

## GENSHIN IMPACT’S PARTNER PROGRAM ON TWITCH

### Official Rules

This GENSHIN IMPACT’S PARTNER PROGRAM ON TWITCH (“Contest” or “Program”) is sponsored by COGNOSPHERE PTE. LTD. (“Sponsor”). By participating in the Contest, each entrant unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of Sponsor, which shall be final and binding in all respects. Sponsor is responsible for the collection, submission or processing of Entries (as defined below) and the overall administration of the Contest. Entrant should look solely to Sponsor with any questions, comments, or problems related to the Contest. Sponsor may be reached by email at [genshinimpact\\_community@hoyoverse.com](mailto:genshinimpact_community@hoyoverse.com) during the Contest Period.

NO PURCHASE NECESSARY TO ENTER OR WIN. MAKING A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Eligibility: The Contest is open only to nature person and legal residents of following countries and regions: Australia, Canada (excluding Quebec), Contiguous United States, France, Germany, Indonesia, Italy, Malaysia, Mexico, Brazil, Philippines, Qatar, Russia, Saudi Arabia, Singapore, South Korea, Spain, Taiwan, Thailand, United Arab Emirates, United Kingdom, and Vietnam (“Eligible Locations”), and who are at least as old as the minimum age of majority in the jurisdiction from which they enter the Contest. ENTRANTS IN THIS CONTEST MUST HAVE (1) A VALID USER ACCOUNT OF GENSHIN IMPACT (“GENSHIN IMPACT ACCOUNT” or “UID”), AND (2) A VALID INDIVIDUAL USER ACCOUNT OF TWITCH (“TWITCH ACCOUNT”). Those who are employees of Sponsor or their affiliates, subsidiaries, representatives, agency, and other entity involved in the administration or fulfillment of the Contest (such as TWITCH Interactive Limited and its affiliates) (collectively “Sponsor and its Agents”) or who are immediate family members or persons living in the same household of each such employee are not eligible. This Contest is subject to all applicable laws and regulations and is void where prohibited or restricted by law.

2. Timing: The Contest begins on July 13, 2022 at 19:00:01 (UTC+8) and ends on August 24, 2022 at 23:59:59 (UTC+8) (the “Contest Period”) and consists of the phases set forth in the chart below:

Phase	Start Time	End Time
Registration Phase	July 13, 2022 at 19:00:01 (UTC+8)	July 17, 2022 at 23:59:59 (UTC+8)
Live-Streaming Phase	July 14, 2022 at 0:00:01 (UTC+8)	August 7, 2022 at 23:59:59 (UTC+8)
Final Judging Phase	August 8, 2022 at 0:00:01 (UTC+8)	August 24, 2022 at 23:59:59 (UTC+8)

IMPORTANT NOTICE TO ENTRANTS: ENTRANTS ARE RESPONSIBLE FOR DETERMINING THE APPLICABLE CONTEST ENTRY PERIOD TIMES IN THEIR RESPECTIVE TIME ZONES. SPONSOR’S DATABASE CLOCK WILL BE THE OFFICIAL TIMEKEEPER FOR THIS CONTEST.

3. How to enter: During the Registration Phase, visit **【<https://hoyo.link/f3dPbDA6>】** (the “Contest Site” or “Site”) and follow the directions to finish the registration, and conduct your live-streaming (“Entry/Entries”) on Twitch under the category of Genshin Impact. Every Entrant will have their progress logged in up to 25 hours after successful registration, actual registration time shall be confirmed by Sponsor’s Staff and be noticed by an email sent by [noreply.news@e-mail.hoyoverse.com](mailto:noreply.news@e-mail.hoyoverse.com). By uploading your Entry, you agree that it conforms to the Guidelines and Restrictions as defined below, and that Sponsor, may disqualify you from the Contest if it believes, in its sole discretion that your Entry fails to conform to the Guidelines and Restrictions. In Registration Phase, Entrants shall bind your TWITCH ACCOUNT to UID. Entrant fails to bind the account will lose the eligibility to claim awards.

