

TERMS AND CONDITIONS
THE #SPROUTLYCOWRI CREATOR CHALLENGE 2026
OFFICIAL COMPETITION RULES.

1. INTRODUCTION

The #SproutlyCowri Creator Challenge (the “Campaign”) is a nationwide user-generated content (“UGC”) competition organised by Sproutly Tech Limited (“Sproutly”) to promote public awareness of Cowri, Sproutly’s education financing solution, through the creation and publication of original digital content across approved social media platforms. The Campaign seeks to encourage creativity, innovation and public engagement by inviting eligible participants to produce short-form educational content explaining the benefits of Cowri and its impact on access to education financing in Nigeria.

These Terms and Conditions constitute a legally binding agreement between Sproutly and every person who submits an entry into the Campaign. By participating in the Campaign, each participant acknowledges that they have carefully read, understood and agreed to be bound by these Terms and Conditions.

Participation in the Campaign is entirely voluntary; no purchase or payment is required to enter.

2. DEFINITIONS

In these Terms and Conditions, unless the context otherwise requires:

- 2.1. **“Campaign”** means the #SproutlyCowri Creator Challenge organised by Sproutly Tech Limited.
- 2.2. **“Content”** includes every video, audio recording, photograph, script, caption, thumbnail, graphic, animation or other material submitted by a Participant.
- 2.3. **“Creator Hub”** means the official online submission platform designated by Sproutly for receipt of Campaign Entries.
- 2.4. **“Entry”** means an original video submitted by a Participant in accordance with these Terms.
- 2.5. **“Judging Panel”** means the panel appointed by Sproutly to evaluate eligible entries.
- 2.6. **“Minor”** means any individual below the age of eighteen (18) years.
- 2.7. **“Participant”** means any eligible individual who enters the Campaign.
- 2.8. **“Prize”** means any monetary award or recognition available under the Campaign.
- 2.9. **“Sproutly”** means Sproutly Tech Limited and includes its parent company, subsidiaries, affiliates, successors and assigns where applicable.
- 2.10. **“Student Ambassador Programme”** means Sproutly’s student ambassador programme, through which eligible student creators may be considered for future ambassador opportunities, subject to the programme’s separate eligibility and selection requirements

3. ACCEPTANCE OF TERMS

Participation in the Campaign constitutes full and unconditional acceptance of these Terms and Conditions. Each Participant confirms that they have read, understood and agreed to comply with these Terms prior to submitting an Entry. Where a Participant is below the age of eighteen (18) years, participation shall constitute confirmation that the requisite consent of a parent or legal guardian has been obtained. Where a Participant is a Minor, the Parent or Legal Guardian Consent Form must be completed and submitted by the Participant's parent or legal guardian and not by the Minor. By submitting the Consent Form, the person submitting it represents and warrants that they are the Participant's parent or duly authorised legal guardian and that they have personally provided the consent contained therein.

Sproutly may rely on the representations and declarations contained in the Consent Form and reserves the right to request additional information or documentary evidence where reasonably necessary to verify parental or guardianship consent, particularly before the award or release of any Prize to a Minor. Sproutly reserves the right to request documentary evidence of such consent before accepting an Entry or awarding any Prize. Participation in the Campaign is open only to natural persons who satisfy all the following conditions:

- 3.1. are resident in the Federal Republic of Nigeria;
- 3.2. possess a valid means of identification acceptable to Sproutly;
- 3.3. comply fully with these Terms and Conditions;
- 3.4. submit an original Entry during the Campaign Period; and
- 3.5. satisfy any verification requirements imposed by Sproutly before prizes are awarded.

4. ELIGIBILITY

Participants must submit only original content created by them specifically for the Campaign. Employees of Sproutly, members of the judging panel, campaign partners directly involved in the administration of the Campaign, and their immediate family members may participate for engagement purposes but shall not be eligible to receive any Prize unless expressly approved by Sproutly. Participants under the age of sixteen (16) years may compete under the Best Creator Under 16 category, provided that a duly completed Parent or Legal Guardian Consent Form has been submitted by the Participant's parent or legal guardian and accepted by Sproutly. Sproutly reserves the right to conduct additional verification of parental or legal guardian consent where reasonably necessary. Where any Participant provides false information regarding eligibility, Sproutly reserves the right to disqualify such Participant at any stage of the Campaign.

