

RULES

Firm of the Future Award

Presented by Unlimited Labs d.b.a B12

NO PURCHASE NECESSARY TO ENTER.

Entry Period: The 2022 Q4 Firm of the Future Award (“Award”) entry period begins at 9:00 a.m. Eastern Time (“ET”) on Monday September 26, 2022 and ends at 11:59 p.m. ET on Friday November 4, 2022 (the “Entry Period”). Evaluation of submissions will begin on or about November 8, 2022 and be completed by 11:59 p.m. ET on November 15, 2022 (“Judging Period”). B12 (“Sponsor”) reserves the right to adjust the Entry Period and Judging Period in its sole discretion.

Eligibility: Entries can only be submitted by individuals who are legal U.S. residents and who are currently a professional service small business owner (each, an “Entrant”). This Award is subject to all applicable federal, state, and local laws and regulations. Void outside the area stated and where prohibited by law.

How to Participate: During the Entry Period, visit www.b12.io/firm-of-the-future (the “Website”) to submit your entry which must include honest responses to each of the provided entry fields (each such submission, an “Entry” and collectively, the “Entries”), which may include: (i) your name, (ii) your phone number, (iii) your email, (iv) the name of your business, (v) your business website (if applicable), (vi) industry (viii) number of clients (ix) your inspiration to start your business, (x) how you’ve worked to innovate how you do business, (xi) how you’ve impacted your community through innovation (xii) any other important information about you or your business.

Incomplete Entries will be disqualified; however, Sponsor reserves the right to allow for minor deviations from the guidelines and restrictions set forth herein, based on clear intent to comply with these Official Rules, as determined by Sponsor in its sole discretion. Sponsor reserves the right, in its sole discretion, to disqualify any and all Entrants who submit more than one Entry (and void any Entries submitted by such Entrants) by using multiple/different addresses, identities, or any other methods, or who Sponsor believes has attempted to tamper with, influence or impair the administration, security, fairness, or proper administration of this Contest. Any use of robotic, automatic, programmed or any other method which subverts the Entry process will void all such Entries by such methods. All Entries become the property of Sponsor.

Grant of Rights:

By submitting an Entry, each Entrant represents and warrants that: (i) their Entry is original and the Entrant's own work, (ii) their Entry does not infringe or violate any third party's rights, including copyright, trademark, patent, trade secret, defamation, privacy, publicity, false light, idea misappropriation, contractual or other rights; (iii) their Entry is true, accurate and verifiable and is an expression of their experience; (iv) their Entry is not copied from any other source and that Entrant did not use the works of others in the Entry without permission or right to do so; and (v) no other persons other than Entrant have any right, title or interest in any part of the Entry. Sponsor reserves the right to require that Entrants provide proof of statements made in their respective Entries, in a form acceptable to Sponsor. Failure of an Entrant to provide any such requested proof of statements as requested by Sponsor may result in disqualification.

Entries may not contain any image or depiction of the following: (i) materials that include or constitute trademarks, trade names or copyrighted works created or owned by any person or entity other than Entrant; (ii) materials bearing profanities or that are lewd, obscene, pornographic, disparaging, indecent or that are otherwise deemed to be inappropriate by Sponsor; (iii) inappropriate behavior for a general audience; (iv) materials that violate anyone's reasonable privacy expectations, violate any known agreement, or that are defamatory in nature; (v) violence in any form; (vi) materials that are derogatory to Sponsor their products or services or any affiliated entity or person; (vii) materials which are discriminatory based on race, religion, national origin, physical disability, age, sex, or sexual orientation or preference; and (viii) materials that do not comply with all other requirements in these Official Rules. Entries that do not conform to these guidelines will be disqualified and Sponsor shall have no obligation to notify the Entrant in such event. Sponsor reserves the right to reject or disqualify any Entry that Sponsor, in its sole and absolute discretion, determines to be (x) inconsistent with the letter or spirit of the Official Rules or the Contest, or (y) potentially damaging to Sponsor's, the Contest's, or any other party's image or reputation.

Contest Judging: All eligible Entries received during the Entry Period will be judged by a panel of qualified judges (chosen by Sponsor and who may include other entrepreneurs supporting professional service providers), using the following criteria:

1. Motivation for going into business
2. Innovation of the business
3. Benefit to the community

The Entrant that receives the highest scores, as determined by Sponsor and its judging panel in, will be deemed the recipient of the Award ("Recipient"). In the event of a tie, the judges will re-review the tied Entries and re-rank the Entries based on the foregoing criteria until a final Award recipient is determined. Decisions of Sponsor and the judges are final and binding.

