

5G Challenge Regulation

1. Promoting Entity

This regulation applies to the 5G Challenge event, promoted by MEO – Serviços de Comunicações e Multimédia, S.A., headquartered at Av. Fontes Pereira de Melo, n° 40, 1069-300 Lisbon, with the unique registration and corporate identification number 504 615 947 and a share capital of €10,000,000.00, hereinafter referred to as "MEO" or "Organization."

2. Objective

- a) The 5G Challenge (hereinafter "event") is a technological innovation competition aimed at validating, recognizing, and rewarding solutions that drive the digital transformation of companies and organizations.

In the third edition of the 5G Challenge, participants are given the opportunity to test access to a virtual private 5G mobile network supported by the Private Custom Network solution.
- b) The specific challenges in which companies and startups (hereinafter "participating companies") can compete with their solutions are identified on the 5G Challenge event website and in section 3 of this regulation.
- c) The competing solutions can be based on a wide variety of technologies such as augmented and virtual reality, artificial intelligence, big data, cloud, Internet of Things (IoT), and others, which, together with 5G connectivity, make a difference in companies and organizations.
- d) The solutions must be at a minimum maturity level of TRL 7 (Technology Readiness Levels - TRL 7 – system prototype demonstration in an operational environment) or higher and target the business market (B2B or B2B2C).
- e) If it is of strategic interest to MEO and the participating companies, in addition to the 3 winners, any competing solution may be integrated into MEO's B2B product and service portfolio, with participating companies in this competition agreeing to work on this future partnership, providing the necessary information for the joint go-to-market of the solution.

- f) Companies may receive specialized technical support and access to MEO's 5G network by scheduling visits to the golabs.5G laboratory at Avenida Fontes Pereira de Melo, n° 38/40, in Lisbon (hereinafter "golabs") to test the competing solutions, according to a work plan previously agreed upon between the participating companies and MEO. Access to golabs during the pre-event phase may be waived for reasons of force majeure or other justifiable reasons. Support from the golabs team may also be provided remotely. For interaction with the golabs team, the email contact golabs.5G@meo.pt should be used.

3. The Challenge

- a) The challenge for this edition will be the presentation of solutions for business customers, leveraged by 5G connectivity, with a special focus, in this edition, on solutions that explore advanced 5G functionalities such as, for example, a virtual private 5G mobile network.

In this challenge, MEO provides the opportunity to test a virtual private 5G mobile network through access supported by the MEO Empresas Private Custom Network solution, giving participants the possibility to explore the differentiating capabilities of a 5G mobile network, ensuring traffic priority, secure connectivity, and high performance in supporting critical services and processes.

The Private Custom Network solution allows the creation and management of a virtual private mobile network based on the MEO mobile network, designed and implemented to ensure maximum resilience and security.

With this solution, it is possible to have a set of cards that communicate with differentiated and exclusive quality of service and traffic priority criteria, ensuring optimized performance and maximum capacity to support critical applications.

Through a self-care portal, it is possible to manage all cards autonomously and securely.

- b) MEO will provide participating companies that request it with 2 free 5G cards. One with access to a virtual private 5G mobile network and the other without this configuration, so they can test the difference, for example, in places or situations with a high density of people. These cards will be active until 1 (one) month after the end of the event.
- c) The event aims for participating companies to present innovative 5G solutions, powered by technologies such as augmented and virtual reality, artificial intelligence, big data, cloud, or

the Internet of Things (IoT), which, together with the power of 5G, pave the way for the future of companies.

- d) The competing solutions should be directed towards the B2B or B2B2C market and may include projects aimed at various areas such as Industry 4.0, Health, Transport and Logistics, Energy and Utilities, Agriculture, Commerce and Retail, Public Sector and Smart Cities, Entertainment and Media, Education, as well as Ports, Mines, and Oil and Gas Platforms.

4. Eligibility

- a) Each application must consist of 2 (two) participants.
- b) The members of the participating companies must represent a national or international company or startup and be 18 (eighteen) years of age or older.
- c) Each participant can only be part of one participating company and can only apply once.
- d) Each application corresponds to a solution that will have 2 (two) participating members. Thus, the same company or startup may apply more than once, provided that each application presents a different solution and a different set of participants.
- e) Participating companies must be available to attend the intermediate evaluation meeting, the pitch recording day (if the Organization decides to pre-record it to be presented on the event day), and the event day, as specified in this regulation.
- f) The following cannot participate in this competition:
 - People belonging to the staff and social bodies of MEO;
 - All direct family members of the jury.