5. CAMPAIGN PERIOD

The Campaign shall commence on **15 AUGUST 2026** and close on **6 SEPTEMBER 2026**.

Entries received after the published deadline shall not be considered. Following the close of submissions, Sproutly shall conduct a verification and judging process before announcing successful Participants.

6. ENTRY REQUIREMENTS.

To participate, each Participant shall:

- 6.1. Create an original short-form video explaining Cowri or education financing;
- 6.2. Publish the video on at least one approved social media platform, including TikTok, Instagram or Facebook;
- 6.3. Follow Sproutly on not fewer than two (2) official social media platforms;
- 6.4. Tag Sproutly's official account in the published post;
- 6.5. Include the official campaign hashtag #SproutlyCowri;
- 6.6. Copy the link to the published content;
- 6.7. Submit the published link through the official Creator Hub together with all requested registration information before the submission deadline.
- 6.8. Each Participant shall be entitled to submit one (1) Entry only during the Campaign Period. Where a Participant submits multiple Entries, all subsequent Entries may be rejected and the Participant may be disqualified from the Campaign at Sproutly's discretion.

Entries that fail to satisfy any mandatory submission requirement may be rejected without further notice.

7. CONTENT REQUIREMENTS

Each Entry submitted under the Campaign shall comply with the following minimum requirements:

- 7.1. The Entry must be the Participant's original work and must not infringe the intellectual property or other proprietary rights of any third party.
- 7.2. The content must accurately represent Cowri and education financing and should, where applicable, align with the approved messaging, campaign guidelines and educational materials made available through the Creator Hub. Participants shall refrain from making misleading, false, defamatory or unsubstantiated statements regarding Sproutly, Cowri or any third party.
- 7.3. Entries shall not contain content that is unlawful, obscene, discriminatory, abusive, defamatory, hateful, violent, sexually explicit or otherwise inappropriate in the opinion of Sproutly.
- 7.4. Participants shall not include copyrighted music, images, videos or other third-party materials unless they possess all necessary licences, permissions or authorisations.
- 7.5. Sproutly reserves the right to remove, reject or disqualify any Entry that fails to comply with these Terms and Conditions or is otherwise considered detrimental to

the integrity or reputation of the Campaign.

8. JUDGING AND WINNER SELECTION

- 8.1. Upon the close of the Campaign, all Entries shall undergo a verification and evaluation process to determine compliance with these Terms and Conditions.
- 8.2. Sproutly shall review Entries for eligibility, originality, compliance with the Campaign guidelines, accuracy of messaging and adherence to the approved submission requirements before any Entry proceeds to judging.
- 8.3. Where a prize category is based on audience engagement, Sproutly shall independently verify engagement metrics and reserves the right to disregard any engagement generated through fraudulent, automated or artificial means.
- 8.4. Creative categories shall be assessed by an independent judging panel using predetermined evaluation criteria, including originality, creativity, storytelling, production quality, educational value and overall impact of the Entry.
- 8.5. The decision of Sproutly and the judging panel shall be final and binding, and no correspondence or appeal shall be entertained regarding the outcome of the Campaign.

For the Most Leads Generated category, only Eligible Leads generated through the Participant's unique Referral Link issued by the official #SproutlyCowri Creator Challenge platform shall be counted. Only genuine, valid and verifiable parent or guardian registrations shall qualify as Eligible Leads. Duplicate, incomplete, fraudulent, artificial, manipulated or otherwise unverifiable submissions shall be excluded from the Participant's lead count.

Sproutly reserves the right to verify, audit and validate all leads submitted or attributed to a Participant and may request additional information or take reasonable verification measures for this purpose. Sproutly's determination of the number of Eligible Leads attributed to a Participant shall, subject to applicable law, be final and binding.

