

Exhibit 1
2026 SDA Student Competition
Official Rules

Updated: February 1, 2026

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

1. Sponsor and Overview

The SD Card Association (“Sponsor”) invites eligible university students to develop and submit projects that demonstrate the advantages of SD Express technology using Sponsor-provided hardware, with winners selected by a judging panel and awarded cash prizes. These Official Rules govern all aspects of the competition. Void where prohibited or restricted by law.

2. Eligibility

The competition is open to residents of Hong Kong, India, Israel, Italy, Japan, Taiwan, United Kingdom, South Korea, and the United States and any country that is the location of a Qualifying University’s main campus (each, a “Qualifying Country”) who are at least 18 years old at the time of entry and are selected by a professor at a Qualifying University to participate. Participants may enter individually or as part of a team. Every individual entrant and each team member must be enrolled in undergraduate or graduate studies at a Qualifying University at registration and at submission. Participants must remain residents of a Qualifying Country at the time prizes are awarded. Sponsor, its member companies, employees, agents, and their immediate family/household members are not eligible.

Qualifying Universities are the post-secondary institutions listed at:

https://portal.sdcard.org/DesktopModules/Inventures_Document/FileDownload.aspx?ContentID=7813.

By entering, participants agree to these Official Rules and Sponsor’s decisions, which are final and binding.

3. Key Dates

- Registration Phase: February 1, 2026 at 8:00 a.m. PT to April 30, 2026 at 11:59 p.m. PT, or until 50 Applicants are registered, whichever occurs first. Applications are only accepted during this phase.
- Acceptance Notice: Acceptance and shipment of Submission Hardware will occur approximately 30 days after Sponsor receives a complete application.
- Submission Phase: May 1, 2026 to September 15, 2026 at 11:59 p.m. PT. No Submissions will be accepted after the deadline.
- Judging Phase: September 15, 2026 to October 15, 2026 at 11:59 p.m. PT.
- Winner Notification: On or about October 15, 2026.

Because of the unique nature and scope of the competition, Sponsor may modify any dates or deadlines in its discretion.

4. How to Enter

Phase 1 - Registration. Potential participants must be selected by their Qualifying University and work with a supervising professor (the “Managing Professor”). The Managing Professor of the Qualifying University must sign Sponsor’s Application Form where indicated to confirm each submitted Applicant and must sign Sponsor’s Application Form where indicated to confirm agreement to these Official Rules and the University Terms and Conditions for the participant to be eligible. Each team must designate one team member as the point of contact (the “Designated Representative”) and provide email addresses for the Designated Representative and all team members in the Application Form. Each team member may be required to sign the Application Form and agree to these Official Rules.

Each Qualifying University may identify up to five Applicants and one Alternate on the Application Form. Sponsor will review eligible applications and register up to a maximum of fifty total Applicants on a first-come, first-served basis and in the order Applicants appear on Application Forms. Each team counts as one Applicant and may include up to three team members. Team composition may not be changed or substituted. If a team member withdraws, Sponsor may disqualify the team. Submitting an Application Form does not guarantee participation.

If fewer than fifty Applicants are registered by the end of the Registration Phase, Sponsor may register Alternates in the order received, up to a total of fifty.

Phase 2 - Submission Hardware. Once approved, Sponsor will notify each Qualifying University and ship one set of Submission Hardware for each team to the University for distribution. Sponsor will pay shipping costs and will make reasonable efforts to cover applicable customs or import taxes, fees, and duties (“Customs Fees”); if payment is required before or at delivery, the University is responsible for paying the Customs Fees to secure delivery. The Submission Hardware includes: (i) one NVIDIA Jetson Orin Nano Super Developer Kit; (ii) one M.2 to microSD Express adapter; and (iii) one microSD Express 128GB, 256GB or 512GB card. The Submission Hardware provided for use in Submissions will be owned by the Qualifying University. Sponsor provides no advice, assistance, warranties, or guarantees with respect to the Submission Hardware. All details not specified are in Sponsor’s sole discretion.

5. Project and Submission Requirements

Participants must create a project using the Submission Hardware that demonstrates one or more advantages of SD Express technology supported by quantitative analysis. The project must feature use of the microSD Express card via its PCIe/NVMe interface through the M.2 slot on the Submission Hardware. Use of the Submission Hardware is required.

