



**TEALIUM INC.
BEASTCOIN CONTEST
OFFICIAL RULES
SPONSORED BY: TEALIUM INC.**

1. Beastcoin Contest Description: Tealium Inc. (“Tealium”) invites all persons who register and attend the 2019 Digital Velocity Conference (“DV”) in London, UK to earn Beastcoins to be eligible to receive DV Rewards (as defined below)! These official rules (“Official Rules”) govern this Beastcoin Contest.

DV is scheduled to take place at the Brewery in London, UK on or around 11 June, 2019 through 12 June, 2019. Dates and location are subject to change.

2. Contest Period: The Beastcoin Contest begins on 11 June, 2019, at 07:30 GMT +1, and ends on 12 June, 2019, at 15:45 GMT +1 (“Beastcoin Contest Period”). Tealium’s computer is the official time-keeping device for the Beastcoin Contest Period.

3. Qualifications: To participate in the Beastcoin Contest and qualify to receive DV Rewards, you must be registered and actually attend DV, and download the Beastcoin APP (“APP”) to a smartphone or tablet with capabilities to run the APP.

Earning Beastcoins

4. Earning Beastcoins: Subject to the terms, conditions, and limitations herein, and verification by Tealium, Tealium is offering you the opportunity to be eligible to earn DV Rewards by earning Beastcoins by completing the activities listed below (“Beastcoin Activities”):

(a) Complete the Sponsor Passport: You can earn a maximum of 30 Beastcoins by visiting nine (9) Sponsor Booths and obtaining one sticker on your Sponsor Passport for each Sponsor Booth visited. You must bring your completed Sponsor Passport to the Tealium Surf Shop. A Tealium employee will verify the completed Sponsor Passport, in Tealium’s sole discretion, and manually award the 30 Beastcoins. The completed Sponsor Passport must be brought to the Tealium Emproium no later than 12 June, 2019 at 16:00 GMT +1.

(b) Attend a Breakout Session. You can earn 20 Beastcoins for each roundtable session that you attend during DV. A Tealium representative must scan your badge at the roundtable session in order to be awarded Beastcoins. Beastcoins will not be awarded retroactively if you fail to have your badge scanned at the roundtable session. You may earn a maximum of 80 Beastcoins for this activity.

(c) Attend a Demonstration. You can earn 15 Beastcoins for each demonstration at a Sponsor Booth that you attend during DV. A Sponsor representative must scan your badge at the Sponsor’s Booth in order to be awarded Beastcoins. Beastcoins will not be awarded retroactively if you fail to have your badge scanned at the demonstration. You may earn a maximum of 150 Beastcoins for this activity.

(d) Visit Sponsor Booths. You can earn 5 Beastcoins for each Sponsor Booth that you visit during DV. A Sponsor representative must scan your badge at the Sponsor’s Booth in

order to be awarded Beastcoins. Beastcoins will not be awarded retroactively if you fail have your badge scanned by the Sponsor. You may earn a maximum of 50 Beastcoins for this activity.

(e) Complete the G2 Survey. You can earn 100 Beastcoins for completion of the survey at the G2 Booth during DV. A G2 Representative must scan your badge at the G2 Booth in order to be awarded Beastcoins. Beastcoins will not be awarded retroactively if you fail to have your badge scanned at the G2 Booth after completing the survey. You may earn a maximum of 100 Beastcoins for this activity.

(f) Share Contact Information with Sponsor for Meeting. You can earn 10 Beastcoins for agreeing to share your contact information with a Sponsor at registration, with the understanding that the Sponsor will contact you for a meeting. A Tealium employee will verify your agreement to share your contact information with a Sponsor, in Tealium's sole discretion, and manually award the 10 Beastcoins. You may earn a maximum of 90 Beastcoins for this activity.

(g) Post and Tag Pictures on Twitter. You can earn 5 Beastcoins for posting a picture on Twitter using the hashtag #DVEU during DV. The picture must be at DV or contain some element of DV. The picture and caption must not be obscene, defamatory or derogatory in any way. A Tealium employee will verify the posting, in Tealium's sole discretion, and manually award the 5 Beastcoins. There is no maximum of Beastcoins that you can earn for this activity. Tealium will be regularly checking the hashtag #DVEU throughout the Contest Period to verify activity and award Beastcoins.

DV Rewards

5. Upon obtaining 10 Beastcoins, you are eligible to redeem Beastcoins for DV Rewards. All redemptions need to be requested through the APP. You may start redeeming Beastcoins for DV Rewards on 11 June, 2019 at 07:30 GMT +1. You must redeem your Beastcoins for DV Rewards no later than 12 June at 16:00 GMT +1. A Beastcoin may only be used once towards a DV Reward. After you request a redemption, the required Beastcoins will be removed from your account in the APP. Following are the DV Rewards and the Beastcoin amounts necessary for each:

<u>DV Reward</u>	<u>Beastcoins Required</u>
Jelly Bellies Sleeve	10
Carry-On Kit	10
Compact Travel Set	10
Beast Plush	10
Baseball Cap	10
Passport Wallet	15
T-shirt	20
Universal Travel Charger	25
Water Bottle	40

There is a limited quantity available of each DV Reward. Once you request a redemption of Beastcoins, the quantity available will decrease. You may not request a DV Reward once the quantity available reaches 0. You may redeem Beastcoins for duplicate prizes. Following are the available amounts of each DV Reward:

<u>DV Reward</u>	<u>Quantity Available</u>
Jelly Bellies Sleeve	250
Carry-On Kit	150
Compact Travel Set	100
Beast Plush	100
Baseball Cap	100
Passport Wallet	100
T-shirt	Size XS: 5 Size S: 15 Size M: 25 Size L: 30 Size XL: 20 Size 2XL: 5
Universal Travel Charger	100
Water Bottle	100

Tealium understands that you may have an employee code of conduct which requires reporting any and all prizes received from the Beastcoin Contest, including the retail value of items received. By accepting any DV Reward, you represent to Tealium that acceptance of that DV Reward does not violate your employee code of conduct or other employer policies. Following is the approximate retail value of each DV Reward:

<u>DV Reward</u>	<u>Approximate Retail Value</u>
Jelly Bellies Sleeve	\$1.55
Carry-On Kit	\$2.92
Compact Travel Set	\$3.30
Beast Plush	\$5.25
Baseball Cap	\$6.25
Passport Wallet	\$5.90
T-shirt	\$10.00

Universal Travel Charger	\$13.35
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If required, Tealium can provide documentation reflecting the approximate retail value of all DV Rewards you receive.

