

OFFER FOR THE PROMOTION

“Year in Review at Ucell + My Story with Ucell”

1. General Provisions

1.1. This Offer governs the procedure for conducting the promotional campaign “Year in Review at Ucell + My Story with Ucell” (hereinafter referred to as the Campaign), and establishes the terms of participation, the procedure for determining winners, and the procedure for receiving prizes.

1.2. The Campaign is conducted in accordance with the Civil Code of the Republic of Uzbekistan, the Law of the Republic of Uzbekistan “On Advertising”, the Law of the Republic of Uzbekistan “On Personal Data”, and other applicable regulatory legal acts.

1.3. The Campaign does not constitute a lottery, gambling activity, or any other risk-based activity.

1.4. The Organizer of the Campaign is COSCOM LLC (Ucell trademark), TIN 201788904, legal address: 118 V. Vohidov Street, Yakkasaray District, Tashkent, Republic of Uzbekistan.

1.5. The Campaign is conducted within the territory of the Republic of Uzbekistan.

1.6. Campaign Period:

The Campaign is conducted from August 18, 2026 through November 17, 2026, inclusive, and consists of the following stages:

- Stage 1: from August 18, 2026 through September 17, 2026, inclusive. The results will be finalized and the winner determined by September 27, 2026.
- Stage 2: from September 18, 2026 through October 17, 2026, inclusive. The results will be finalized and the winner determined by October 27, 2026.
- Stage 3: from October 18, 2026 through November 17, 2026, inclusive. The results will be finalized and the winner determined by November 27, 2026.

1.7. Campaign Channel:

Ucell mobile application, version 2.19.

2. Campaign Participants

2.1. Individuals who are Ucell subscribers are eligible to participate in the Campaign, except for the persons specified in Clause 2.2 of this Offer.

2.2. The following persons are not eligible to participate in the Campaign:

- employees of the Organizer;
- persons who do not meet the participation requirements.

2.3. A Ucell subscriber is considered a Campaign participant if the subscriber:

- has viewed their personalized year-end results in the Ucell mobile application or navigated to the “My Story with Ucell” section;
- has submitted their story through the form available within the application;
- has confirmed their acceptance of the terms and conditions of this Offer.

3. Participation Procedure

3.1. To participate in the Campaign, the Participant must:

- open version 2.19 of the Ucell mobile application;
- accept the terms and conditions of this Offer;
- navigate to the “My Year in Review” section or directly to the “My Story with Ucell” section;
- view their personalized year-end results, if available;

- complete the “My Story” form;
- submit a story containing between 300 and 1,000 characters;
- confirm acceptance of the terms and conditions of this Offer by selecting the relevant checkbox.

3.2. One subscriber number (MSISDN) is entitled to submit only one story during the entire Campaign period.

3.3. A story participates only in the Campaign stage during which it was submitted by the Participant.

3.4. A story that is not selected as a winner in one of the Campaign stages will not be carried over to subsequent stages.

3.5. Stories containing any of the following are not eligible for participation:

- obscene language;
- spam;
- insults;
- advertising or promotional materials;
- texts unrelated to Ucell;
- false or inaccurate information;
- texts created in whole or in part using artificial intelligence systems, including generative models.

3.6. The Organizer has the right to reject any story that does not comply with the terms and conditions of this Offer.

4. Story Moderation

4.1. All submitted stories are subject to automated and manual moderation.

4.2. During automated moderation, the following content is filtered out:

- spam;
- empty submissions.

4.3. During manual moderation, the Organizer evaluates:

- the quality of the text;
- compliance with applicable legislation and the terms and conditions of the Offer.

5. Procedure for Determining the Winners

5.1. All stories that have passed moderation are submitted to the Organizer's Competition Committee for review.

5.2. The Competition Committee consists of representatives of COSCOM LLC (Ucell), including:

- employees of the Marketing Department;
- employees of the PR Department.

5.3. The Competition Committee reviews all stories admitted to participation and determines the winner of each stage based on the following criteria:

- originality of the story;
- emotional impact;
- relevance of the story to Ucell.

5.4. Based on the results of each stage, the Competition Committee determines 1 (one) winner of the Campaign.

5.5. The decision of the Competition Committee is final and is not subject to review.

5.6. The Organizer has the right to request additional information from the winner to confirm compliance with the terms and conditions of the Campaign.

6. Prizes

6.1. The following prizes are provided as part of the Campaign:

- Stage 1 - iPhone 17 Pro, 1 unit;
- Stage 2 - iPhone 17 Pro, 1 unit;
- Stage 3 - iPhone 17 Pro, 1 unit.

Total number of prizes: 3 (three) units.

6.2. The Organizer has the right to replace a prize with another prize of comparable value and specifications.

6.3. Images of the prizes used in advertising materials may differ from the actual appearance of the devices.

7. Announcement of Results

7.1. The Campaign results will be published on the official Ucell website and on Ucell's official social media accounts.

7.2. When publishing the results, the Organizer has the right to use the Participant's first name, the first letter of the Participant's surname, a masked subscriber number, or other anonymized information.

7.3. The Organizer has the right to publish Participants' stories, in full or in part, during the Campaign and after its completion on the official Ucell website, Ucell's official social media accounts, messaging platforms, and other information resources of the Organizer.

7.4. The best stories may be used by the Organizer in marketing, advertising, and informational materials without restrictions as to territory or distribution channels.

8. Receipt of Prizes

8.1. To receive the prize, the winner must provide:

- a passport or ID card;
- Personal Identification Number of an Individual (PINFL);
- other documents upon the Organizer's request.

