

## **AMD4U 2017 SEC and Adobe® Campaign**

**Campaign Overview:** The AMD4U 2017 SEC and Adobe® Campaign (“Campaign”) is a gift redemption program. Advanced Micro Devices, Inc., One AMD Place, Sunnyvale, California 94088 USA (“Promoter”), in conjunction with promotional sponsors Adobe Systems Incorporated and Adobe Systems Software Ireland (collectively “Adobe”) and Square Enix Co., Ltd. (“SEC”), offer redemption codes (“Key Codes”) for downloads of PC games and/or other applications (“Applications”) with the purchase of Eligible Systems, as defined below.

**Incorporation of General AMD Promotion Terms and Conditions:** The general AMD Terms and Conditions are incorporated in full by reference.

**Campaign Period:** Campaign Period begins on June 12, 2017 at 9:00:00 AM Eastern Time (“ET”) and ends on December 31, 2017 at 11:59:59 PM ET.

**Redemption Period:** Redemption Period begins on June 12, 2017 at 9:00:00 AM Eastern Time (“ET”) and ends on December 31, 2017 at 11:59:59 PM ET. Key Code redemptions must be made by the end of the Redemption Period to obtain Application downloads, after which the Key Codes will be void.

**Eligible Systems:** To receive a Key Code for an Application, Participant must purchase an Eligible System that contains an Eligible AMD Product prior to the end of the Redemption Period. An Eligible System is a computer system manufactured and branded by one of the Participating OEM Vendor and System Builder.

<b>OEMs:</b>	<b>System Builders:</b>
Acer Alienware AsusTEK Computer Inc. Dell Inc. HP Inc. Lenovo Medion Toshiba	ABS CyberPowerPC CybertronPC iBUYPOWER

**Eligible AMD Products:** Only Eligible Systems containing an Eligible AMD Product will qualify for a Key Code. Eligible AMD Products are those APU, CPU, and GPU processors listed in the table below. Eligible AMD Products are set forth with corresponding Bundle and SEC Game Title Choices. A Bundle consists of Application(s) that a Participant may receive with the corresponding Eligible AMD Product. A unique Key Code will be assigned to each separate Application.

<b>Eligible AMD Product</b>	<b>Bundle</b>	<b>SEC Game Title Choices</b>
A12-9800E A12-9800 A12-9730P A12-9720P A12-9700P A10-9700E A10-9700 A10-9630P A10-9620P A10-9600P	Choice of 1 SEC Game Title + 3 months subscription for Adobe® Creative Cloud® Photography Plan	SEC Games THE TURING TEST GOETIA OH MY GODHEADS CHILDREN OF ZODIARCS* BLACK THE FALL* TOKYO DARK* FORGOTTEN ANNE* DEADBEAT HEROES* BATTALION 1944* FEAR EFFECT SEDNA*  *Games expected to be available at a future date. Participant who selects one of these games will receive an email notification from Promoter when the game(s) are available.

Eligible AMD Product	Bundle	SEC Game Title Choices
RX 550 RX 540 RX 470 RX 460	3 months subscription for Adobe® Creative Cloud® Photography Plan	n/a
FX-9830P FX-9800P	Choice of 2 SEC Game Titles + 3 months subscription for Adobe® Creative Cloud® Photography Plan	<p><b>SEC Games</b>  THE TURING TEST  GOETIA  OH MY GODHEADS  CHILDREN OF ZODIARCS*  BLACK THE FALL*  TOKYO DARK*  FORGOTTEN ANNE*  DEADBEAT HEROES*  BATTALION 1944*  FEAR EFFECT SEDNA*</p> <p>*Games expected to be available at a future date. Participant who selects one of these games will receive an email notification from Promoter when the game(s) are available.</p>
RX 570 RX 560 RX 480	3 months subscription for Adobe® Creative Cloud® Photography Plan	n/a
RYZEN 7 1800X RYZEN 7 1700X RYZEN 7 1700 RYZEN 5 1600X RYZEN 5 1600 RYZEN 5 1500X RYZEN 5 1400	Choice of 3 SEC Game Titles + 2 months subscription for Adobe® Creative Cloud®	<p><b>SEC Games</b>  THE TURING TEST  GOETIA  OH MY GODHEADS  CHILDREN OF ZODIARCS*  BLACK THE FALL*  TOKYO DARK*  FORGOTTEN ANNE*  DEADBEAT HEROES*  BATTALION 1944*  FEAR EFFECT SEDNA*</p> <p>*Games expected to be available at a future date. Participant who selects one of these games will receive an email notification from Promoter when the game(s) are available.</p>
PRO A12-9830B PRO A12-9800B PRO A12-9800E PRO A10-9730B PRO A10-9700B PRO A10-9700E WX 7100 WX 5100 WX 4100 RX 580	2 months subscription for Adobe® Creative Cloud®	n/a