5. Registration Process

- a) Applications must be formalized by filling out and submitting the application form available on the website www.meo.pt/empresas/5g-challenge.

- b) Participating companies must fill out and submit the requested documentation in the application form in Portuguese or English.
- c) Participating companies are responsible for attesting to the veracity of the information submitted in the form.
- d) If the form is successfully completed, a success message will appear at the time of submission, and MEO will send an automatic confirmation email of the submission. For additional questions, the event Organization can be contacted via email at 5g.challenge@meo.pt.
- e) Filling out, submitting, and sending the application form does not guarantee participation in the event. The event Organization will select the participating companies and communicate accordingly as per Section 7.

6. Participation and Selection

- a) Participation in the event is voluntary, nominative, and non-transferable, except in exceptional situations duly justified and approved by the Organization.
- b) The Organization will evaluate all submitted applications by analyzing the submitted information and considering the proposed challenge for this year's competition, selecting, in the first phase and based on the submitted information, a maximum of 20 solutions. Therefore, the quality of the submitted information (presentation, videos, references, websites, etc.) is very important.
- c) The preliminary analysis is based on the information and documentation attached to the application form submission, with the pre-selection being at the sole and exclusive discretion of the Organization.
- d) The communication of the 20 companies and startups selected to participate in the event will be made through a notification sent by email to all team representatives and also published on the website www.meo.pt/empresas/5g-challenge.
- e) The deadline for opposition or confirmation of participation by the companies runs from April 24 to April 30, 2025. If by this date the Organization does not receive any communication of withdrawal from participation in this competition, the Organization considers their participation confirmed.

- f) If there are withdrawals from the selected participating companies during the confirmation period, the Organization will give new companies the opportunity to participate in the event.
- g) Once the participating companies and the selected competing solutions are confirmed, a meeting between each company and the Organization will take place in May 2025. These meetings aim to conduct an intermediate evaluation with each of the companies selected in the first phase. In these meetings, each participant must present their solution and answer some questions posed by the Organization.
- h) The evaluation team present at these meetings will consist of members from the Product Management, IT, and Engineering areas.
- i) After all the meetings are concluded, the Organization will elect a maximum of 10 solutions to be presented at the final event.
- j) On the event day, participating companies must:
 - Make their oral presentation and/or demonstration of the competing solution to the jury and the event audience, consisting of MEO Empresas customers. If the company is not based in Portugal, the solution presentation can be made in English.
 - Conduct themselves appropriately in a work environment, not maliciously hindering the participation of other companies and not endangering the safety of others.
- k) The event will be held at a location previously indicated by MEO to the participants and will also be communicated on the event website at www.meo.pt/empresas/5g-challenge.
- l) It is mandatory for participating companies to be present on the intermediate evaluation days and the event day.
- m) The intermediate evaluation meetings will be conducted remotely, with the Organization sending the availability of days and times for scheduling the remote meeting in advance.
- n) The event will take place in person. However, for reasons of force majeure or if the participating companies are from outside Portugal, their presence at the event can be conducted remotely, with the pitch (presentation of the competing solution) pre-recorded and presented in a video hall to the jury on the event day, with the participants also participating remotely only during the Q&A session with the jury.
- o) The event agenda will be communicated in advance by the Organization via email to the participating companies.

- p) Participant duties regarding the use of MEO's facilities and services:
- Do not use the equipment and services for purposes other than those intended.
 - Do not use the equipment and services imprudently.
 - Immediately notify the Organization when equipment and service failures occur unless the Organization is already aware of them.
- q) Participating companies are responsible for damages caused by acts attributable to them due to intent or negligence.
- r) Transportation costs to the event location, accommodation, parking, and other personal expenses are not included and must be fully borne by the participating companies.
- s) Participating companies must keep the identification provided at the time of accreditation visible throughout the event period and in all spaces where the event takes place.

7. Communication

- a) The Organization will notify all registered participating companies and make all necessary and public announcements via phone call, SMS, and/or email through the mailbox: 5g.challenge@meo.pt.
- b) Registered participating companies are responsible for keeping informed about the schedule, the results of the various competition phases, and any event changes communicated by the Organization on the event website www.meo.pt/empresas/5g-challenge, by email, or by SMS sent by the Organization.

