OFFICIAL RULES

“Create Your Own Tile” Contest

NO PURCHASE NECESSARY. VOID WHERE PROHIBITED OR RESTRICTED BY LAW.

This Contest is a contest of skill. The winner is determined by a jury pre-selection followed by a public vote, not by chance. By entering, you agree to be bound by these Official Rules.

1. Organizer

1.1 The “Create Your Own Tile” contest (the “Contest”) is organized by Plan B Games Inc. (Jeux Plan B inc.), doing business as Next Move Games, whose place of business is located at 4001 F.-X.-Tessier Street, Suite 100, Vaudreuil-Dorion, Quebec J7V 5V5, Canada (the “Organizer”).

1.2 The Contest is administered from Quebec, Canada. It is not sponsored, endorsed or administered by, or associated with, Meta Platforms, Inc. (Instagram, Facebook) or any other social media platform (see section 15).

1.3 For any question about the Contest, write to **communications@lab4games.com**.

2. Contest Period

2.1 The entry period begins on **November 9, 2026, at 12:00:01 a.m.** and ends on **November 23, 2026, at 11:59:59 p.m.** (the “Entry Period”).

2.2 All times in these Official Rules are Eastern Standard Time (EST, UTC−5), i.e. Montreal (Quebec) time. Each participant is responsible for converting these times to their own time zone. The Organizer’s server clock is the official timekeeping device for the Contest.

2.3 The schedule of the following stages (pre-selection, public vote and winner announcement) is set out in section 7.

3. Eligibility

3.1 The Contest is open to any individual who, at the time of entry:

a) has reached the age of majority in the country, province, state or territory where they reside, and is at least 18 years old; and

b) resides in the following countries: Canada, United States, Germany, France, Belgium, the Netherlands, Austria, Switzerland, the United Kingdom, Ireland, Denmark, Norway, Finland, Japan and New Zealand.

3.2 The following persons are not eligible:

a) residents of any country, territory or region subject to economic or trade sanctions imposed by Canada, the European Union or the United Nations that would prevent the Organizer from awarding the prize, including, as of the date these Official Rules are published, North Korea, Iran, Russia, Belarus, and Crimea and the other occupied regions of Ukraine;

b) any person on a list of designated or sanctioned persons maintained by Canada, the European Union or the United Nations;

c) employees, officers, directors, representatives and agents of the Organizer, of its affiliates, of the travel agency chosen by the Organizer and of any supplier of prizes, materials or services related to the Contest, as well as the members of the Jury;

d) the immediate family members (spouse, children, parents, brothers and sisters) of the persons referred to in paragraph c), and any person living in the same household as them.

3.3 Each participant is responsible for verifying that their participation is permitted by the laws of their place of residence. Any entry is void where prohibited or restricted by law.

3.4 The Organizer may, at any time, require proof of identity, age and place of residence. Refusal or inability to provide such proof will result in disqualification.

4. How to Enter

4.1 No purchase or payment is necessary to enter.

4.2 To enter, participants must, during the Entry Period:

a) create an original tile design inspired by the world of the Azul game (the “Design”);

b) complete the entry form published on the Next Move website at https://forms.gle/NzLGYeGbK6UuvqMR9 (the “Form”), providing the requested information: first name, last name, email address, country of residence, date of birth and, optionally, a title for the Design;

c) upload the Design file in the Form, in accordance with section 5; and

d) accept these Official Rules by ticking the box provided in the Form.

Participants who do not have a Google account may instead send the information listed in paragraph b) and their Design file to communications@lab4games.com, stating in their email that they accept these Official Rules and that they are the sole author of the Design.

4.3 Limit: one (1) entry, i.e. one (1) Design, per person for the entire Contest. Team entries are not accepted: each Design must be the work of a single person. Any person who submits more than one Design, including by using multiple email addresses or identities, may have all of their entries voided. Once submitted, an entry cannot be modified or replaced.

4.4 An entry is deemed received when the duly completed Form or email is received by the Organizer. Incomplete, illegible, late, fraudulent or non-compliant entries will be rejected. The Organizer is not responsible for entries that are lost, delayed or not received for any reason.