Guidelines and Restrictions:

- Format Requirements  
Entries must be in the format of live streaming and be applicable to Twitch;
- Content Requirements
  - ✧ Entries must pertain to the electronic game Genshin Impact (“Genshin Impact”) by portraying the scenery and story during the adventure on Teyvat, as determined by Sponsor in its sole discretion. At least 80% live-streaming time should be the display of gameplay or contents in material connection with Genshin Impact. The entrant who deliberately or maliciously submitting Entry that is not in related to Genshin Impact will be disqualified from contests and/or events sponsored or held by Sponsor in perpetuity. Entries can be original derivative works based on characters, scene, storyline, and background music of Genshin Impact (collectively “Contest Assets”); or screen recording of the gameplay. For purposes of this Contest, all Entries will be presumed authored by the person submitting the Entries. No group or multi-author(ed) works will be recognized in this Contest.
  - ✧ Entries in this Contest must not contain any pornography, or other illicit, illegal, defamatory, morally offensive or obscene content, as determined by Sponsor in its sole discretion. Sponsor, in its sole discretion, reserves the right to disqualify any Entry containing racial, religious, or ethnic slurs, explicit language, obscene, pornographic, violent, or sexual content, or libel, hate speech, references to alcohol, drugs or other illicit substances, or otherwise objectionable, offensive, illegal, inappropriate or prohibited material.
  - ✧ Entrants warrant that their Entries contain only Contest Assets, if any, and/or their own ORIGINAL CREATIONS. Any re-recording of other third-party’s live-streaming is prohibited. Entrants further warrant their Entries do not contain any third party copyrighted materials, and otherwise do not violate or infringe the rights, including, without limitation, copyrights, trademark rights or rights of publicity/privacy, of any third party. Sponsor reserves the right to disqualify the entrant, who maliciously or deliberately infringe any rights (including intellectual property rights and moral rights) of other third party, from any contest sponsored or held by Sponsor in perpetuity
- Limitations
  - ✧ Each entrant may participate the Contest using ONE (1) TWITCH ACCOUNT during the Contest Period. Entries received from any TWITCH ACCOUNT in excess of the stated limit will be void. Entries generated by script, macro or other automated means are void.

Final eligibility for the award of any prize is subject to the eligibility verification of Sponsor at its sole discretion.

Uploading an Entry constitutes an entrant's consent to give Sponsor a royalty-free, irrevocable, sublicensable, non-exclusive license to use, reproduce, modify, publish, create derivative works from, and display such Entry (including the moral right and portraiture right therein) in whole or in part, on a worldwide basis, and to incorporate it into other works, in any form, media or technology now known or later developed, including for promotional or marketing purposes. If requested, entrant will sign any documentation required for Sponsor or its designees to make use of the non-exclusive rights entrant is granting herein. Sponsor and its Agents are not responsible for lost, late, stolen, damaged, incomplete, invalid, un-intelligible, garbled, delayed or misdirected Entry, all of which will be void. Physical copies (if any) of Entries become the property of Sponsor and will not be returned.

By submitting an Entry containing the facial likeness, voice, appearance, and/or other personal information (collectively "Appearance") of other third party, the entrant shall ensure and warrant, at its sole effort and cost, that he/she has obtained a duly license or authorization from such third part to use his/her Appearance in the Entry for this Contest. The sponsor reserves the right to remove an Entry and disqualify the entrant if any third party claim to Sponsor with prima facia evidence that the Entry/entrant violates legal rights of such third party.

By providing any Contest Assets for entrants' use, Sponsor is granting entrants a limited, non-exclusive, non-transferable, non-sublicensable, non-assignable, and non-commercial license to use the Contest Assets solely in connection with, and as a part of, the Contest. Entrants shall otherwise have no right, title or interest in or to any Contest Assets except as otherwise granted by Sponsor, and any use of the Contest Assets (including use of the Entry that contains Contest Assets) other than as permitted by these Official Rules may constitute copyright and/or trademark infringement.

#### 4. Winner Determination:

The Sponsor will select winners in accordance with the following criteria:

##### Streamer Bonus

##### (1) AWARD ONE -- Streaming Duration Challenge:

Prize will be distributed to the winner based on the live-streaming duration within the Live-Streaming Phase. Different milestones are set with tiered rewards. (Prizes are limited and sorted in order of completion)

##### (2) AWARD TWO – Average Concurrent Viewers Challenge:

Winners will be determined by the AVERAGE CONCURRENT VIEWERS of his/her TWITCH ACCOUNT during the Live-Streaming Phase. Different milestones are set with tiered rewards. (Prizes are limited and sorted in order of completion)

##### Platinum Streamer Challenge

Entrants shall complete the first milestone of "Stream Duration Challenge" in Streamer Bonus to be eligible to get award in Platinum Streamer Challenge.