8. Competition Calendar

- a) The competition will have the following calendar:
- Applications: March 10, 2025, to April 15, 2025.
 - Announcement of the 20 pre-selected participants: by April 24, 2025.
 - Meetings with pre-selected participants: between May 2 and May 30, 2025.
 - Announcement of the 10 finalists: June 2, 2025.

- Event to elect the 3 winners: June 24.
 - Public announcement of the winners (website and MEO social networks): June 30, 2025.
- b) MEO reserves the right to unilaterally and with notice, sent by email or published on the website www.meo.pt/empresas/5g-challenge, extend or change some of the deadlines and/or dates presented above.

9. Evaluation

- a) The jury for the first and second phases will consist of various members from the companies that are part of the MEO group (MEO and Altice Labs).
- b) The jury for the final event will consist of members from the MEO Group Organization, customers, or partners.
- c) The competing solutions will be evaluated based on the following criteria:

Technological innovation in 5G use cases

- How 5G brings value and makes a difference in the solution (speed, latency, network reliability, massification of objects) using advanced 5G functionalities, such as those provided by a virtual private 5G mobile network.

Solution maturity

- Expected timing for Go-To-Market (solution already commercialized and with implemented customers, in the implementation phase of PoCs)

Business model attractiveness

- Well-defined business model, competitive prices, and target market coverage.

Sustainability and Social Impact

- Solutions that reduce the carbon footprint, promote the sustainable use of natural resources, and improve living conditions in communities.

- d) The jury reserves the right not to award the prizes if it considers that the submitted applications do not meet the event criteria.

- e) The jury will vote on the solutions, assigning values between 1 and 10 points to the characteristics identified in the table below (with "1" being the minimum score and "10" the maximum score).

Evaluation Elements	Points awarded
Technological innovation in 5G use cases	1 to 10 points
Solution maturity	1 to 10 points
Business model attractiveness	1 to 10 points
Sustainability and Social Impact	1 to 10 points

- f) The jury's decision is final and not subject to appeal.
- g) There will also be a vote by the audience present at the event (in person and remotely), consisting of MEO Empresas business customers, as well as MEO Empresas commercial managers. In case of a tie in the voting between several applications, the audience vote will be considered for the tie-breaking and selection of the winning solutions.
- h) Jury members may be excused for reasons of force majeure, with the excused member(s) being replaced by another(s).

10. Intellectual Property

- a) If applicable, each Party retains ownership of the industrial/intellectual property rights over the know-how, products, software platforms, equipment, documents, materials, and/or any developments made available by them within the scope of the event and in the construction or development of the solutions.
- b) The intellectual property of the presented solutions and their materials, as well as the inherent know-how and documentation, will be the sole and exclusive property of the respective participating company.
- c) In the case of joint developments between the participating companies and MEO, carried out after the event, the respective terms of which the involved parties commit to include in a written document, the distribution of property rights will be based on each party's participation in the developments carried out and the respective costs.

- d) Without prejudice to the provisions of paragraph c), it is mutually accepted that none of the participating companies nor MEO may carry out developments on the products and other components referred to in paragraph a) without the prior written consent of the party to whom the respective industrial/intellectual property rights belong.
- e) Participating companies will be responsible for any third-party licenses necessary for the proper functioning of the solution to be presented and assume all responsibility arising from third-party claims regarding copyright and related rights, as well as industrial property rights
- f) Participating companies will be solely and exclusively responsible for the content of the texts and multimedia created to document their participation in the event, with MEO committing to reproduce them without any modification and being authorized to disclose the contents, including personal data as provided in Section 14. Participating companies that provide their texts to MEO accept and agree that their disclosure will not be subject to any remuneration.
- g) On the event day, participating companies may also present part of their solution using multimedia materials developed by themselves, such as solution demonstration videos or testimonials, with these contents being the exclusive responsibility of the participating companies, and the provisions of the previous paragraph and Section 14 must also be complied with.

11. Prizes and Considerations

- a) Three (3) monetary prizes will be awarded, distributed among the following categories:
 - **5G Technological Innovation – monetary prize of 20,000 euros**
Prize for the solution that achieves the highest overall rating in the jury and audience evaluation.
 - **Best Portuguese-origin solution – monetary prize of 10,000 euros**
Prize for the best solution from a Portuguese-origin company or startup.
 - **Sustainability and Social Impact – Voucher for purchases at the MEO Empresas Online Store worth 1,000 euros**
Prize for the best solution with a sustainability or social scope.
- b) Other considerations for the winners:
 - Opportunity to present their solutions at an innovation event, promoting their solution to an audience of potential customers.