6. Beastcoin Grand Prize: The person who earns the most Beastcoins during the Beastcoin Contest Period, as solely determined by Tealium, is eligible to receive the Beastcoin Grand Prize. Redemption of Beastcoins does not reduce the total amount of Beastcoins earned. If there is a tie, the names of all persons who earned the highest amount of Beastcoins will be placed into a random draw and one name will be drawn as the Beastcoin Grand Prize winner. The Beastcoin Grand Prize is an Inflatable Paddle Board with an approximate retail value of \$399.00. The Beastcoin Grand Prize Winner may request the Grand Prize to be shipped at no charge to the Grand Prize Winner.

7. Pickup of DV Rewards: Any and all DV Rewards that you have redeemed or been awarded will be available for pickup starting on 11 June, 2019 at 07:30 GMT +1 at the Tealium Emporium. All DV Rewards must be picked up no later than 12 June, 2019 at 16:00 GMT +1 or the DV Reward will be forfeited.

8. Affidavit and Release: In Tealium's discretion, each potential winner will be required to sign and return to Tealium, at the time of DV Reward pickup, an affidavit with respect to the potential winner's employee code of conduct and publicity release and waiver, in order to claim the DV Reward. If a potential winner fails to sign and return the affidavit and publicity release and waiver, the DV Rewards will be forfeited or awarded to an alternate, in Tealium's sole discretion.

9. Additional DV Reward Conditions: You may be subject to an employee code of conduct or other employer policy which prohibits receipt of items of value over a certain amount. If you earn a DV Reward that exceeds that amount, Tealium may, in its discretion, provide you with an alternate DV Reward that is equal or less than the maximum amount you may receive. You acknowledge and agree that you will ensure that no DV Reward that you accept will violate your employee code of conduct or any other employer policy and that you will report any accepted DV Rewards as per your employee code of conduct or other employer policy.

10. Who Can Enter: The Beastcoin Contest is open to DV attendees who are at least 18 years old, or the age of majority in the entrant's legal state (or territory) of residence. Employees of Tealium, as well as their immediate household family members (including spouse, parents, siblings, and children, if applicable) are not eligible to participate in the Beastcoin Contest.

11. Important Tax Information: Tax regulations require Tealium to include the value of all DV Rewards made to you or on your behalf on a 1099-MISC tax reporting form if the DV Rewards equal or exceed USD \$600.

12. General Conditions: Subject to all applicable federal, state, provincial, territorial, and local laws and regulations. Void where prohibited by law. By participating in the Beastcoin Contest, and accepting any DV Reward, you confirm your full and unconditional agreement to these Official Rules and Tealium's decisions, which are final and binding in all matters related to the Beastcoin Contest. Achieving or accepting any DV Reward that may be awarded in the Beastcoin Contest is contingent upon fulfilling all requirements herein, tax, regulatory, and legal obligations (including completion of any forms required in connection therewith), and any other requirements set forth in these Official Rules, which shall all be at your sole obligation. Tealium reserves the right to cancel, suspend, and/or modify the Beastcoin Contest, or any part of thereof for any reason, including due to force majeure (including an act of terror or war), or if any fraud, technical failure, or any other factor beyond Tealium's reasonable control impairs the integrity or proper functioning of the Beastcoin Contest in any manner, or for any reason related to the administration of the Beastcoin Contest, as determined by Tealium in its sole discretion. Tealium

reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the operation of the Beastcoin Contest or to be acting in violation of these Official Rules, or in an unsportsmanlike or disruptive manner. Tealium's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision or any other provision herein. If any part of these Official Rules is declared invalid or unenforceable by a court of competent jurisdiction, it shall not affect the validity of the balance of these Official Rules.

13. Limitation of Liability: Tealium and the Sponsors are not responsible for: (1) any incorrect or inaccurate information, whether caused by you, printing errors, or by any of the equipment or programming associated with or utilized in the Beastcoin Contest; (2) technical failures of any kind, including, but not limited to, malfunctions, interruptions, or disconnections in phone lines, cable connections, badge scanners, or network hardware or software; (3) technical or human error which may occur in the administration of the Beastcoin Contest, DV Reward redemptions, and/or winner confirmations; (4) any lost, late, delayed, corrupted, undelivered, or undeliverable DV Reward notifications; (5) any cancellation, suspension or modification of the Beastcoin Contest; or (6) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from your participation in the Beastcoin Contest or receipt or use or misuse of any DV Reward that may be awarded. If for any reason your Beastcoins are confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, your sole remedy is to earn additional Beastcoins during the Beastcoin Contest Period, provided that if it is not possible to earn additional Beastcoins for any reason, including due to discontinuance of the Beastcoin Contest, none shall be awarded.

14. Beastcoin Challenge Winners List and Rules: For a list of winners and/or a copy of these Official Rules, send a hand-printed, self-addressed, stamped envelope to "Beastcoin Contest 2019" at 11095 Torreyana Road, San Diego, California 92121.

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