Eligible AMD Product	Bundle	SEC Game Title Choices
A9-9400** A9-9410** A9-9420** A9-9420e** A9-9430** A8-9600**  **Limited to the following jurisdictions only: Argentina, Chile, Colombia, Costa Rica, Ecuador, Mexico, and Peru. Participants outside of the aforementioned countries who own an Eligible System containing an A9 or A8 do not qualify for this corresponding Bundle.	3 months subscription for Adobe® Creative Cloud® Photography Plan	n/a
A9-9400** A9-9410** A9-9420** A9-9420e** A9-9430** A8-9600** A8-7410**  **Limited to the following jurisdictions only: Australia, New Zealand, India, Japan, Korea, Indonesia, Malaysia, Thailand, Philippines, and Singapore. Participants outside of the aforementioned countries who own an Eligible System containing an A9 or A8 do not qualify for this corresponding Bundle.	Choice of 1 SEC Game Title	<b>SEC Games</b> THE TURING TEST GOETIA OH MY GODHEADS CHILDREN OF ZODIARCS* BLACK THE FALL* TOKYO DARK* FORGOTTEN ANNE* DEADBEAT HEROES* BATTALION 1944* FEAR EFFECT SEDNA*  *Games expected to be available at a future date. Participant who selects one of these games will receive an email notification from Promoter when the game(s) are available.

**Applications:** The approximate retail value of Adobe® Creative Cloud® software is \$49.99 USD per month. The approximate retail value of Adobe® Creative Cloud® Photography Plan software is \$9.99 USD per month. The approximate retail value of each SEC game title is approximately \$14.99 - \$29.99 USD. Promoter reserves the right to substitute an Application of equal or greater monetary value if the Application cannot be awarded for any reason.

In the event that a SEC game title is unavailable for any reason, Promoter will notify Participant at the email address provided in the Participant's AMD account profile and inform Participant of the substitute game title. **ALL SEC GAME TITLE SELECTIONS MUST BE MADE AT TIME OF REDEMPTION, REGARDLESS IF THE SEC GAME TITLE HAS ALREADY BEEN RELEASED OR IS SCHEDULED TO BE RELEASED ON A FUTURE DATE.** In the event that a SEC game title has not been released at the time of redemption, Promoter will notify Participant at the email address provided in Participant's account profile once the SEC game title becomes available. The email notification will provide instructions for receiving and redeeming the Key Code for the applicable SEC game title. The SEC game titles will be set forth at [www.amd4u.com](http://www.amd4u.com) and are subject to change without notice at Promoter's discretion.

**Restricted Availability of Adobe® Software:** The Adobe® Software is not available in Afghanistan, Albania, Andorra, Angola, Anguilla, Antarctica, Antigua and Barbuda, Aruba, Bahamas, Bangladesh, Barbados, Belize, Benin, Bermuda, Bhutan, Bolivia, Bonaire, Bosnia and Herzegovina, Botswana, Brunei Darussalam, Burkina Faso, Burundi, Cambodia, Cameroon, Cape Verde, Cayman Islands, Central African Republic, Chad, China, Comoros, Democratic Republic of Congo, Côte d'Ivoire, Croatia, Curaçao, Djibouti, Dominica, Dominican Republic, El Salvador, Equatorial Guinea, Eritrea, Ethiopia, Falkland Islands (Malvinas), Faroe Islands, Fiji, French Guiana, Gabon, Ghana, Greenland, Grenada, Guadeloupe, Guernsey, Guinea, Guinea-Bissau, Guyana, Haiti, Holy See (Vatican City State), Honduras, Iceland, Isle of Man, Jamaica, Jersey, Kenya, Lesotho, Liberia, Libya, Liechtenstein, Macau, Macedonia, Madagascar, Malawi, Maldives, Mali, Marshall