9. PRIZES AND PRIZE CLAIMS

- 9.1. The Campaign offers a total prize pool of **₦5,000,000.00 (Five Million Naira)**, with ten (10) winners each receiving **₦500,000.00**, subject to these Terms and Conditions.
- 9.2. Winners shall be notified through the contact information provided during registration and may also be announced on Sproutly's official communication channels.
- 9.3. Winners shall be required to provide satisfactory proof of identity, age and eligibility before any Prize is released.
- 9.4. Participants below the age of eighteen (18) years shall be required to provide a duly completed Parent or Legal Guardian Consent Form before participating in any category for which they are eligible and shall provide any additional documentation reasonably requested by Sproutly for the purpose of verifying age,

identity, parental or legal guardian consent and eligibility before a Prize may be claimed.

9.5. All Prizes are stated on a gross basis. Winners shall be solely responsible for the payment of any applicable taxes arising from the receipt of a Prize, subject to any withholding obligations imposed on Sproutly under applicable Nigerian law.

9.6. Sproutly reserves the right to substitute a Prize with another prize of equivalent value where circumstances beyond its reasonable control make such substitution necessary.

9.7. Failure by a winner to satisfy the verification requirements or claim the Prize within the period communicated by Sproutly may result in forfeiture of the Prize, and Sproutly may select an alternate winner.

10. DISQUALIFICATION

Without prejudice to any other rights available to Sproutly, a Participant may be disqualified from the Campaign where the Participant:

- 10.1. submits false, misleading or incomplete information during registration or submission;
- 10.2. submits content that is not original or that infringes the intellectual property, privacy or other legal rights of any third party;
- 10.3. uses bots, automated systems, purchased engagement, fake accounts or any other fraudulent means to manipulate votes, views, likes, comments, shares or other engagement metrics;
- 10.4. fails to comply with these Terms and Conditions or any Campaign guidelines issued by Sproutly;
- 10.5. publishes content that is unlawful, offensive, defamatory, discriminatory, misleading, obscene or otherwise capable of bringing Sproutly, Cowri or the Campaign into disrepute;
- 10.6. makes false, misleading or unapproved representations regarding Cowri or its products; or
- 10.7. engages in any conduct which, in the reasonable opinion of Sproutly, compromises the fairness, integrity or reputation of the Campaign.
- 10.8. submits an Entry as a Minor without the required consent of a parent or legal guardian, provides false or misleading information regarding parental or legal guardian consent, or otherwise attempts to circumvent the consent or verification requirements applicable to Minor Participants;
- 10.9. submits more than one Entry during the Campaign Period or attempts to circumvent the one-entry-per-Creator requirement through multiple accounts, identities or other means.

Sproutly reserves the right to investigate any suspected breach of these Terms and may require Participants to provide additional information or documentation for verification

purposes. The decision of Sproutly regarding disqualification shall be final and binding.

11. INTELLECTUAL PROPERTY

Each Participant represents and warrants that every Entry submitted is their original work and that they possess all rights, licences and permissions necessary to submit such Entry under the Campaign. By submitting an Entry, each Participant irrevocably grants to Sproutly an exclusive, worldwide, royalty-free, perpetual, transferable and sublicensable licence to use, reproduce, publish, distribute, display, edit, adapt, modify, remix, translate, create derivative works from and otherwise exploit the submitted Entry, in whole or in part, for marketing, promotional, educational, commercial and other lawful purposes, in any media or format now known or subsequently developed. The licence granted under this Clause includes the right of Sproutly to use the Participant's name, likeness, image, voice, biography and social media username in connection with the Campaign and any future promotional activities relating to Cowri or Sproutly without any additional compensation. Participants acknowledge that winning Entries and other selected submissions may be featured in future Cowri marketing campaigns, publicity materials and promotional activities. Sproutly shall not be under any obligation to use any submitted Entry and may edit, shorten, reproduce or adapt any Entry in its sole discretion.