- Recognition and visibility through the dissemination of the winning solutions on the event website, social networks, increasing the visibility of their solutions from companies or startups.
 - Dissemination to the national press in a press release.
 - Opportunity to network with MEO specialists and their customers and partners, opening doors for future collaborations.
 - Opportunity for the solutions to be integrated into the MEO Empresas portfolio and become part of the solutions addressed by their sales force, integrating the winning companies into their universe of strategic partners, and allowing them to leverage the Go-To-Market of these solutions with MEO Empresas customers.
- c) The winners will be selected in the order indicated by the categories.
- d) The prizes in question will be subject to a 25% IRC withholding tax, under Article 94 of the IRC Code. If the winner of the 5G Technological Innovation and Sustainability and Social Impact categories is a company not resident in Portuguese territory but resident in a country with which Portugal has signed a Convention to Avoid Double Taxation, the withholding tax may be waived, as provided in the Convention.
- e) Prizes are not cumulative with another category. If a solution is elected in one category, it will not be considered for the next category.
- For example, if a Portuguese solution wins the 5G Technological Innovation prize, it will not be considered for the second category of "Best Portuguese-origin solution," with the solution with the highest rating immediately following being selected for the best Portuguese-origin solution.
- f) The category of best Portuguese-origin solution is exclusively for 100% Portuguese companies, excluding companies that do not have a legal presence in Portugal or foreign startups located in Portuguese territory (in incubators or other development hubs).
- g) If no solutions are selected for the final event that can be included in the categories of Best Portuguese-origin solution or the Sustainability and Social Impact category, these prizes will not be awarded, with only the 5G Technological Innovation prize being awarded.
- h) In addition to the awarded prizes, MEO Empresas may evaluate the winning solutions to integrate them into the MEO Empresas portfolio and become part of the solutions addressed by their sales force, integrating the winning companies into their universe of strategic partners, and allowing them to leverage the Go-To-Market of these solutions with MEO Empresas customers.

- i) MEO will also disclose the testimony(s) of the winning companies in various media, as well as on the MEO Empresas website and social networks, to promote the solutions and contribute to their projection in the Portuguese market.

In these communications, the provisions of paragraphs f) and g) of Section 10 of this regulation apply regarding the disclosure and remuneration of the contents.

12. Disqualification

- a) A participating company will be disqualified if:
 - It does not respond continuously to contacts and requests made by the Organization by email or phone.
 - It does not observe the principles of fair play.
 - It causes turmoil or confusion during the event.
 - It copies existing solutions.
 - It does not, on the day of the event, maintain its initial participant composition for unjustified reasons, and does not inform the Organization of any absence.
- b) If MEO concludes that a participant obtained any undue advantage through the use of fraudulent means and/or any other mechanisms considered inappropriate by them, the said participating company will be immediately disqualified.
- c) Technological solutions copied or reproduced, in whole or in part, from other sources will not be accepted. Identifying a total or partial copy will result in the disqualification of the respective company.

13. Companies Outside the Competition

Companies may participate by invitation outside the competition. Their solutions will be presented at the event and duly marked as outside of the competition to the jury and audience, not being eligible for prizes or distinctions within the event.