Islands, Martinique, Mauritania, Mauritius, Mayotte, Monaco, Mongolia, Montenegro, Montserrat, Mozambique, Myanmar, Namibia, Nepal, New Caledonia, Nicaragua, Nigeria, Pakistan, Panama, Papua New Guinea, Paraguay, Réunion, Rwanda, Saint Helena, Ascension and Tristan da Cunha, Saint Kitts and Nevis, Saint Lucia, Saint Pierre and Miquelon, Saint Vincent and the Grenadines, Samoa, San Marino, Sao Tome and Principe, Senegal, Serbia, Seychelles, Sierra Leone, Saint Maarten (Dutch part), Somalia, Sri Lanka, Suriname, Swaziland, Tanzania, Togo, Trinidad and Tobago, Turks and Caicos Islands, Uganda, United States Minor Outlying Islands, Uruguay, Vanuatu, Vietnam, British Virgin Islands, Zambia, Zimbabwe or any country in which distribution of Adobe® Software is prohibited by law or export restrictions or otherwise, or in which Adobe® Software are not available or in which the Promotion is prohibited. Please visit [www.adobe.com/creativecloud](http://www.adobe.com/creativecloud) for more information.

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## **AMD4U 2017 SEC and Adobe® Campaign Terms and Conditions**

These Terms and Conditions govern this Promotion (the "Promotion") for the receipt of key codes ("Key Codes") for free downloads of PC games and/or other applications ("Applications") with the purchase of an Eligible System (see "Eligible System" as defined in the applicable Campaign Rules). By participating in the Promotion, Participant consents to be bound by these Terms and Conditions and the applicable Campaign Rules. The Promotion is open to participants who are of the age of majority in their country of residence or at least 17 years of age, whichever is older as of the start of the Campaign Period ("Participants"). Residents of the People's Republic of China, Burma/Myanmar, Cuba, North Korea, Syria, Sudan, Venezuela, Libya, Lebanon, Somalia, and Iran or any country in which distribution of the Applications is prohibited by law or export restrictions or otherwise, or in which the Applications are not available or in which the Promotion is prohibited, are not eligible. Employees of AMD, its subsidiaries, affiliates and agents, as well as the immediate family (spouse, parents, siblings, children, and domestic partner) and household members of each such employee are not eligible. AMD reserves the right to disqualify any Participant if AMD determines in its sole discretion that Participant's participation in the Promotion or receipt of application would violate local law or cause damage to the reputation of AMD and/or any other party.

Promoter: Advanced Micro Devices, Inc., One AMD Place, Sunnyvale, California 94088 USA.

Campaign Period: See applicable Campaign Rules.

Redemption Period: See applicable Campaign Rules

Eligible System: See applicable Campaign Rules.

Eligible AMD Products: See applicable Campaign Rules.

**Prior to purchasing, it is recommended that Participant confirm that the system Participant wishes to purchase qualifies as an Eligible System (i.e., it contains one or more Eligible AMD Products).**

### **Obtaining an Application**

Obtaining an Application can be accomplished in either of two ways: Automated Online Redemption method, or Optional Online Proof-of-Purchase Manual Redemption method. Both these processes are described below.

