

UPLIFT Innovation Challenge

Official Rules and Terms & Conditions

Official Rules

No Purchase Necessary

Sponsored by Amgen Inc., One Amgen Center Drive, Thousand Oaks, California 91320 (“Sponsor”). Void where prohibited. All entrants agree to be bound by these Official Rules.

Eligibility

The Understanding Psoriatic Disease Leveraging Insights for Treatment (UPLIFT) Innovation Challenge (“Challenge”) will be open to all psoriasis and psoriatic arthritis patient organizations classified as a not-for-profit, or non-governmental organization (NGO) within their country. The patient organization does not need to be an existing or previous partner of Amgen Inc. to enter.

To be eligible to participate, any party that submits an entry for the Challenge (“Applicant”) must:

- Agree to all Terms and Conditions
- Designate a dedicated point of contact within the patient organization to receive all Challenge related communications
- Confirm the patient organization can legally receive a donation or grant from Amgen¹

Scope and restrictions:

- Patient organizations must be classified as a not-for-profit, or non-governmental organization (NGO) within their country and must abide by their local and regional laws. Participation is limited to where allowed by local law.
- Consideration for donation or grant will not be given to individuals, medical facilities or research institutions. Nor will applications be accepted for pre-clinical, clinical or translational research programs.
- Each patient organization may submit only one entry.
- Applications must be complete to be eligible for consideration.
- Applications must address the 2021 Challenge question: “How can we unite people living with psoriatic disease and their healthcare providers to achieve optimal health outcomes?”

One (1) successful applicant will be selected based on the established judging criteria by an external judging panel. Judging panel to consist of: one (1) representative of the International Federation of Psoriasis Associations (IFPA), one (1) dermatology-focused healthcare professional, one (1) rheumatology-focused healthcare professional and one (1) patient representative.

¹Amgen exercises diligence in ensuring compliance with local law and policy. All patient organizations are strongly encouraged to consult country specific law and compliance guidance before applying as certain countries are unable to receive these types of donations and grants based on local law or policy. Your submission could be impacted by these laws at any time throughout the application process. We appreciate your understanding and support.

The successful applicant will receive a one-time donation or grant of \$25,000.00 USD (or equivalent in local currency) to be used to support the activation of their submitted idea or program.

The successful applicant must agree to share two (2) reports with Amgen, consisting of:

- One (1) mid-stage progress report detailing work to date toward implementation solution or innovation approximately six months following receipt of donation or grant; and
- One (1) report upon the completion of the project (approximately 12 months post donation or grant) sharing the final solution or innovation and the impact it has made.

Terms & Conditions

(A) Application: Each Application must be submitted to Amgen via email at UPLIFTInnovationChallenge@dna-comms.com by August 30, 2021 at 23:59 Eastern Daylight Time.

(B) Application Parameters: Applications (i) must be the 100% original and sole creation of the entrant and all rights, title and interest, including but not limited to the copyright in any Application, must be owned solely by the Applicant, (ii) may not have been submitted in any other competition prior or subsequent to the date of entry into this Challenge, (iii) may not have been an initiative previously funded by Amgen or any of its affiliates or subsidiaries, (iv) may not infringe upon any third party's rights, including but not limited to copyright, patent or trademarks/tradenames/logos, or rights of privacy or publicity, or contain material that is or may be considered defamatory, slanderous or libelous, or portray or depict any person, product or entity in a false light, (v) must be truthful and accurate in all respects, (vi) may not violate any law, rule or regulation, (vii) may not contain any virus, bugs or other deleterious material, and (viii) may not contain or depict, for example but not limited to, profanity, defamatory statements, words or symbols widely considered offensive to individuals of any certain race, ethnicity, religious, sexual orientation or socioeconomic group, threats to any person, place, business, group or world peace; and each entrant warrants and represents that his/her Application complies with all of those conditions. Applications cannot contain, among other things, the trademark, tradename or logo of any third party or entity or product (including but not limited to the trademark, tradename or logo of any product competitive with any product of Sponsor, and including, but not limited to, on clothing), cannot contain, name, depict or describe any person (living, dead or fictional) other than the entrant and cannot contain any material that is protected by copyright. Any non-complying Application with these Official Rules will be subject to disqualification. By entering, each Applicant grants permission for the use of his/her Application, and his/her name, patient organization logo and likeness, to be posted on the Internet (including the Website and social media) in connection with this Challenge, and the advertising, promotion, and publicity of the Challenge, and otherwise, as stated in these Official Rules (as solely determined by Sponsor); and each Applicant warrants and represents that he/she has all right and authority to grant such permission. Notwithstanding anything to the contrary, however, there is no obligation of the Sponsor or any other person or entity to post or make any use of the Application of any particular Applicant, or of any Applicant's information.