##### (3) AWARD THREE – Popular Streamer Challenge

Winners will be determined by the number of TOTAL VIEWER COUNTS of each entrant during the Live-Streaming Phase.

##### (4) AWARD FOUR – The Best Creator Challenge

Winners will be determined by the number of AVERAGE CONCURRENT VIEWERS of each

entrant during the Live-Streaming Phase.

ONE (1) PRIZE PER WINNING PERSON WILL BE AWARDED IN THIS CONTEST. WINNERS SELECTED FOR MULTIPLE AWARDS WILL RECEIVE ONLY THE PRIZE WITH THE HIGHEST APPROXIMATE MARKET VALUE. The odds of winning depend upon the number of eligible entries received and relative skill of entrants.

#### 5. Prizes:

Please be noted that the Prizes are not instant available, after the event ends, all Prizes will be censored by the Sponsor staff. Qualified Entrants will receive the in-game rewards by in-game mails.

#### Streamer Bonus

##### (1) Streaming Duration Challenge:

- ✧ Stream 6 Hours: Each winner will receive 200 Primogems in total. (15,000 winners)
- ✧ Stream 9 Hours: Each winner will receive 400 Primogems in total. (12,000 winners)
- ✧ Stream 12 Hours and more: Each winner will receive 800 Primogems in total. (10,000 winners))

##### (2) Average Concurrent Viewers Challenge:

- ✧ Reach 10 Concurrent Viewers: Each winner will receive 200 Primogems. (1200 winners)
- ✧ Reach 30 Concurrent Viewers: Each winner will receive 400 Primogems. (500 winners)
- ✧ Reach 50 Concurrent Viewers: Each winner will receive 600 Primogems. (250 winners)

#### Platinum Streamer Challenge

##### (3) Popular Streamer Challenge:

- ✧ Top 21- Top 50 Entrant: Each winner will receive 1600 Primogems \$50 Twitch Gift Subscriptions.
- ✧ Top 6- Top 20 Entrant: Each winner will receive 3200 Primogems \$100 Twitch Gift Subscriptions.
- ✧ Top 1- Top 5 Entrant: Each winner will receive 5000 Primogems and \$500 Twitch Gift Subscriptions

##### (4) The Best Creator Challenge:

- ✧ Top 21- Top 80 Entrant: Each winner will receive 1600 Primogems \$50 Twitch Gift Subscriptions.
- ✧ Top 6- Top 20 Entrant: Each winner will receive 3200 Primogems \$100 Twitch Gift Subscriptions.

Top 1- Top 5 Entrant: Each winner will receive 5000 Primogems and \$500 Twitch Gift Subscriptions

(Extra Bonus Twitch Homepage Carousel Feature: This Extra Bonus is only available to entrants in Brazil, Contiguous United States, France, German, Mexico and South Korea. The entrant with most AVERAGE CONCURRENT VIEWER of each territory will be selected as the winner, and The winner should also satisfy Twitch related Policy and Twitch Partner Requirements.

Prizes cannot be transferred, redeemed for cash or substituted by winner. The approximate market value of the prize represents Sponsor's good faith determination. That determination is final and binding and cannot be appealed. If the actual value of the prize turns out to be less than the stated

approximate market value, the difference will not be awarded in cash. Sponsor makes no representation or warranty concerning the appearance, safety or performance of any prize awarded. Sponsor will not replace any lost or stolen prize items. All applicable taxes, fees, and surcharges are the sole responsibility of the prize winner. Failure to comply with the Official Rules will result in forfeiture of the prize. All intangible prizes and in-game redeem code (if any) will expire on Aug 23, 2022 (UTC +8) if entrants do not claim them. Winners shall redeem the code and rewards before the deadline.