12. PRIVACY AND DATA PROTECTION

Sproutly shall collect and process Participants' personal information for purposes connected with the administration of the Campaign, participant verification, judging and winner selection, prize fulfilment, Campaign publicity, fraud prevention and compliance with applicable legal and regulatory obligations. As part of the Campaign referral process, parents or legal guardians who voluntarily register their interest in Cowri through a Participant's Referral Link may be required to provide personal information, which may include their name, telephone number and WhatsApp number. Such information shall be processed for the purpose of contacting interested individuals regarding Cowri, education financing and related Sproutly services, in accordance with Sproutly's Privacy Policy and applicable data protection laws.

By participating in the Campaign, each Participant consents to the collection, storage, use and processing of their personal information in accordance with the Nigeria Data Protection Act, 2023 and other applicable data protection laws. Where a Minor participates in the Campaign, the parent or legal guardian shall provide the consent required under these Terms for the collection and processing of the Minor's personal information and submitted Content. Sproutly shall implement reasonable administrative, technical and organisational safeguards appropriate to the nature of the personal information collected and shall not disclose personal information except where reasonably necessary for the administration of

the Campaign, the provision of related services, compliance with applicable law, or otherwise in accordance with Sproutly's Privacy Policy and applicable data protection requirements.

Personal information collected through the Campaign shall be retained only for as long as reasonably necessary for the purposes for which it was collected, or as otherwise required or permitted by applicable law.

13. STUDENT AMBASSADOR PROGRAMME

Participation in the Cowri Creator Challenge, including participation by a student creator, does not guarantee selection, appointment or acceptance into the Sproutly Student Ambassador Programme. Eligible student creators who participate in the Campaign may express an interest in the Sproutly Student Ambassador Programme or may be contacted separately by Sproutly regarding potential ambassador opportunities.

Any selection or appointment as a Student Ambassador shall be subject to the applicable eligibility requirements, selection process and terms governing the Student Ambassador Programme. Participation in the Campaign shall not, by itself, create any entitlement to appointment, remuneration, benefits or other rights under the Student Ambassador Programme. Where a Participant is subsequently selected as a Student Ambassador, such appointment shall be governed by the separate terms or agreement applicable to the Student Ambassador Programme.

14. LIMITATION OF LIABILITY

To the fullest extent permitted under applicable law, Sproutly, its parent company, subsidiaries, affiliates, officers, directors, employees, agents and partners shall not be liable for any direct, indirect, incidental, consequential or special loss, damage, cost or expense arising out of or in connection with participation in the Campaign or the acceptance, use or misuse of any Prize. Sproutly shall not be responsible for any technical malfunction, system failure, internet disruption, network outage, delayed transmission, lost or corrupted submissions, platform downtime or any circumstance beyond its reasonable control that affects participation in the Campaign. Sproutly does not warrant that the Campaign platform, Creator Hub or any associated website or application will operate uninterrupted or be free from errors or security vulnerabilities. Participants participate entirely at their own risk and agree to indemnify and hold harmless Sproutly from any claim, liability or loss arising from the Participant's breach of these Terms and Conditions or infringement of the rights of any third party.

15. GENERAL PROVISIONS

15.1. Sproutly reserves the right to amend, suspend, postpone or cancel the Campaign or any aspect of these Terms and Conditions where reasonably necessary for operational, legal, regulatory or security reasons.

15.2. Any amendment to these Terms shall become effective upon publication through Sproutly's official communication channels or the Creator Hub.

- 15.3. Failure by Sproutly to enforce any provision of these Terms shall not constitute a waiver of its rights.
- 15.4. If any provision of these Terms is held to be invalid or unenforceable by a court of competent jurisdiction, the remaining provisions shall continue in full force and effect.
- 15.5. These Terms constitute the entire agreement between Sproutly and each Participant with respect to the Campaign and supersede all prior communications relating to the subject matter herein.