4.5 In the event of a dispute over the identity of a participant, the authorized account holder of the email address provided in the Form will be deemed to be the participant.

5. Design Requirements

5.1 How the Design may be created: the Design may be:

a) made by hand (for example, drawn or painted on paper), then digitized by scanning or photographing it; or

b) created digitally with any drawing or design software or application of the participant’s choice (for example, Adobe Photoshop, Adobe Illustrator or Canva).

No vector file is required.

5.2 File: the Design must be submitted as a single JPEG, PNG or PDF file of no more than 20 MB, showing the Design as a square tile. A resolution of at least 2,000 × 2,000 pixels is recommended. The image must be sharp, well lit and properly framed so that the Design can be evaluated and published.

5.3 Colors: the Design must be created in one (1) color for the base (tile) and another one for the pattern, of the participant’s choice. Variations in the tone of that colour resulting from the medium or from digitization (for example, an ink or watercolour wash) are permitted.

5.4 Originality: the Design must be an original creation of the participant, made by them alone. It must be made entirely of elements created by the participant: templates, stock images, illustrations, icons, patterns, textures or other library elements supplied by software, an application or a website (including those of Canva) may not be used, except basic

geometric shapes such as lines, circles and squares. The Design must not have won a prize in another contest or have been the subject of an assignment of rights or an exclusive licence in favour of a third party.

5.5 Artificial intelligence: Designs generated entirely or mainly with a generative artificial intelligence tool (for example, an image generator using a text prompt, including the AI features of design software) are not eligible. The use of standard drawing, illustration or photo-editing tools is permitted.

5.6 Prohibited content: the Design must not:

a) contain any offensive, hateful, discriminatory, defamatory, obscene, violent, sexual or otherwise inappropriate message, symbol or image, or undermine the dignity of any person or group;

b) depict, reproduce or evoke a trademark, logo, trade name or branded product, or a character or any other protected element belonging to a third party;

c) incorporate any image, photograph, illustration, font, texture or other work or element for which the participant does not hold all the rights necessary for the uses provided for in these Official Rules, including the assignment provided for in section 11.4;

d) depict an identifiable person without their consent; or

e) violate any applicable law or regulation.

5.7 The Organizer may, in its sole discretion, refuse or remove at any stage of the Contest, including after the winner is announced, any Design that, in its opinion, does not comply with this section.

6. Pre-selection of the 24 Finalists

6.1 After the Entry Period, a jury made up of Next Move employees designated by the Organizer (the “Jury”) will evaluate the eligible Designs and pre-select twenty-four (24) of them (the “Finalists”).

6.2 The Jury evaluates each Design according to the following criteria:

a) originality and creativity (40%);

b) aesthetic quality and technical execution (30%);

c) fit with the world of Azul and legibility as a game tile (30%).

6.3 The Jury’s decisions are final and without appeal. If fewer than twenty-four (24) eligible Designs are received, the Jury may select fewer Finalists; the tournament bracket will then be adjusted, for example by giving some Finalists a bye in the first round.

7. Public Vote: Head-to-Head Tournament

7.1 The Finalists compete in a head-to-head tournament held on Next Move’s official Instagram and Facebook accounts (the “Platforms”). The planned schedule is as follows:

Stage	Format	Planned dates (EST)
Pre-selection	The Jury selects 24 Finalists	November 24 to December 4, 2026
Finalists announced	Publication of the 24 Designs and the tournament bracket	December 7, 2026
Round 1	12 matchups: 24 → 12 Designs	December 8, 10 a.m., to December 10, 2026, 10 a.m.
Round 2	6 matchups: 12 → 6 Designs	December 11, 10 a.m., to December 13, 2026, 10 a.m.
Round 3	3 matchups: 6 → 3 Designs	December 14, 10 a.m., to December 16, 2026, 10 a.m.
Final	Single vote among the 3 remaining Designs	December 17, 10 a.m., to December 20, 2026, 11:59 p.m.
Winner announced	Subject to section 10	December 22, 2026

7.2 First-round matchups are drawn at random among the Finalists. Subsequent rounds follow the bracket published when the Finalists are announced.