6. Notification: The potential winner list will be displayed on the Contest Site in FIVE (5) days after the Contest Period. Except where prohibited, each potential winner will be required to fill up the Winner Information Collection Form (including the user ID of Genshin Impact and personal email address) displayed on the Contest Site and submit it within TEN (10) days of the date winner list published, in order to claim his/her prize. It's entrants' own responsibility to check the winner list, and Sponsor will not send notice or email to each winner. If any potential winner fails to submit the Winner Information Collection Form within Ten (10) calendar days of first notification attempt, if any prize or prize notification is returned as undeliverable, or if any potential winner rejects his/her prize or in the event of noncompliance with these Official Rule, such prize will be forfeited and an alternate winner will be selected from all remaining eligible Entries/Entrants (time-permitting). Upon prize forfeiture, no compensation will be given. The potential prize winner may be required to sign and return an affidavit of eligibility and release of publicity. No substitution or transfer of a prize is permitted except by Sponsor.

7. PRIVACY: Participation in the Contest implies authorization for Sponsor to collect, use and disclose entrant's personal information, including the right to share your UID with Twitch for purposes of administration of the Contest and prize fulfillment. By accepting a prize, Sponsor may use your name and other identifiable information (such as game user account) online or in any other media, in connection with this Contest, without payment or compensation to the winner or anyone else, except where prohibited. All information submitted to the Sponsor as part of this Contest will be treated in accordance with Sponsor's privacy policy, available at <https://genshin.hoyoverse.com/en/company/privacy>. By participating in the Contest, entrants acknowledge that they have read and accepted Sponsor's privacy policy. Entrants have the right to access, withdraw, and correct their personal data. Entrants may request such action by sending an email with the request to [genshinimpact\\_community@hoyoverse.com](mailto:genshinimpact_community@hoyoverse.com). Sponsor may obtain your name, live stream performance data from Twitch to select winners, if you want to know about privacy policy of Twitch, available at **【<https://www.twitch.tv/p/en/legal/privacy-notice/>】** By submitting the Entry, entrants acknowledge and agree to publish and display his/her Genshin Impact user ID, likeness, voice, and other personal information contained in the Entry to the platform where the Contest is held.

## 8. General Terms

(1) By participating, to the extent allowable under applicable laws, entrants and winner(s) agree to release and hold harmless Sponsor and its advertising and promotion agencies and its parent companies, subsidiaries, affiliates, partners, representatives, agents, successors, assigns, employees, officers and directors (collectively, "Released Entities"), from any and all liability, for loss, harm,

damage, injury, cost or expense whatsoever including without limitation, property damage, personal injury and/or death which may occur in connection with, preparation for, or participation in Contests, or possession, acceptance and/or use or misuse of prize or participation in any Contest-related activity and for any claims based on publicity rights, defamation or invasion of privacy and merchandise delivery.

(2) Sponsor reserves the right to cancel, suspend and/or modify the Contest, or any part of it, if any fraud, technical failures or any other factor impairs the integrity or proper functioning of the Contest, as determined by Sponsor in its sole discretion. If terminated, Sponsor may, in its sole discretion, determine the winners from among all non-suspect, eligible entries received up to time of such action using the judging procedure outlined above. Sponsor, in its sole discretion, reserves the right to disqualify any individual it finds to be tampering with the entry process or the operation of the Contest or to be acting in violation of these Official Rules. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

(3) This Contest and the Official Rules shall be governed by and construed under the laws of Singapore excluding its conflict of law principles. The Convention on Contracts for the International Sale of Goods will not apply. You agree and acknowledge that any claims or legal actions shall be referred to Singapore International Arbitration Centre and it shall be conducted in accordance with such commission's arbitration rules. Any award made by the arbitral board shall be final and binding on each of the parties that were parties to the dispute, and the prevailing party shall be entitled to its legal costs and expenses in any arbitration proceeding, including reasonable attorneys' fees, as part of such award. SUBJECT TO APPLICABLE LAWS AND REGULATIONS, THE PARTIES CONFIRM THAT ANY DISPUTE RESOLUTION PROCEEDINGS, WHETHER IN ARBITRATION OR COURT, WILL BE CONDUCTED ONLY ON AN INDIVIDUAL BASIS AND NOT IN A CLASS OR REPRESENTATIVE ACTION.

9. WINNER LIST/OFFICIAL RULES: For accessing a Winner List online, visit Sponsor website announcement. The winner list will be posted after the end date of the Contest Period.

Should there be any inconsistency or conflict between the English and other language versions, the English version shall prevail.

If you have any questions about this Contest or have any requests for resolving issues arising from or in connection with this Contest, please contact us at [genshinimpact\\_community@hoyoverse.com](mailto:genshinimpact_community@hoyoverse.com).