Automated Online Redemption method:

Participant must go to [www.amd4u.com](http://www.amd4u.com) to complete a registration form wherein Participant will be required to sign up for and activate an AMD account. Participant's name, email and other information is required. An internet connection is required. Connection fees may apply. Using the Eligible System, Participant must download and run the automated AMD Product Verification Tool which will collect identifying information on the system's APU/CPU, GPU (video card), system manufacturer, serial number and Operating System to verify that it is an Eligible System. Participant will be required to consent to the terms of use agreement. Upon successful verification, the AMD Product Verification Tool will output a message to the Participant notifying them if the system purchased has been verified as an Eligible System and provide a link for Application redemption. Additionally, an email confirmation will be sent to the email address specified in the Participant's account profile outlining next steps for redemption.

If the system is not able to be verified as an Eligible System the Participant will receive an e-mail from [support@amd4u.com](mailto:support@amd4u.com) explaining why the submission was denied. In the case the Participant does not receive any communication via an email within 72 hours after submitting their registration form, the Participant should (i) check its "junk" email or "spam" folders to see if the email has been directed there and (ii) if not, submit a support ticket via the "Contact Support" link located on the redemption portal.

Optional Proof of Purchase Manual Redemption method:

To opt-out from the Automated Redemption method, please proceed with the following steps:

1. Log into Participant's account via the [www.amd4u.com](http://www.amd4u.com) redemption portal. If Participant does not have an active account, Participant must create an account in order to log in.
2. Click on the "AMD Product Verification" button.

3. Review and agree to the “AMD Product Verification” disclaimer.
4. Click the “opt-out” link found underneath “Download the AMD Product Verification Program” button and follow the step-by-step instructions to complete the process.
5. Participant must download and run the script application in order to validate eligibility.
6. Participant will then be required to upload the script application text output, proof-of-purchase with a clear image of receipt and serial number and submit. AMD or its representative will verify that the information provided on the proof of purchase and serial number meet all requirements of the terms and conditions of an eligible system. Upon successful verification, AMD or its representative will send an email communication from support@amd4u.com to the email address specified in Participant’s account profile confirming eligibility and next steps required in order to download the Application.
7. Once the system validation confirmation is received, Participant will log back in to www.amd4u.com redemption portal for Application redemption.

If the Proof-of-Purchase Manual Redemption method information is not approved, the Participant will receive an e-mail from support@amd4u.com explaining why the submission was denied. If Participant does not receive any communication via an email within 72 hours after submitting their registration form, the Participant should (i) check its “junk” email or “spam” folders to see if the email has been directed there and (ii) if not, submit a support ticket via the “Contact Support” link located on the redemption portal.

**To Receive Key Codes:** After the Participant’s system has been validated as an Eligible System by one of the methods listed above, Participant will be able to select an Application from a menu of available Applications. The menu of available Applications and the number of Applications from which the Participant may choose depend upon the Eligible System / Eligible AMD Product purchased, as further described in the applicable Campaign. See applicable Campaign Rules for details. ADDITIONALLY, AS AVAILABILITY VARIES, THE MENU OF AVAILABLE APPLICATIONS MAY CHANGE WITHOUT NOTICE. Participant’s Application selection is not guaranteed until Participant makes a final Application choice. Once the final Application choice is confirmed by Participant the Application code will be displayed. Additionally, an email notification will be sent to the Participant with Application code details and next steps required to redeem the Application of choice. Participant will receive an email from gamekeys@amd4u.com that contains the Key Code(s) for the Application selected and instructions for redeeming the Key Code and downloading the Application at the email address provided in Participant’s account profile. If Participant does not receive the Key Code within seven (7) days the Participant should (i) check its “junk” email or “spam” folders to see if the email has been directed there and (ii) if not, enter a ticket through “Contact Support” on www.amd4u.com. No substitutions or exchanges allowed. THIS WEBSITE IS ONLY PROVIDED IN THE FOLLOWING LANGUAGES: ENGLISH, JAPANESE, KOREAN, GERMAN, ITALIAN, FRENCH, RUSSIAN, PORTUGUESE, TURKISH, POLISH, AND SPANISH.