7.3 Each matchup is posted on each of the Platforms. The public votes using the method indicated in the post (for example, a poll, a reaction or a comment). Valid votes cast on the Platforms are added together, and the Design with the most valid votes when the matchup closes advances to the next round. In the final, the Design with the most valid votes is declared the winner, subject to section 10.

7.4 In the event of a tie, the Jury breaks the tie based on the criteria in section 6.2.

7.5 Voting is open to everyone and does not entitle voters to any prize. The Organizer may change the planned dates; any change will be announced on the Platforms and on the Next Move website.

8. Voting Integrity

8.1 Only one (1) vote per account per matchup is allowed.

8.2 The following are prohibited: buying votes and using bots, scripts, multiple or fake accounts, vote-exchange services or groups, or any other automated or fraudulent means. Finalists may invite their friends, family and community to vote by fair means.

8.3 The Organizer may void any vote it considers invalid and disqualify any Finalist who, directly or through a third party, has used a prohibited practice. The Organizer relies on the data provided by the Platforms and is not responsible for their errors, outages or changes.

9. Prize

9.1 One (1) prize only is offered: a trip to Portugal with a maximum value of **€3,000 (euros), taxes included** (the "Prize"), consisting of:

a) round-trip air transportation between an international airport designated by the Organizer, located as close as possible to the winner's place of residence, and Portugal;

b) hotel accommodation in Portugal; and

c) admission to the National Tile Museum (Museu Nacional do Azulejo) in Lisbon, subject to section 9.7.

9.2 The Prize is booked exclusively through the travel agency chosen by the Organizer. Flights, hotel, dates and length of stay are determined by the Organizer and the agency, in consultation with the winner, subject to availability and within the maximum value of the Prize.

9.3 Excess costs: if the total cost of the chosen trip exceeds €3,000, the excess must be paid by the winner directly to the travel agency before booking. If the total cost is less than €3,000, the difference will not be paid or credited to the winner.

9.4 Deadline: the trip must be completed no later than **December 31, 2027**. Any part of the Prize not used by that date is forfeited without compensation.

9.5 Costs not included: all costs not expressly included in section 9.1 are the winner's responsibility, including transportation between their home and the departure airport, local transfers, meals and drinks, insurance (travel, health, cancellation), passport, visa or travel authorization fees, baggage fees, municipal tourist taxes, gratuities and personal expenses.

9.6 Travel documents: the winner is solely responsible for obtaining a valid passport and any required visas and travel authorizations, and for meeting the entry requirements of Portugal and the Schengen Area. If the winner cannot obtain these documents or meet these requirements, they forfeit the Prize without compensation.

9.7 Museum closure: as of the date these Official Rules are published, the National Tile Museum is temporarily closed to the public for renovations, and no reopening date has been announced. If the Museum is not open to the public during the winner's stay, the Organizer will replace admission to the Museum with a tour or cultural activity related to azulejos in Lisbon, of equal or greater value, chosen by the Organizer.

9.8 The Prize must be accepted as awarded. It is not transferable, exchangeable or redeemable for cash, and no cash equivalent will be given. However, if the Organizer is unable to award the Prize, in whole or in part, for reasons beyond its control, it may substitute a prize of a similar nature and equal value or, at its discretion, a cash amount equal to the Prize's maximum value.

9.9 The winner is solely responsible for any taxes, duties and tax filings applicable to the Prize in their country of residence.

9.10 The odds of winning depend on the number of eligible entries received, the Jury's evaluation and the number of votes obtained in the public vote.

10. Awarding and Claiming the Prize

10.1 The participant whose Design wins the final (the "Selected Winner") will be contacted by email, at the address provided in the Form, within five (5) business days after the final closes.