8.2. The winner's details must match the details of the registered owner of the Ucell subscriber number.

8.3. If the winner is under 18 years of age, the prize shall be received by their legal representative, such as a parent or guardian. The legal representative must provide proof of their authority and a valid identity document.

8.4. Prizes shall be awarded within 30 calendar days from the date the results of the relevant stage are announced.

8.5. The winner must sign a prize acceptance and transfer certificate.

8.6. The Organizer will make up to 5 attempts to contact the winner within 14 calendar days from the date the winner is determined.

8.7. If the winner refuses to provide the required documents, refuses to sign the required documents, or cannot be contacted, the Organizer has the right to refuse to award the prize and determine a new winner.

8.8. Any unclaimed prize shall remain at the disposal of the Organizer.

9. Personal Data

9.1. By participating in the Campaign, the Participant gives consent to:

- the processing of their personal data;
- the use of the submitted story in Ucell's marketing, advertising, and informational materials;
- the publication of the story in full or in part;
- the publication, at the Organizer's discretion, of the Participant's first name, the first letter of the Participant's surname, a masked subscriber number, or other anonymized information;
- photography and video recording during the prize award process.

9.2. The Organizer has the right to use submitted stories, in full or in part, in marketing, advertising, informational, and other communication materials without additional approval from the Participant and without payment of any remuneration.

This right is granted to the Organizer for the entire term of the exclusive rights to the relevant materials and applies to any methods of use not prohibited by the legislation of the Republic of Uzbekistan.

9.3. When publishing stories, the Organizer has the right to use the Participant's first name, the first letter of the Participant's surname, a masked subscriber number, or other anonymized information.

9.4. The Participant warrants that the submitted story was created personally by the Participant, without the use of artificial intelligence systems to generate its content in whole or in part, is the result of the Participant's own creative work, and that its use by the Organizer does not infringe the rights or legitimate interests of any third party.

10. Miscellaneous Provisions

10.1. Participation in the Campaign constitutes the Participant's full acceptance of the terms and conditions of this Offer.

10.2. The Organizer has the right to amend the terms and conditions of the Campaign by publishing an updated version of this Offer on the official Ucell website.

10.3. The Organizer shall not be liable for:

- technical failures;
- inability to participate due to circumstances beyond the Organizer's control;
- errors made by the Participant when submitting a story;
- inability to contact the winner;
- actions of third parties affecting the conduct of the Campaign.

10.4. The Organizer has the right to cancel a Participant's participation in the Campaign if fraudulent activity, submission of false information, or a violation of the terms and conditions of this Offer is identified.

10.5. The Organizer has the right to introduce additional technical restrictions aimed at preventing fraud and abuse.

10.6. The Organizer shall not be liable for the consequences of force majeure circumstances.

10.7. All disputes shall be resolved through negotiations. If the parties are unable to reach an agreement, the dispute shall be resolved in accordance with the legislation of the Republic of Uzbekistan.

10.8. The Participant has the right to edit the submitted story within 24 hours from the time of submission, but no later than the date and time when the relevant Campaign stage ends. The ability to edit the story shall expire upon the earlier of the following events: the expiration of the 24-hour period or the end of the relevant Campaign stage.

11. Personalized Year-End Results

11.1. As part of the Campaign, certain Participants may be provided with access to the personalized "My Year in Review" section containing statistical information on their use of Ucell telecommunications services.

11.2. Personalized year-end results are generated based on data available in the Organizer's information systems for the calculation period corresponding to the relevant Campaign stage.

For the purpose of generating personalized year-end results, the following calculation period applies:

- from August 16, 2025 through August 16, 2026.

Personalized year-end results are generated for subscribers whose subscriber number has been active for at least 3 months as of the date the results are generated.

If the subscriber number has been active for less than 3 months, personalized year-end results will not be generated for such subscriber.

If, by the beginning of any stage of the "My Story with Ucell" Campaign, the subscriber meets the established participation criteria, the subscriber will be provided with access to their personalized year-end results.

11.3. Personalized year-end results are provided for informational purposes only and do not constitute financial, legal, or any other form of official reporting.

11.4. Access to personalized year-end results is provided only to subscribers who meet the participation criteria established by the Organizer.

11.5. The Organizer independently determines the criteria for selecting subscribers who will be provided with access to the "Your Year with Ucell" section.

11.6. For the purpose of displaying personalized year-end results, the Organizer has the right to use information regarding the volume of internet traffic consumed, voice services, SMS, roaming, the period of service of the subscriber number, and other data available in the Organizer's information systems.

11.7. Personalized year-end results are generated as of the date the relevant subscriber selection is prepared and, once generated, may not be recalculated or updated.

11.8. During the Campaign period, the Organizer has the right to create additional subscriber selections and provide access to the "Your Year with Ucell" section to new Participants who meet the established criteria.

11.9. The absence of access to the “Your Year with Ucell” section does not restrict a subscriber’s right to participate in the “My Story with Ucell” Campaign, unless otherwise provided by the terms and conditions of the Campaign.

11.10. The Organizer does not guarantee the availability of all statistical indicators for every subscriber. The scope of displayed data, the set of facts, and the amount of available information may differ between Participants.

11.11. In the event of any re-registration of a subscriber number, including a change of the registered owner, re-registration from a legal entity to an individual (B2B → B2C), from an individual to a legal entity (B2C → B2B), or any other type of re-registration, the service period for the purpose of generating personalized year-end results shall be calculated anew from the date of such re-registration.

Personalized year-end results will become available after at least 3 months from the date of re-registration, subject to compliance with the other terms of the Campaign. Such subscribers shall be subject to the same conditions for generating personalized year-end results as new subscribers.