Each Submission must include:

- A written report of up to three pages, plus up to three pages of appendices (the “Report”).
- A declaration from the Managing Professor validating the Report’s accuracy.
- Usage of the SDA’s provided Report Template is highly recommended

The Designated Representative and/or the Managing Professor must email the Submission to helpdesk@sdcard.org with the subject line: “SDA Student Contest Submission by [Family name of Participant’s Designated Representative, University Name]” by 11:59 p.m. PT on September 15, 2026. Only one Submission per participant is permitted. A person may participate either individually or on a single team, but not both.

If a Participant chooses not to complete the project or withdraws, they should promptly notify helpdesk@sdcard.org using the subject line: “SDA Student Contest Withdrawal by [Family name of Participant’s Designated Representative, University Name]” and must return the Submission Hardware to Sponsor no later than October 15, 2026 at the Participant’s expense. Failure to timely return the Submission Hardware may result in disqualification of other Participants from the same Qualifying University.

Form and Content. Applications and Final Reports must follow Sponsor’s templates and defined formats. Entries not complying with these Official Rules or the required templates may be disqualified in Sponsor’s sole discretion. Submissions must not contain unsafe behavior, profanity, nudity, explicit sexual content, graphic violence, defamatory statements, false or misleading advertising, or any illegal or otherwise inappropriate content. Submissions must not include confidential, proprietary, or trade secret information. Submissions determined by Sponsor, in its sole discretion, to infringe any rights or otherwise violate these requirements may be disqualified.

Originality and Rights. Submissions must be the Participant’s original work (excluding the Submission Hardware and any clearly identified public domain materials), free of any restrictions preventing use. Participants must disclose in the Report any use of artificial intelligence, including tools used, a description of AI outputs, and how the outputs were incorporated. Failure to disclose AI use may result in disqualification. Participants represent and warrant that the Submission does not infringe any third-party rights, violate any law, or include confidential, proprietary, or trade secret information. Submissions may not be created in the course of employment, relate to Participant’s employment, or use an employer’s property; Sponsor may require written confirmation from an employer that the Participant has the right to submit and claim a prize.

Conduct. Sponsor may disqualify any Participant for unsportsmanlike conduct or violations of these Official Rules.

6. Judging and Winner Notification

A panel selected by Sponsor will evaluate Submissions and select three potential winners using the following weighted criteria:

- Advantages of microSD Express supported by quantitative analysis (40%)
- Incorporation of new technologies (e.g., AI/ML, AR/VR, robotics, gaming), leveraging SD Express speed for potential consumer or mass-market products (25%)
- Functioning project that can be demonstrated (20%)
- Creativity and originality (5%)
- Clarity of submission (10%)

In the event of a tie, the Submission with the higher score for “advantages of microSD Express” will prevail. On or about October 15, 2026, potential winners will be notified by email using the email(s) provided during registration. For teams, only the Designated Representative will be notified. Sponsor is not responsible for lost, intercepted, or undelivered notifications.

Sponsor may require potential winners to sign and return an Affidavit of Eligibility, Publicity and Liability Release, Prize Acceptance Form, and applicable tax form(s) (collectively, “Prize Documentation”). For teams, Sponsor may require each team member to timely execute the Prize Documentation. Failure to respond within 14 days, to timely return required documents, to accept the prize, or if a notification or prize is unclaimed or undeliverable, may result in forfeiture, and an alternate potential winner may be selected. If a potential winner is ineligible, declines, or violates these Official Rules, an alternate potential winner may be selected. Disqualification of any listed team member may result in disqualification of the entire team.

7. Prizes

There are three cash prizes:

- First Prize: USD \$20,000
- Second Prize: USD \$10,000
- Third Prize: USD \$5,000

For an individual winner, the prize is awarded to that person. For teams, Sponsor will pay equal shares to each listed team member. Prizes will be awarded by check. Winners (including at least one member of any winning team) may be invited, but are not obligated, to present their Submission at a trade show selected by Sponsor. Total approximate retail value of all prizes: USD \$35,000. Only the prizes described will be awarded.

8. Rights in Submissions; Publicity

Ownership. As between Sponsor and Participant, Participants retain ownership (including copyrights and other IP) in their Submissions.