10.2 To be declared the winner, the Selected Winner must, within ten (10) days after that email is sent:

a) reply to the Organizer's email;

b) if they reside in Canada, correctly answer, without mechanical, electronic or other assistance, a mathematical skill-testing question, by email, telephone or videoconference, as determined by the Organizer;

c) provide proof of identity and age;

d) complete, sign and return the confirmation form sent to them by the Organizer (this form is sent only to the Selected Winner), by which they confirm their eligibility and compliance with these Official Rules, accept the Prize and release the Organizer from all liability related to the Prize; and

e) sign and return the copyright assignment deed referred to in section 11.4.

10.3 If the Selected Winner cannot be reached, does not meet any of these conditions within the time allowed, declines the Prize or is declared ineligible, they forfeit the Prize. The Organizer may then offer the Prize to the Finalist who obtained the second-highest number of votes in the final, then to the third, subject to the same conditions.

10.4 The Organizer is not responsible for emails that are not received, including because of a spam filter or an incorrect address.

11. Intellectual Property

11.1 Participant's warranties: by submitting a Design, the participant represents and warrants that they are its sole author, that the Design is original, that they hold all the rights necessary to grant the licence and, where applicable, the assignment provided for in this section, and that the Design does not infringe any third-party right, including copyright, trademark rights, image rights or privacy rights.

11.2 Rights retained: subject to section 11.4, each participant retains the copyright in their Design.

11.3 Licence granted by all participants: by submitting a Design, each participant grants the Organizer, its affiliates and their agents a non-exclusive, worldwide, royalty-free licence, at no cost, to reproduce, publish, broadcast, communicate to the public and display the Design, together with the participant's name, in any medium (including websites, social media, newsletters, press releases, presentations and events), and to make the necessary technical adaptations (cropping, resizing, layout), **for communication purposes only** related to the Contest, Next Move and the Azul game. This licence does not allow the Organizer to commercialize the Design, including by reproducing it on a product for sale. It is granted for the duration of the Contest and for a period of five (5) years following the announcement of the winner; content published during that period may remain accessible in archives (for example, past social media posts) after the licence expires.

11.4 Assignment of rights by the winner: in consideration of the Prize, the winner assigns to the Organizer, exclusively and irrevocably, worldwide and for the full term of protection provided by law, all of their intellectual property rights, including all copyright, in the winning Design and in any version, sketch or derivative of it provided to the Organizer. The Organizer becomes its sole owner and may, among other things, reproduce, adapt, modify and publish it, incorporate it into products (including games, tiles, accessories and merchandise), sell, market and license it, and assign it to third parties, in any medium now known or later developed, without any consideration other than the Prize. The assignment takes effect upon signature of the written assignment deed referred to in section 10.2 e). The winner agrees to sign any other document reasonably required to confirm or register this assignment. After the assignment, the winner may show the Design in their personal portfolio, for non-commercial purposes, stating that it belongs to the Organizer.

11.5 Moral rights: to the extent permitted by applicable law, the winner waives the exercise of their moral rights in the winning Design, including the right to its integrity and the right to be identified as its author; the Organizer may nevertheless, without being required to, mention the winner's name. Each participant consents to the technical adaptations provided for in section 11.3. Where moral rights cannot be waived, the participant acknowledges that the uses provided for in these Official Rules do not infringe them.

11.6 Trademarks: Azul, Next Move and the elements of the Azul game are trademarks or protected elements of the Organizer or its licensors. Participation in the Contest does not grant any right to use them. Adobe Photoshop, Adobe Illustrator and Canva are trademarks of their respective owners, which are not associated with the Contest.

11.7 Similar creations: the Organizer receives and develops many ideas and creations. The participant acknowledges that the Organizer may have independently created, or may independently create, designs similar to theirs, and that no compensation will be owed to them on that basis.

12. Participant Responsibility and Indemnification

12.1 Each participant is solely responsible for the content of their Design.

12.2 If the Design incorporates an image or any other element for which the participant does not hold the rights, or otherwise infringes the rights of a third party, the participant will be held responsible for any claim, demand letter, lawsuit or proceeding brought against Plan B Games Inc. (Jeux Plan B inc.), its affiliates and their directors, officers, employees

and agents. The participant agrees to indemnify them and hold them harmless from all damages, losses, costs and expenses resulting from it, including reasonable legal fees.

