

Official Rules: The FortuneBuilders' #MyWhy Contest

**NO PURCHASE NECESSARY TO ENTER OR WIN THE CONTEST (“CONTEST”)
Entry into this Contest constitutes your acceptance of these Official Rules.**

SPONSOR: FortuneBuilders, Inc., 3033 Bunker Hill Street, San Diego, CA 92109.

CONTEST ENTRY DATES: The Contest shall start at 12:00 A.M. EDT on September 1, 2020 and shall end at 11:59 P.M. EDT on September 31, 2020 (“Contest Period”). Sponsor is not responsible for lost, late, or misdirected entries, printing errors, server unavailability, computer, or any other electronic malfunction.

WHO MAY ENTER: Contest is only open to FortuneBuilders Mastery students who are eighteen (18) years of age or older at the time of entry, legal residents, of the 50 U.S. states and District of Columbia, and members of the Mastery Facebook Community (“Contestant”). Contestants shall be subject to all notices posted online including but not limited to Sponsor’s Privacy Policy and Terms of Use. Employees, contractors or agents and their immediate families (spouse, parent, child, sibling and their respective spouses, regardless of where they reside) or those living in the same household (whether or not related) of Sponsor, and their respective parents, affiliates and subsidiaries (collectively, “Contest Parties”) are not eligible to enter or win. Contestants will need to provide proof of eligibility upon request.

CONTEST ENTRY: To enter and receive a Contest entry (“Entry”), a Contestant must create and post their #MyWhy story, video and/or photographs to the Mastery Facebook Community and use the hashtag #MyWhy. There is a maximum of one (1) Entry per person. For the #MyWhy story, Contestants are not required but are encouraged to provide the following information with their Entry:

- Introduction of themselves, their business, where they are located and when they joined FortuneBuilders;
- What was their “why” for joining FortuneBuilders; has it evolved or grown bigger over time;
- What has been the most impactful part of their FortuneBuilders’ journey in helping them attain their goals and their “why”? (Ideas that might be included: Bootcamp Summits, Live Events, Ignite, step-by-step curriculum, tools like the Deal Analyzer or Repair Estimator, Coaches that had an impact on them, a Deal Review that saved money or made money, meeting fellow investors in the community, etc.); and
- Describe the impact that FortuneBuilders has had on their business and growth so far and share any business deals or WINS.

An Entry must be completed and fully submitted during the Contest Period. For purposes of these Official Rules, receipt of Entry occurs when Sponsor’s servers record the Entry information. An Entry must not infringe upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property rights of any person and must not violate any law. For any pictures or photographs submitted, Contestant represents and warrants (i) that he/she owns the

picture submitted, and (ii) it does not violate the rights of any third parties. No lewd, nude, crude, or offensive photographs (as determined by FortuneBuilders in its sole and absolute discretion) will be accepted.

Sponsor reserves the right to disqualify any Entry for any reason, in its sole and absolute discretion.

Odds of winning will depend upon the number of entries received and the judging criteria used to evaluate the entries.

JUDGING: The Contest winners (“Winner(s)”) will be selected based on several different criteria, more specifically, originality of message (10%), adherence to theme (20%), wow factor (25%), entertainment quality (10%), impact of message (25%) and creativity (10%).

All Entries will be scored based on the above criteria with the winners being the entries with the three highest overall scores. Only the first, second and third place Winners will be announced. Entry score sheets or overall scores will not be released at the expiration of the Contest. Sponsor reserves the right to release score sheets or overall scores in their sole and absolute discretion.

TIES: In event of a tie, the Winner will be chosen by an impartial judge selected by Sponsor.

Judges’ decisions are final and binding.

WINNER NOTIFICATION: Winner(s) will be determined after the Contest’s end date and will be notified by email. Winner(s) will be required to provide a mailing address which will be used to fulfill the prize allocation. In the event it is determined that the Winner has not complied with these Official Rules, has failed to execute and return any required documents within the specified time period, has made false statements, or a prize notification is returned as undeliverable, then the Winner will be disqualified and at Sponsor’s sole discretion, the Contestant with the next highest score may then be declared the alternate Winner.

PRIZES AND APPROXIMATE RETAIL VALUE (“ARV”): The Contest prizes and their respective ARV are as follows:

1st Place: (ARV \$12,600.00)

- \$5,000 Cash
- Interview session at Ignite 2020 with Than Merrill or Paul Esajian
- Two (2) VIP Tickets to Ignite 2021
- Travel to and Lodging Accommodations for 2 people at Ignite 2021
- Two (2) Ultimate Entrepreneur Camp tickets for March 2021
- \$100 Gift Certificate to the FortuneBuilders gear store.

2nd Place: (ARV \$9,000.00).

- \$2,500 Cash
- Two (2) Ultimate Entrepreneur Camp tickets for March 2021
- Two (2) tickets to Ignite 2021
- \$100 Gift Certificate to the FortuneBuilders gear store.

3rd Place (ARV \$1,500.00)

- \$1,000 Cash
- Two (2) tickets to Ignite 2021
- \$100 Gift Certificate to the FortuneBuilders gear store.

