mass media.
3. SHB is responsible for giving awards to prize winners in accordance with the Contest Regulation.
4. SHB has exclusive right to use the winning works in accordance with this Regulation.
5. SHB has full entitlement to decide on the selection of prize winning designs for production and is responsible for reaching agreement with the author on the plan of using the author's ideas in actual production.
6. SHB reserves the right to cancel and unrecognize the prizes as stated in Item 2 Chapter VI of this Regulation.
7. SHB shall not be responsible in case of a copyright dispute of a winning entry.
8. SHB has other rights as stated in this Regulation.

IX. Use of contest entries

In addition to the purpose of designing SHB 2020 New Year Publications, contest entries (namely, the ideas and design files) may be considered by SHB for use in other publications and documents of SHB in compliance with the law on copyrights and intellectual property rights.

X. Implementation provisions

1. This Regulation takes effect from the date of announcement. During the implementation process, if there is any change or supplementation, the Organizer will announce upon such change/supplementation on the website: www.shb.com.vn.
2. Contestants should read, understand and agree upon the whole contents of the Contest Regulation when participating in the Contest and submitting application.
3. The contestants, contest entries, members of the Jury Board, the Organizer and related people have responsibility to comply with this Regulation. /.

SAIGON - HANOI COMMERCIAL JOINT STOCK BANK

Ninh Thi Lan Phuong

(signed)