12.3 In such a case, the Organizer may remove the Design, disqualify the participant and, where applicable, require the return of the Prize or of its value.

13. Use of Name

13.1 By entering, each participant agrees that the Organizer may publish, in communications related to the Contest, without compensation and for the period set out in section 11.3, their Design and first name if they are selected as a Finalist, and their Design, first name and country if they are declared the winner.

14. Privacy

14.1 Applicable laws

Personal information collected in connection with the Contest is processed in accordance with applicable privacy laws, in particular Quebec's Act respecting the protection of personal information in the private sector and, where applicable, the Personal Information Protection and Electronic Documents Act (PIPEDA). For participants and voters residing in the European Economic Area, the United Kingdom or Switzerland, the General Data Protection Regulation (GDPR), the UK GDPR and the Swiss Federal Act on Data Protection also apply. Participants may also benefit from the privacy laws of their country of residence.

14.2 Who is responsible for your personal information?

The organization responsible for the personal information collected in connection with the Contest is Plan B Games Inc. (Jeux Plan B inc.), doing business as Next Move Games, 4001 F.-X.-Tessier Street, Suite 100, Vaudreuil-Dorion, Quebec J7V 5V5, Canada.

14.3 What personal information is collected?

From participants:

- first name, last name, email address, country of residence and date of birth;
- the Design;
- the name, email address and photo of the Google account used to complete the Form. The upload field of the Form requires participants to sign in with a Google account, and Google records this information when the Form is submitted.

From the Selected Winner, in addition:

- proof of identity and age;
- for residents of Canada, the answer to the skill-testing question;
- the confirmation form and the copyright assignment deed, including name, postal address and signature.

From voters:

- the Instagram or Facebook handle and the vote (poll, reaction or comment) cast on the Platforms.

Participants' information is collected through the Form or, for participants who enter by email in accordance with section 4.2, through the email they send.

14.4 For what purposes and on what legal basis?

- **Administering the Contest:** verifying eligibility, managing entries, selecting the Finalists and the winner, organizing the vote and communicating with participants.
- **Publishing the Designs:** publishing the Finalists' Designs and, if provided, their handles on the Platforms.
- **Awarding the Prize:** verifying the Selected Winner's identity and age and executing the copyright assignment deed.

- **Preventing fraud and defending rights:** ensuring the integrity of the vote in accordance with section 8.

The Organizer will not use the personal information you submit for marketing purposes unless the participant separately opts in, and will never sell your personal information. The Organizer does not knowingly accept entries from individuals under 13.

14.5 Who has access to personal information?

- authorized personnel of the Organizer who need it for the Contest, including the members of the Jury;
- Google, which hosts the Form and stores the entries;
- Meta Platforms, Inc., on whose Platforms the Designs, handles and votes are published or cast. Meta processes this information under its own terms of use and privacy policy;
- the travel agency chosen by the Organizer, which may contact the Organizer to confirm the Selected Winner's identity.

Designs and handles published on the Platforms are visible to the public.

14.6 Is personal information communicated outside Quebec?
Personal information is processed by the Organizer in Canada. It may also be stored by Google on servers located outside Quebec, including in the United States. Information published on the Platforms is accessible worldwide. The European Commission has recognized that Canada provides an adequate level of protection for personal data processed by organizations subject to PIPEDA.

14.7 How long is personal information kept?

- Entries of participants who are not selected as Finalists are deleted within three (3) months after the winner is announced.
- Entries of Finalists are deleted within three (3) months after the Prize is awarded.
- Designs and first names published on the Platforms remain accessible for as long as the Organizer's accounts are active.
- The Selected Winner's proof of identity and age is deleted once eligibility has been verified. The confirmation form is kept until the Prize has been used, plus the applicable limitation period. The copyright assignment deed is kept for the duration of the rights, plus the applicable limitation period.
- The Organizer does not keep voters' handles after the end of the vote, except where necessary to handle a dispute about a voided vote. Information cast on the Platforms is kept by Meta under its own policies.