(C) Conditions of Submission: Only fully completed applications are eligible. Proof of submission will not be deemed to be proof of receipt by Sponsor. Notwithstanding anything to the contrary, Sponsor reserves the right to disqualify any Application that Sponsor, in its sole opinion, deems inappropriate. Applications that do not conform to these Official Rules or are submitted in any manner other than stated in these Official Rules will be disqualified. Amgen reserves the right to

suspend, postpone, cease, terminate or otherwise modify the Challenge at any time, without assigning any reason, at its sole option and discretion and Amgen shall have no liability, whatsoever, in any such event. Any party that submits an entry to be considered for the Challenge must comply with all terms and conditions set forth in these Official Rules and being selected is contingent upon fulfilling all requirements. Finalists will be selected by Amgen. The successful applicant will be selected by a four (4) person panel of external judges. The Challenge will occur under the guidance of Amgen. Applicants agree to be bound by these rules and the decision of Amgen and the judges, whose decisions are final. If a potential finalist, or successful applicant cannot be contacted and does not reply with appropriate affidavit and contact information within three (3) working days after the first attempt to contact such potential finalist, or successful applicant, an alternate Applicant will be selected in their place based on score and judges' discretion. Should a finalist drop-out or be determined ineligible, the judges may select an alternate based on scoring and at their discretion, to encourage diversity of projects.

Successful Applicant

A one-time donation or grant of \$25,000.00 USD (or equivalent in local currency) will be donated. The monetary donation or grant must be applied to proposed initiatives. Odds of being deemed successful applicant are dependent upon number of entries submitted and strength of entry based on the judgment of the judges.

There will be no substitutions. Donations or grants awarded are non-transferable and may not be exchanged or redeemed for cash, sold, or traded.

Miscellaneous

Amgen may publish the following information regarding the Applicants on Amgen's website, within press materials and on Amgen owned social media channels: Applicant name, Applicant logo, project title and a brief description of the project. All efforts on the part of Amgen will be in good faith to maintain correct acknowledgment of the Applicant. Amgen will not make any other information from the Applications available to any outside party with the exception of the Applications from the finalists which will be shared with the judges of the Challenge. Please NOTE: Applicants retain full intellectual property ("IP") rights to their submitted concepts.

1. All participants retain ownership of any software or research they develop or any other IP rights they create; this IP will not be used by Amgen unless there is explicit agreement with the participants regarding this use.
2. Likewise, Applicants are free to publish papers in journals of their choice or create presentations describing their submissions (including relevant excerpts from the Amgen material where appropriate and with the proper acknowledgment of the source).
3. Amgen will select up to four (4) external experts who have familiarity with unmet patient needs, understand the value of innovation, and have no conflict of interest within the therapeutic category to serve as judges for the Challenge.
4. Amgen retains all right, title and interest in and to any materials, which Amgen provides to Applicants in connection with the Challenge. Applicants may only use such materials for the purposes of this Challenge and for the duration of this Challenge. If Applicants use non-Amgen materials, they are responsible for securing the necessary rights to use such non-Amgen materials for the purposes of the project.
5. Agreeing to receive email news updates does not affect chances of becoming the successful applicant.
6. Posting a link for the Challenge on social media channels does not increase your chances of becoming the successful applicant. The companies owning these social media channels are not the Sponsor of the Challenge.

In the event of a dispute, entries made by Internet will be deemed made by the authorized account holder of the email address submitted at the time of entry. The "authorized account holder" is deemed the natural person who is assigned to an email address by an Internet access provider, service provider or other provider that is responsible for assigning email addresses for the domain associated with the submitted email address. A potential successful applicant may be requested to provide Amgen with proof that the potential successful applicant is the authorized account holder of the email address associated with the selected entry. If for any reason the Challenge is not capable of running as planned, including due to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failure, human error or any other causes beyond the control of Amgen that corrupt or affect the administration, security, fairness, integrity, or proper conduct of the Challenge, Amgen reserves the right in their sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the Challenge. Amgen assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries. Amgen is not responsible for any problems or technical malfunction of any, computer online systems, servers, or providers, computer equipment, software, failure of any email or entry to be received by Amgen on account of technical problems or traffic congestion on the Internet or at any web site, any combination thereof, or otherwise, including any injury or damage to entrant's or any other person's computer related to or resulting from participation or downloading any materials in the Challenge. Amgen is not responsible for late, lost, illegible, incomplete, stolen, or misdirected entries.

CAUTION: ANY ATTEMPT BY AN APPLICANT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CHALLENGE MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, AMGEN RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

DISPUTE RESOLUTION/CHOICE OF LAW: Except where prohibited, each entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Challenge shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court or the appropriate State Court located in California; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with participating in this Challenge, but in no event attorneys' fees; and (3) under no circumstances will participant be permitted to obtain awards for, and Applicant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. Applicants agree not to file a claim or bring a cause of action in a court of law against any of the judges of the Challenge for the conduct of the Challenge or the selection of the successful applicants.

All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the participant and releases in connection with the Challenge, shall be governed by, and construed in accordance with, the laws of the State of California without giving effect to any choice of law or conflict of law rules (whether of the State of California or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of California