Sponsor reserves the right to not award a prize if, in Sponsor's sole discretion, Sponsor deems there to be an insufficient number of eligible and qualified Finalist Submissions. Judging scores will not be revealed. The decisions of Sponsor and judges are final and binding.

Winner Notification/Conditions: The Recipient will be notified by telephone, mail and/or email and will be required to complete a legal agreement and release (“Release”) that confirms their: (i) eligibility for the Award and compliance with these rules; (ii) acceptance of the Award as offered; (iii) release of the Sponsors, and each of their employees, directors, officers, suppliers, agents, administrators, licensees, representatives, advertising, media buying and promotional agencies (collectively, the “Releasees”) from any and all liability for any loss, harm, damages, cost or expense arising out of participation in the Award, participation in any Award-related activity or the acceptance, use, or misuse of any prize, including but not limited to costs, injuries, losses related to personal injuries, death, damage to, loss or destruction of property, rights of publicity or privacy, defamation, or portrayal in a false light, or from any and all claims of third parties arising therefrom; and (iv) grant to the Sponsors of the unrestricted right to produce, reproduce, convert, publish, broadcast, communicate by telecommunication, exhibit, distribute, translate, adapt, and otherwise use or re-use the submitted Entry, his or her name, image, likeness, comments, voice and/or biography in any and all media now known or hereafter devised in connection with publicity related to the Award. The executed Release(s) must be returned within two (2) business days of the date indicated on the accompanying letter of notification or verification as a winner, or the selected individual(s) will be disqualified and any rights he or she may have to the prize will be forfeited.

Prize & Approximate Retail Value (“ARV”): The Recipient will receive: (i) \$5,000 (in the form of a grant); (ii) a one (1) year B12 website builder subscription; (iii) access to marketing and branding educational materials and lessons; (iv) one hour of free marketing consulting services for their business. Total ARV of each Grand Prize: \$10,000. Use of the B12 platform is subject to the B12 Terms of Service available at <https://www.b12.io/assets/docs/terms-of-service-03-01-2021.pdf>. If, for whatever reason, Sponsor is unable to provide any Award component, no compensation or substitution will be provided; however, the remainder of the Award will be awarded and Sponsor will have no further obligation to any recipient. Award is awarded “as is” with no warranty or guarantee, either express or implied. Recipients may not substitute, assign or transfer a prize or redeem a prize for cash, but Sponsor reserves the right, at its sole discretion, to substitute a prize (or portion thereof) with one of comparable or greater value. Recipient is responsible for all applicable federal, state and local taxes, if any, as well as any other costs and expenses associated with Award acceptance and use not specified herein as being provided. All Award details are at Sponsor’s sole discretion. Limit one (1) prize per person.

LIMITATION OF LIABILITY. The Sponsor assume no responsibility or liability for lost, late, unintelligible/illegible, falsified, damaged, misdirected or incomplete entries, notifications, responses, replies or any Release, or for any computer, online, software, telephone, hardware or technical malfunctions that may occur, including but not limited to malfunctions that may affect the transmission or non-transmission of an entry. The Sponsors are not responsible for any incorrect or inaccurate information, whether caused by website users or by any of the equipment or programming associated with or utilized in the Entry or by any technical or human error which may occur in the administration of the Award. The Sponsor 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. The Sponsor is not responsible for any problems, failures or technical malfunction of any telephone network or lines, computer online systems, servers, providers, computer equipment, software, e-mail, players, or browsers, on account of technical problems or traffic congestion on the Internet, at any website, or on account of any combination of the foregoing or otherwise. The Sponsor is not responsible for any injury or damage to any entrant or to any computer related to or resulting from participating or downloading materials related to the Award. Entrant assumes liability for injuries caused or claimed to be caused by participating in the Award, or by the acceptance, possession, use of, or failure to receive any prize. The Sponsor assumes no responsibility or liability in the event that the Award cannot be conducted as planned for any reason, including those reasons beyond the control of the Sponsor, such as infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or corruption of the administration, security, fairness, integrity or proper conduct of the Award and/or the Website.

CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE THE AWARD WEBPAGE OR SPONSOR WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE AWARD MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES TO THE FULLEST EXTENT PERMITTED BY LAW, INCLUDING BUT NOT LIMITED TO CRIMINAL PROSECUTION.

Sponsor's Privacy Policy. Visit <https://www.b12.io/firm-of-the-future> for more information. Entrants who provide their email address will automatically be enrolled to receive emails from or on behalf of Sponsor and can opt out of receiving future emails at any time by following the directions provided in such emails.

Recipient's Name: For the name of the Recipient (available after the end of the Judging Period), send an email to hello@b12.io, with "2022 B12 Firm of the Future" in the subject line, for receipt no later than thirty (30) days after the end of the Judging Period.