License to Sponsor. By submitting, Participants grant Sponsor a royalty-free, irrevocable, perpetual, non-exclusive, transferable license to reproduce, modify, publish, and display the Submission (including the Report and appendices), in whole or in part, alone or with other material, throughout the universe, in any media or technology now known or later developed, for purposes of publishing the competition results and promoting Sponsor, the competition, or its outcomes.

Publicity. Unless prohibited by law, acceptance of a prize constitutes permission for Sponsor to use a winner’s name and Submission in and in connection with advertising, marketing, promotional, and/or publicity materials related to the Competition, Sponsor, and for other uses permitted herein, throughout the universe, in any media or technology now known or later developed, in perpetuity, without further notice, approval, or compensation. Winners hereby release Sponsor from any liability related to such use.

9. Representations, Warranties, and Indemnification

Each Participant represents and warrants that the Submission: (i) does not infringe the intellectual property or other rights of any person; (ii) contains no confidential or trade-secret materials; (iii)

complies with applicable laws; (iv) is not defamatory or libelous; and (v) complies with these Official Rules. Each Participant agrees to defend, indemnify, and hold harmless Sponsor, its parents, affiliates, subsidiaries, designees, licensees, assigns, and each of their employees, officers, directors, and agents, from and against any claims, liabilities, and expenses (including attorneys' fees) arising out of or related to the Submission, Participant's conduct, or any breach or alleged breach of these Official Rules, including any statements or actions made during the competition.

10. Relationship; No Obligation to Use

Participants acknowledge that no confidential, fiduciary, or special relationship exists with Sponsor by virtue of participation. Sponsor has wide access to ideas and materials, and many ideas may be similar or competitive. Sponsor has no duty or liability regarding third-party infringement of Participant's rights. Sponsor has no obligation to mention, promote, or use any Submission and may cease use at any time without liability.

11. Administration; Integrity; Remedies

Sponsor may disqualify any individual who tampers with the entry or operation of the competition, violates these Official Rules, acts in an unsportsmanlike or disruptive manner, or intends to or does undermine the competition, and may seek damages and other remedies to the maximum extent permitted by law. No undisclosed AI-generated entries, plagiarized, illegible, incomplete, garbled, or forged submissions will be accepted.

Sponsor may modify, extend, suspend, or terminate the competition in its discretion if technical issues, fraud, or causes beyond Sponsor's control impair the competition's integrity, administration, security, proper play, or feasibility, or if an insufficient number of eligible Submissions are received. If the competition terminates early, Sponsor may, if feasible, select winners from eligible, non-suspect entries received to date. Sponsor's written amendment by a duly authorized representative is required for any modification to these Official Rules. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision.

12. Liability; Hardware; Systems

Participants release Sponsor from any and all costs, injuries, losses, or damages of any kind (including death or bodily injury) arising in whole or in part from participation or any competition-related activity, or from acceptance, receipt, possession, use, or misuse of any prize. Sponsor makes no warranties, representations, or guarantees, express or implied (including fitness for a particular purpose), regarding the Submission Hardware. Sponsor is not responsible for damage to computers or devices arising from participation, or for technical, hardware, software, or network failures; miscommunications; incomplete, illegible, misdirected, misprinted, late, lost, damaged, stolen, or postage-due communications; or for incorrect or failed capture of information of any kind.

13. Privacy

Information submitted will be collected by Sponsor's systems in the United States and is subject to applicable privacy laws based on residency and to Sponsor's Privacy Policy at

<https://www.sdcard.org/privacy-policy/>. By participating, Participants agree to Sponsor's Privacy Policy.

14. Taxes and Costs

All costs and expenses associated with participation and with the award, acceptance, receipt, and use of any prize are the sole responsibility of the winners. All federal, state, and local taxes on prizes are the sole responsibility of the winners. U.S. winners will receive an IRS Form 1099 after year-end, and a copy will be filed with the IRS. Participants may wish to consult a tax advisor.

15. Governing Law

These Official Rules, the competition, and any related disputes are governed by the laws of the State of California, without regard to its conflict of laws rules.

16. Winners List

Winners and their prizes will be posted on Sponsor's official website for sixty (60) days after confirmation of winners.

17. Sponsor

SD Card Association, 2603 Camino Ramon, Suite 200, San Ramon, CA 94583.