16. GOVERNING LAW AND DISPUTE RESOLUTION.

These Terms and Conditions shall be governed by and construed in accordance with the laws of the Federal Republic of Nigeria. Any dispute, controversy or claim arising out of or relating to these Terms, the Campaign or a Participant's involvement therein shall, in the first instance, be resolved through good faith negotiations between the Parties.

Where the dispute is not resolved within **thirty (30) days** of written notice by either Party, the dispute shall be referred to mediation and, where mediation fails, to arbitration in accordance with the provisions of the Arbitration and Mediation Act, 2023. The arbitration shall be conducted by a sole arbitrator appointed in accordance with the Arbitration and Mediation Act, 2023. The seat of arbitration shall be Lagos, Nigeria, the proceedings shall be conducted in the English language, and the arbitral award shall be final and binding upon the Parties.

Nothing in this Clause shall prevent Sproutly from seeking interim or injunctive relief before any court of competent jurisdiction where such relief is necessary to protect its confidential information, intellectual property rights or other legitimate interests.

17. CONTACT INFORMATION

Questions regarding the Campaign or these Terms and Conditions may be directed to:

Sproutly Tech Limited

Email: _____

Website: _____

Creator Hub: _____

SCHEDULE 1 PRIZE CATEGORIES

The following prizes shall be awarded under the Cowri Creator Challenge, subject to these Terms and Conditions.

S/N	CATEGORY	PRIZE
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1.	Most Popular Content – TikTok	₦500,000
2.	Most Popular Content – Instagram	₦500,000
3.	Most Popular Content – Facebook	₦500,000
4.	Best Storytelling	₦500,000
5..	Most Leads Generated	₦500,000
6..	Best Creator Under 16	₦500,000
7..	Best Creative Concept	₦500,000
8..	Best Videography/Production	₦500,000
9.	Best Student Creator	₦500,000
10.	Cowri Parent Award	₦500,000

Where Sproutly determines that any category requires adjustment, consolidation or substitution due to insufficient qualifying Entries or operational requirements, Sproutly reserves the right to make such adjustments provided that the total prize value of the Campaign is not materially reduced.

Cowri Parent Award: Awarded to the Participant who submits the best family-focused video demonstrating an engaging, creative and relatable perspective on Cowri, education financing or the role of parents in supporting access to education.

SCHEDULE 2

PARENT OR LEGAL GUARDIAN CONSENT FORM

THE COWRI CREATOR CHALLENGE

PARTICIPANT DETAILS

- I. Name:
- II. Date of Birth:
- III. Residential Address:
- IV. Telephone Number:

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- V. Email Address:
VI. Social Media Handle(s):

PARENT/GUARDIAN DETAILS

- I. Name:
II. Relationship to Participant:
III. Address:
IV. Telephone:
V. Email:
VI. Government-Issued Identification:

CONSENT

I, _____,
being the parent or duly authorised legal guardian of the above-named Participant,
hereby:

1. Confirm that I have read and understood the Cowri Creator Challenge Terms and Conditions.
2. Confirm that I personally completed and submitted this Consent Form and that it was not completed or submitted by the Minor Participant on my behalf.
3. Confirm that I am the parent or duly authorised legal guardian of the Participant and have the authority to provide the consent contained in this Form.
4. Consent to the Participant's participation in the Cowri Creator Challenge.
5. Authorise Sproutly Tech Limited to collect and process the Participant's personal information for purposes connected with the Campaign in accordance with the Terms and Conditions and applicable data protection laws.
6. Consent to Sproutly's use of the Participant's submitted Content, photograph, image, likeness, voice and social media username in accordance with the Terms and Conditions.
7. Confirm that all information provided in this Consent Form is true, complete and accurate.
8. Acknowledge that Sproutly may request reasonable additional information or documentation where necessary to verify my identity, relationship to the Participant or the validity of this consent.

Parent/Guardian Signature: _____

Date: _____

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- I. Verification Officer:
- II. Date:
- III. Identification Verified:
 - Birth Certificate
 - National Identification Number
 - International Passport
 - School Identification Card
 - Other _____
- IV. Status:
 - Approved
 - Rejected
- V. Officer Signature: