Official Rules

NO PURCHASE IS REQUIRED TO ENTER OR WIN. PARTICIPATION IN THE RELTIO DATADRIVEN AWARDS CONSTITUTES YOUR ACCEPTANCE OF THESE RULES.

VOID OUTSIDE OF GERMANY, FRANCE, SWITZERLAND, THE UNITED KINGDOM, DENMARK, CANADA, SINGAPORE, BELGIUM, JAPAN, THE NETHERLANDS, THE UNITED STATES, AND OTHER COUNTRIES THAT SPONSOR DEEMS ACCEPTABLE ON A CASE-BY-CASE BASIS (THE "ELIGIBLE COUNTRIES") AND WHERE PROHIBITED BY LAW.

1. Introduction

The Reltio Awards (the "Awards") is a contest in which Entrants (defined below) will submit an Entry form (an "Entry" or "Entries") demonstrating:

How a business organization that is using Sponsor services who have successfully deployed Sponsor's services in its organization (a "Customer(s)") as represented by the following Entry categories: Enterprise Data Transformation of the Year, Accelerated Business Value Champion, Enterprise Impact Award, Data Management Pioneer, Women in Data Leadership Award, and AI Visionary.

2. Terms

Eligible Entrants may participate in the Awards by submitting an Entry from October 26, 2026, at 7 a.m. Pacific Time ("PT") to December 31, 2026, at 6 p.m. PT. Entrants may submit Entries in a maximum of two (2) categories.

3. Eligibility

Entries can be submitted by a Sponsor employee or the Customer that is the subject of the Entry, solely if the employee has the consent of the Customer except as provided in the paragraph immediately below. The person submitting the Entry must (i) be above the age of majority in their place of residence; (ii) reside in one of the Eligible Countries; and (iii) be an employee of the Customer, or a Sponsor employee submitting the Entry on behalf of the Customer. Entries prepared by a Sponsor employee must be reviewed and approved by an authorized Customer before being submitted officially. Regardless of whether you are an employee of the Customer, or a Sponsor employee submitting on behalf of the Customer, you must have the express prior authorization of the Customer to enter the Awards on their behalf and subject to these Official Rules ("Entrant(s)").

Individuals who are employees, officers, directors, agents, or partners of Sponsor and its respective parents, subsidiaries, affiliates and advertising and promotion agencies (collectively, "Awards Entities") and the immediate family members are not eligible to win.

EMPLOYEES OF THE UNITED STATES GOVERNMENT OR THE GOVERNMENT OF ANY U.S. STATE, U.S. TERRITORY, OR FOREIGN STATE OR TERRITORY, AS WELL AS GOVERNMENT-RELATED ENTITIES; AND PERSONS THAT DO NOT RESIDE IN AN ELIGIBLE COUNTRY OR SUBMISSIONS WHERE THE SPONSOR SERVICE THAT IS THE SUBJECT OF THE ENTRY IS NOT PRIMARILY DEPLOYED IN AN ELIGIBLE COUNTRY, MAY PARTICIPATE AND MAY BE RECOGNIZED BY SPONSOR, BUT WILL NOT BE ELIGIBLE FOR PRIZES.

Additionally, upon request, Sponsor may in its discretion accept entries from countries that are not listed as an Eligible Country on a case by case.

Sponsor reserves the right to verify eligibility and to adjudicate in its sole and absolute discretion on any dispute related to the Innovation Awards at any time. The Awards is subject to all federal, state, and local laws and is void where prohibited.

Entrant warrants that the appropriate corporate officers, executives, managers or other persons of the entity on whose behalf the Entry was submitted have approved the Entry, and understand and agree that these Official Rules will be binding on both the individual submitting the Entry and the entity on whose behalf the Entry was submitted. The Entrant understands that if the Entry is submitted without obtaining the appropriate approval, Sponsor may, in its sole discretion, disqualify the Entrant, the Customer, and the Entry. In the case of a third party entering on behalf of a Customer, participation by Entrant is subject to Sponsor receiving written confirmation from an authorized representative of the Customer, as the case may be, indicating the Customer's acceptance of the Official Rules.

4. Entry Categories

All Entries must describe live deployments involving Sponsor technologies. Entrants will submit their Entry, and Sponsor will evaluate and assign the entry to all applicable Entry categories. Entries will be judged against other Entries assigned to the same category. Sponsor may reassign an entry, combine a category, or decline to name a winner when the published standard is not met. The categories are as follows (the "Entry Categories"):

Enterprise Data Transformation of the Year

Recognizing a large-scale initiative that changed how the organization operates, makes decisions, or serves its customers.

Accelerated Business Value Champion

Recognizing a Customer that quickly turned a data initiative into measurable business results, such as time saved, costs reduced, or improved performance.

Enterprise Impact Award

Recognizing a data initiative adopted across multiple Customer functions that produced meaningful improvements in decisions, operations, or customer experiences.

Data Management Pioneer

Recognizing an individual within the Customer's organization advancing data management practices through leadership and innovation.

Women in Data Leadership Award

Recognizing a woman leader in the Customer's organization making a significant contribution to data strategy and business outcomes.

AI Visionary

Recognizing a Customer making tangible progress on an AI initiative enabled by trusted data, with a clear business purpose.

5. How to Enter

Entrants must complete all fields in the Entry form to qualify. Entries must be in English. If an Entry is incomplete or does not comply with the specifications and these Official Rules, then the Entry will be disqualified, and this disqualification may take place at any point in the Awards process. All decisions by Sponsor are final and absolute and are not subject to inquiry or appeal. No purchase or payment is required to enter, and any expenses Entrants voluntarily incur during the submission process are their sole responsibility.

7. Judging and Winner Notification

Eligible Entries will be judged against the other Entries in their respective Entry Categories as determined by the a panel consisting of Sponsor employees (the "Sponsor Awards Team"). The Sponsor Awards Team may conduct a 30-minute interview with each prospective finalist to clarify the details of the Entry, validate results, and collect any missing context.

Between Jan 1, 2027, and Jan 15, 2027, the Sponsor Awards Team will select the Entries that they determine to be qualified based on the judging criteria.

The Sponsor Awards Team will review the finalists and select the winner(s) from each category. Entries with the highest score(s) in each Entry Category will be determined to be the winners or award recipients in that Entry Category. However, Sponsor is not required to name a winner if a, Entry Category lacks sufficient eligible, high-quality Entries. Each Entry will be evaluated by the Sponsor Awards Team based on the extent to which the entry embodies the spirit of the entry category and the following criteria (each of which will be weighted):

- Measurable Business Outcomes (30%): Magnitude and credibility of operational, customer, reducing risk kind of results.
- Category-specific Achievement (20%): How strongly the initiative demonstrates the purpose and published requirements of the selected Entry Category.
- Role of Trusted Data and Sponsor (20%): How unified and context-rich data contributed to the outcome and the demonstrated role of Sponsor capabilities. The Sponsor Awards Team assess contribution, not the number of Sponsor services used or the customer's level of investment.
- Scale, Adoption, and Sustainability (15%): Breadth of use, organizational adoption, repeatability, and evidence that value will scale.
- Leadership and Change Management (15%): Cross-functional alignment, business ownership, and the management of organizational change.

8. Winners will be notified

On or about Feb 1, 2027, and notified by telephone or email at Sponsor's discretion. If a winner does not respond to the notification attempt within twenty-four (24) hours from the first notification attempt, then Sponsor may disqualify such winner and select an alternate winner.

9. Prizes

Prizes will be awarded as follows:

1. Finalist Entries with the highest score(s) in each Entry Category who plan on attending DataDriven 2027 will receive one (1) ticket to DataDriven 2027 (Approximate Retail Value ("ARV") USD $1295). Subject to Sponsor's prior written approval and at Sponsor's sole discretion, the winning Entry Customer may only designate an employee representative to use the ticket and attend DataDriven 2027. If the Winning Entry Customer elects to receive the ticket, Sponsor will only be awarding tickets as Prizes. All transportation, lodging, meals, gratuities, and all costs and expenses relating to the use of the tickets are the responsibility of the winner.

2. One randomly selected Customer who has submitted an Entry will receive a one (1) ticket to DataDriven2027 (Approximate Retail Value ("ARV") USD $1295) and $3000 to pay for transportation, lodging, meals, gratuities, and costs and expenses relating to the use of the ticket. Subject to Sponsor's prior written approval and at Sponsor's sole discretion, the winning Customer may only designate an employee representative to use the ticket and attend DataDriven 2027.

Odds of winning depend on the number of Entries received and the contents of the entries. No other prize elements except those specifically described here are awarded. Prizes are not transferable and must be accepted as awarded, with no substitutions of any kind, except by the Sponsor, which reserves the right to substitute the prize (or portion thereof) with one of comparable or greater value, at its sole discretion. All federal, state, and local taxes, as well as any other costs and expenses associated with prize acceptance and use not specified herein as being provided are the potential winner's responsibility.

Any prize is extended to you under the condition that your acceptance does not violate any applicable laws or policies within your organization. If you are unsure whether your acceptance may violate any such laws or policies, we strongly encourage you to seek advice from your ethics or compliance official. For organizations that are unable to accept all or a portion of this prize, and would like to pay for their own expenses, upon request, Sponsor will provide reasonable market value and an invoice or other suitable payment process. Per Sponsor's internal policies, public sector employees and government officials are not eligible to receive prizes. Participation or your acceptance of a prize is your attestation that the Entrant is not a public sector employee or government official.

10. Intellectual Property Rights and Grant of License

Each Entrant shall retain ownership of all intellectual property rights in each Entry (including moral rights) subject to these Official Rules. However, you do grant Sponsor an irrevocable, royalty-free, worldwide right and license to: (i) use, review, assess, test, and otherwise analyze your Entry and all its content in connection with the Awards; and (ii) feature your Entry and all its content in connection with the marketing, sale, or promotion of the Awards, Sponsor, and Sponsor technologies (including but not limited to press releases, promotional material, internal and external presentations, and tradeshows, in all media now known or later developed).

11. Entrant Representations and Warranties

By entering the Awards, Entrants represent and warrant that their Entries are their own original work and, as such, are the sole and exclusive owner and rights holder of the submitted Entry, and that they have the right to submit the Eligible Entry in the Awards and grant all required licenses and assignments. Each Entrant agrees not to submit any Entry that infringes any third-party proprietary rights, intellectual property rights, industrial property rights, personal or moral rights, or any other rights, including without

limitation, copyright, trademark, patent, trade secret, privacy, publicity, or confidentiality obligations. Entrant also warrants that he/she has permission from the Customer to submit the Entry.

12. Indemnity

To the maximum extent permitted by law, each Entrant agrees to defend, indemnify, and hold harmless the Awards Entities from and against any and all claims, actions, suits, or proceedings, as well as any and all losses, liabilities, damages, costs, and expenses (including reasonable attorney's fees) arising out of or accruing from (i) any Entry or other material submitted by the Entrant that infringes any copyright, trademark, trade secret, trade dress, patent, or other intellectual property right of any person; (ii) any misrepresentation made by the Entrant in connection with the Innovation Awards; or (iii) any non-compliance by the Entrant with these Official Rules.

13. Customer Publicity

By participating in the Awards, Entrants grant to Sponsor, its affiliates, licensees, promotional partners, developers, and third party marketing entities the right to use and publish the name and trademark(s)/logo(s) of the Customer whose behalf they are submitting the Entry, and to assist Sponsor in obtaining the same from the Customer in the event the Entrant is submitting the Entry on behalf of a Customer, for any advertising and promotional purposes relating to the Awards, in any media now known or hereafter devised, without further notice, compensation, consideration, review, or consent and without regard to moral rights, except where prohibited by law.

14. If, for any reason, the Awards are not capable of running as planned, including due to tampering, unauthorized intervention, fraud, technical failures, force majeure, or any other cause beyond the control of Sponsor which may corrupt or affect the administration, security, fairness, integrity, or proper conduct of the Awards, Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify, or suspend the Awards, or disqualify an Entrant.

15. Governing Law

These Official Rules are governed and interpreted by the laws of the State of California, without regard to its conflict of law provisions.

16. Rules & Winners

A list of winners will be available on or about March 2, 2027 at http://www.reltio.com/newsroom.

17. Sponsor

Reltio, Inc., 100 Marine Parkway, Suite 275, Redwood Shores, California 94065