14.8 What are your rights?
Depending on the law applicable to them, participants and voters have the right to access their personal information, to have it corrected or deleted, to withdraw their consent, to object to its processing or request its restriction, and to receive it in a portable format.

To exercise these rights, they may contact the person in charge of the protection of personal information at CA-DPO@asmodee.com.

Participants who request the deletion of their information or withdraw their consent before the winner is announced will be deemed to have withdrawn their entry.

Participants and voters may also lodge a complaint with the competent authority: the Commission d'accès à l'information in Quebec, the Office of the Privacy Commissioner of Canada elsewhere in Canada, the supervisory authority of their country of residence in the European Economic Area, the Information Commissioner's Office in the United Kingdom, the Federal Data Protection and Information Commissioner in Switzerland, or the competent authority of their country of residence.

15. Social Media

15.1 The Contest is in no way sponsored, endorsed or administered by, or associated with, Meta Platforms, Inc., Instagram or Facebook. Each participant and voter fully releases these platforms from any liability relating to the Contest. The Designs, first names and votes published or cast on the Platforms are processed by Meta under its own terms of use and privacy policy. Participants and voters must comply with the Platforms' terms of use.

16. Limitation of Liability

16.1 To the extent permitted by applicable law, the Organizer, its affiliates, the travel agency and their directors, officers, employees and agents are not responsible for: a) any technical failure, network or server problem, Platform outage or other problem preventing or disrupting entry or voting; b) any error in the vote count displayed by the Platforms; or c) any damage resulting from participation in the Contest or from the acceptance or use of the Prize, including during the trip.

16.2 Carriers, hotels and other travel providers are solely responsible for their services. Any delay, cancellation, change or other problem attributable to them is governed by their own terms and conditions.

16.3 The Organizer is not responsible for any failure to perform its obligations due to force majeure or any event beyond its control, including a strike, pandemic, natural disaster, armed conflict, travel restriction or government decision.

17. Amendment, Suspension or Cancellation

17.1 The Organizer may amend these Official Rules or the Contest dates, or suspend or cancel the Contest, in whole or in part, in the event of fraud, technical failure, force majeure or any other event that compromises its proper conduct or integrity. Any amendment will be published on the Next Move website. If the Contest is cancelled, the Organizer may, where possible, award the Prize according to the planned process among the valid entries received up to that point.

18. Disqualification

18.1 The Organizer may disqualify any person who breaches these Official Rules, provides false information, enters or attempts to enter fraudulently, manipulates or attempts to manipulate the vote, or engages in abusive, harassing or threatening behaviour towards other participants, voters or the Organizer's employees.

18.2 Any attempt to damage the Next Move website, the Platforms or the legitimate operation of the Contest may violate civil and criminal laws. The Organizer reserves the right to pursue any remedy, including damages.

19. Governing Law and Disputes

19.1 These Official Rules are governed by the laws of the Province of Quebec and the federal laws of Canada applicable therein, subject to any mandatory provisions of the law of the participant's country of residence that grant them greater protection. Subject to the same reservation, the competent courts of the Province of Quebec have exclusive jurisdiction over any dispute relating to the Contest.

20. Language

20.1 These Official Rules are available in English, French, German, Dutch, Italian, Danish, Norwegian, Finnish, Swedish and Japanese. In the event of any discrepancy between the versions, the English version prevails, except for residents of Quebec (Canada), for whom the French version prevails.

21. General Provisions

21.1 The Organizer's decisions regarding the Contest are final, subject to applicable law.

21.2 If any provision of these Official Rules is found to be invalid or unenforceable by a competent court, it will be deemed severed, and the remaining provisions will remain in effect.

21.3 No correspondence will be exchanged with participants, except with the Finalists and the winner or in response to a question addressed to the Organizer.

21.4 These Official Rules are available free of charge on the Next Move website at https://www.nextmove-games.com/en/azul/azul-create-your-own-tile/ and on request at the email address given in section 1.3.

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