**OFFER GOOD ONLY WHILE SUPPLIES OF KEY CODES LAST. PARTICIPANT WILL NOT BE ALLOWED TO OBTAIN KEY CODES AFTER ALL KEY CODES HAVE BEEN DISTRIBUTED.**

**To Download the Applications:** An internet connection is required. Connection fees may apply. Upon receipt of the Key Code, Participant must visit the applicable Application provider’s download portal at www.steampowered.com/getsteam and/or https://creative.adobe.com/redeem to sign up for an account or to log in to an existing account. THE WEBSITES AND THE APPLICATIONS MAY NOT BE PROVIDED IN PARTICIPANT’S LOCAL LANGUAGE. Valid Application provider accounts and acceptance of Application provider’s terms and conditions are required. THESE REGISTRATIONS ARE IN ADDITION TO THE REGISTRATION REQUIRED TO OBTAIN THE KEY CODE. Specific instructions for downloading the Applications will be provided along with the Key Code in the confirmation email. Application provider may impose additional restrictions. Some Key Codes are available prior to release of the associated Applications and Participant will be required to wait for the Application’s release date before downloading the Application.

Minimum specifications to play the Applications can be found at the Application providers’ websites.

**Personal data:** All information submitted as part of this Promotion will be collected and processed by Advanced Micro Devices Inc. and its agents in Canada for the purpose of managing this Promotion in accordance with Advanced Micro Devices Inc.’s privacy policy, available at <http://www.amd.com/en-us/who-we-are/privacy>. By participating in this Promotion, Participants authorize AMD to transfer their personal data for the purposes of administration of the Promotion. Personal information collected includes first name and last name, email address, postal address, country, state or province and will be used to: (a) contact the participant in connection with the Promotion; and (b) if the Participant elects to receive additional information from AMD, to send additional information to the Participant. The Participants have a right of access to, modification and

withdrawal of their personal data and the right of opposition to the data collection, under certain circumstances. To exercise such right, they may write to support@amd4u.com.

AMD will not provide personal information to any third party, except as necessary to: (i) administer the Promotion and award the Application; (ii) comply with legal requirements of any governmental authority, (iii) protect and defend the rights or property of AMD; and (iv) enforce these Terms and Conditions.

Offer may not be exchanged, sold or redeemed for cash or other goods or services and may not be combined with any other offer, rebate, or discount. Key Codes have no cash value.

Limit: One (1) Bundle per Eligible System. Limit three (3) Eligible Systems per email address. The maximum number of Key Codes provided to Participant will be determined by the total number of Applications that are in the Bundle corresponding to Participant's Eligible System. Any attempt by Participant to exceed the maximum number of Bundles per Eligible System may result in disqualification.

Additionally, Applications are for personal use only (i.e., no commercial use including but not limited to use in an internet café environment). Participants may not resell Key Codes and doing so may void the Key Codes and the Participant's (or third party's) ability to download the Applications or use the Key Codes.

Promoter is not responsible for invalid, incorrect, or unreachable email addresses provided by a Participant. Promoter is not responsible for lost, late, incomplete, invalid, altered, unintelligible or misdirected registration forms or submissions, which will be void. Promoter is not responsible or liable for any technical, hardware, software, server, website, or other failures or damage of any kind to the extent that a Participant is prevented from participating in the Promotion.

Any tax liability is the sole responsibility of, and must be paid by, the Participant. Promoter reserves the right to amend or cancel the terms of this Promotion at any time without prior notice. Promoter may declare this Promotion void where it is taxed, regulated, prohibited or restricted/prohibited by applicable law.

The decisions of Promoter with respect to any and all aspects of the Promotion are final and binding.

**PROMOTER IS NOT BOUND BY, AND WILL BE UNDER NO LIABILITY FOR, ANY STATEMENT BY ANY RETAILER IN CONFLICT WITH THESE TERMS AND CONDITIONS INCLUDING, BUT NOT LIMITED TO, STATEMENTS REGARDING KEY CODE AVAILABILITY AND/OR THAT MORE, KEY CODES WILL BE AVAILABLE OR DISTRIBUTED TO PARTICIPANTS.**

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