14. Processing of Personal Data

- a) In the context of this competition, whenever a participant provides their personal data, it will be processed by MEO, as the data controller, in accordance with the data protection legislation in force at any given time, namely Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 ("GDPR") and Law No. 58/2019 of 8 August, for the purpose of carrying out all procedures inherent to participation in the competition and receipt of prizes.
- b) MEO, in accordance with the applicable legal terms, guarantees participants the exercise of their rights at any time, namely the right of access, rectification, updating, limitation, and deletion of their personal data (except for data that is indispensable for participation in the competition and receipt of prizes or for compliance with legal obligations to which MEO is subject as the data controller), as well as the right to withdraw consent at any time, without this compromising the lawfulness of the processing carried out under the consent previously given.
- c) If the data subject needs to contact the data controller, they may do so by written communication addressed to MEO – Serviços de Comunicações e Multimédia, S.A., at Av. Fontes Pereira de Melo, n° 40, 1069-300 Lisbon.
- d) In the context of this competition, the following personal data of participants will be processed: name, position, address, mobile phone number, email address, and date of birth of the representatives of the participating companies.
- e) The personal data requested in the application form are indispensable for participation in this competition. The omission or inaccuracy of the data provided by the participants is their sole responsibility and may result in refusal or exclusion from participation in the competition.
- f) The legal basis for the processing of data for the purposes of this competition is the consent of the respective data subject by accepting this regulation.
- g) The purposes of processing personal data are: participation in this competition, including the announcement of winners and the corresponding awarding of prizes with the publication of their names, free advertising for the purpose of publishing the results, recording a video, either in person or remotely, with the testimony of participation in the 5G Challenge competition.
- h) By applying for and participating in this competition, participants agree with the content of this regulation, authorizing the Organization to use, edit, publish, reproduce, and disclose, through newspapers, magazines, television, cinema, radio, and the internet, or any other media or communication means, without charge and without the need for additional authorization, their names, voices, images, solutions, companies, or brands, both nationally and internationally, solely

for the purpose of promoting this event and/or the products and solutions and activities of the MEO Group companies.

- i) With the specific, informed, and unequivocal consent of the participants, their personal data may also be processed by the data controller for the purpose of sending marketing communications related to products and services of MEO – Serviços de Comunicações e Multimédia, S.A.
- j) Participants' personal data may be transmitted by MEO to Altice Labs, as well as to other Partners exclusively for the purpose of operationalization and implementation in this competition.
- k) Personal data will be processed automatically and retained for the duration necessary to achieve the purposes within the scope and for the purposes of this competition, unless a different period is required by law.
- l) If the data subject wishes, they may address a communication to MEO's Data Protection Officer regarding matters related to the processing of personal data, using the following email address: dpo@meo.pt.
- m) The data subject has the right to lodge complaints with the Supervisory Authority CNPD – National Data Protection Commission, through the contacts provided by this entity at <https://www.cnpd.pt/>
- n) MEO is not responsible for the use of public and/or private databases by participants, and it is their sole and total responsibility to ensure their reliability and legality.
- o) For more information on the processing of personal data, please refer to MEO's Personal Data Protection Policy at <https://institucional.meo.pt/politica-privacidade>

15. General Provisions

- a) Participating companies accept that any functionality of their respective solutions, as well as the solutions presented, evolved, or developed for participation in this event, do not infringe or violate any third-party rights, especially intellectual property rights, and are not offensive, injurious, defamatory, illegal, or unlawful.

- b) The Organization is not responsible for the use of public and/or private databases by the participating companies in the event, and it is their responsibility to ensure their reliability and legality.
- c) Participating companies agree to indemnify MEO if it receives any claim or request for compensation.
- d) It is the sole and exclusive responsibility of the participant for all risks and property, personal, or lost profit damages attributable to them due to willful misconduct or negligence, arising from situations occurring at the event premises, if the event takes place in person.
- e) The Organization of the event will not be responsible for losses, thefts, robberies, misplacements, or damages to personal belongings of the participating companies (e.g., laptop, tablet, or smartphone) during the pre-event phase and on the day of the event. It is the sole responsibility of the participating companies to safeguard and take care of all equipment and materials under their responsibility. If the participant leaves the event venue, they should take their belongings and equipment with them or ensure their security.
- f) The Organization may, at any time and if deemed necessary, change the rules of this regulation as well as replace any of the prizes with others of equal value.
- g) The event may be interrupted or suspended due to force majeure or other reasons impacting the event's realization, without any compensation or indemnity being due to the participating companies and/or any third parties. In such cases, the Organization will make its best efforts to resume the event as soon as possible, reserving the possibility of definitive cancellation if it is impossible to hold the event.
- h) Participation in this competition subjects all participating companies to the rules and conditions established in this regulation. Thus, the participating companies accept all provisions at the time of their registration, declaring that they have read, understood, are fully aware of, and fully accept all points of this regulation.
- i) Any omitted cases not provided for in this regulation will be evaluated by the Organization.
- j) Any situation or occurrence verified during the event and not provided for by this regulation will be analyzed and subsequently resolved by MEO. The decisions will be communicated to the interested parties, without the right to appeal.



- k) Any disputes, controversies, or claims arising between the participating companies and the Organization, related to the terms of this regulation, shall be exclusively resolved before the competent courts.