Winner is solely responsible for all expenses, costs or fees associated with acceptance and/or use of the prizes, including without limitation, any and all taxes, shipping or handling charges (if any). Winner is not a recipient of a prize until they have been verified as the Winner by the Sponsor and have completed and returned an IRS Form W-9. Upon notification of the prize, Sponsor will be deemed to have awarded the prize to the Winner and such Winner assumes full responsibility for the prize at that time. All prize details are at Sponsor's sole discretion.

The Sponsor reserves the right to, at its discretion, reschedule the Contest, modify the Contest Period, modify the entry procedures, cancel the Contest, or cancel the awarding of prizes. Prizes are not redeemable for cash and may not be substituted unless approved by the Sponsor in their sole and absolute discretion.

GENERAL CONDITIONS: Entry into the Contest constitutes permission (except where prohibited by law) to use Winner's name, images, hometown, likeness, prize won, and photograph (all at Sponsor's discretion) for future advertising, publicity in any and all media now or hereafter devised throughout the world in perpetuity, without additional compensation, notification or permission. Contest Parties and their respective officers, directors, agents, representatives, and employees (collectively, "Released Parties") are not responsible for lost, late, misdirected, damaged, stolen, altered, garbled, incorrect, incomplete or delayed Entries; all of which will be void. Released Parties are also not responsible for problems related to technical malfunctions of electronic equipment, computer online systems, servers, or providers, computer hardware or software failures, phone lines, failure of any Entry to be received by Sponsor on account of technical problems, traffic, congestion on the internet or the website, or for any other technical problems including telecommunication, miscommunication or failure, and failed, lost, delayed, incomplete, garbled, or misdirected communications which may limit a contestant's ability to participate or enter in this Contest. Released Parties are not responsible for any other errors or malfunctions of any kind, whether network, printing, typographical, human or otherwise relating to or in connection with the Contest, including, without limitation, errors or malfunctions which may occur in connection with the administration of the Contest, the processing of Entries, the announcement of the prize, or in any Contest-related materials. Sponsor reserves the right to modify, suspend or terminate the Contest in the event it becomes infected by a computer virus or is otherwise technically impaired, and to cancel or suspend the Contest in its entirety should tampering, unauthorized intervention, fraud, technical failures or

other causes corrupt the administration, security, fairness or integrity of the Contest and, if terminated, at Sponsor's discretion, determine the Winner using all non-suspect, eligible entries received up to the time of cancellation. Sponsor reserves the right at its sole discretion to disqualify any individual (and void his/her Entries) it finds to be tampering with the Entry process or the operation of this Contest or website, intending to annoy, abuse, threaten or harass any other contestant, Sponsor, or any of its representatives or to otherwise be acting in violation of these Official Rules.

Any attempt by a Contestant to deliberately damage any website or undermine the legitimate operations of the Contest is a violation of criminal and civil laws. Should such an attempt be made, the Sponsor reserves the right to seek damages from any such Contestant to the fullest extent permitted by the law and to disqualify such Contestant from the Contest.

LICENSING: Contestant hereby acknowledges that his/her Entry and all photographs, videos or supporting materials of any kind whatsoever created by Contestant relating to the Contest (collectively, the "Work") may be used by the Sponsor in their sole and absolute discretion. Contestant hereby grants to Sponsor an irrevocable, perpetual, royalty-free, transferable license to the Work for all purposes, in any and all media, whether now known or hereafter devised. Contestant acknowledges and agrees that the Sponsor does not have now, nor shall any of them have in the future, any duty or liability, direct or indirect, vicarious, contributory, or otherwise, with respect to the infringement or protection of any copyright in and to Contestant's Work.

MISCELLANEOUS CONDITIONS: Failure to comply with these Official Rules may result in disqualification from the Contest. Sponsor reserves the right to permanently disqualify any person it believes has intentionally violated these Official Rules. Contest is subject to all federal, state and local laws and regulations. This Contest is void where prohibited by law.

RELEASES: By entering in this Contest, Contestants agree to Sponsor's use of their personal information for both online and offline marketing purposes.

ARBITRATION & CHOICE OF LAW: Except where prohibited by law, as a condition of participating in this Contest, Contestant agrees that (1) any and all disputes and causes of action arising out of or connected with this Contest, or any prizes awarded, shall be resolved individually, without resort to any form of class action lawsuit, and exclusively by final and binding arbitration under the rules of the American Arbitration Association and held at the AAA regional office nearest the contestant; (2) the Federal Arbitration Act shall govern the interpretation, enforcement and all proceedings at such arbitration; and (3) judgment upon such arbitration award may be entered in any court having jurisdiction. Under no circumstances will contestant be permitted to obtain awards for, and contestant hereby waives all rights to claim, punitive, incidental or consequential damages, or any other damages, including attorneys' fees. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of contestants and Sponsor in connection with this Contest, shall be governed by, and construed in accordance with, the substantive laws of the State of California without regard to choice of law rules.

WINNERS LIST: Winner(s) will be contacted by Sponsor individually and publicly announced in the Mastery Facebook Community group “Newsfeed.” A list of Winners along with the Contest details, rules, guidelines and announcements will be maintained in the Mastery Facebook Community for a reasonable amount of time.

FACEBOOK RELEASE: The Contest is in no way sponsored, endorsed, administered by or associated with Facebook. By participating in the Contest, you agree to hold harmless and fully release any and all claims against Facebook.