

Kronenbourg 1664 Blanc “Bon Appetit-lah 2021” – “Redeem & Win” Promotion Terms and Conditions

1. Organiser

The Organiser of the Contest is Carlsberg Marketing Sdn Bhd [198501008089(140534-M)].

2. Promotion Period

The promotion period is from 1 June 2021 to 31 July 2021.

3. Eligibility

This Promotion is open to **all non-Muslims aged 21 years or above** who are residents in Malaysia. All Participants are subject to the criteria set out below, the Standard Terms and Conditions, the terms and conditions herein and the relevant laws of Malaysia.

Employees of the Organiser, its associate agencies, affiliates, distributors, dealers, sponsors, advertising and promotional agencies, and members of their immediate families are not eligible to participate in this promotion.

4. How to participate in the “Redeem & Win” Promotion

Step 1: Purchase a minimum of RM150 of any 1664 Blanc products in a single receipt from Participating Outlets during the Promotion Period to be entitled to redeem for one (1) set of WMF Cutlery Set (worth RM60) (“Free Gift”) and stand a chance to win contest prizes as below:

Grand Prize: 1x Exclusive Vacation at Pangkor Laut Resort for 2 pax

Or

First Prize: 5x Le Creuset French Round Oven 24cm worth RM1,950

Participating Hypermarket/Supermarket Chains :

- a) Aeon
- b) Aeon Big
- c) Bens Independent Grocer
- d) Billion
- e) Econsave
- f) Giant
- g) Jaya Grocer
- h) Pacific/The Store
- i) Sunshine
- j) Tesco
- k) TF Value Mart
- l) Village Grocer
- m) Carlsberg Official Store on Lazada
- n) Carlsberg Official on Shopee
- o) Potboy Groceries
- p) Other Super/Hypermarkets that carry Kronenbourg 1664 Blanc Products with the Promotion Point of Sales Material displayed

(collectively referred to as “Participating Outlets”)

Step 2: How to submit for redemption of the WMF Cutlery Set?

- i) Scan the QR code as printed on (i) the Promotion in-store Point of Sale materials, or (ii) log on to <https://www.1664blancmalaysia.com/wmfcutleryredemption>
- ii) Fill in your full name (as per your Malaysian identification card (“IC”) or passport), IC number or passport number, mobile number, correspondences address to courier Free Gift and submit a photo of the proof of purchase receipt (“Proof of Purchase”) (must be clear and readable) in the microsite for verification purposes.
- iii) The Organiser will send out acknowledgment report to successful entry only (“Qualified Entries”) through short messaging services (SMS) or instant messaging app “WhatsApp”.
- iv) The redemption of the WMF Cutlery Set is on first-come, first served and while stocks last basis.

Step 3: Successful entries will automatically enroll to stand a chance to win contest prizes.

- a) Only 1 receipt per entry for the Contest. Participant(s) may submit more than one (1) entry, however each Participant is only allowed to redeem up to three (3) WMF Cutlery Set and win one (1) contest prize throughout the Promotion Period.

- b) Participants need to safe keep the original Proof of Purchase for verification and redemption purposes.
- c) For redemption purpose, only original copy of the receipt showing the purchase made between 1 June 2021 to 31 July 2021 is accepted as Proof of Purchase. Any damage or torn; photocopies of Proof of Purchase will be automatically disqualified.
- d) The Organiser shall be entitled to request the original Identity Card or the originals of other supporting documents/materials for verification purposes.
- e) The Organiser reserves the right to disqualify and remove any Participant(s) from the Contest without prior notification or disclosure of information should the Participant(s) be suspected of tampering with their entries or breach the Contest terms and conditions.

5. Winners, Prizes, and Terms and Conditions of Prizes

- a) There is a total of 6,000 units of WMF Cutlery Set to be redeemed and a total of 6 contest prizes to be won throughout the Promotion Period.

	Prizes	Allocation (Qty)
Redemption Prize	WMF Cutlery Set worth RM60 per set	Limit to first 6,000 redemptions
Contest Prize	Grand Prize: Exclusive Vacation at Pangkor Laut Resort for 2 pax	1 unit
	First Prize: Le Creuset French Round Oven 24cm worth RM1,950	5 units

b) Redemption Mechanics on WMF Cutlery Set

i. Fulfillment method of WMF Cutlery Set Courier

Participant will receive the WMF Cutlery Set within 14 working days for West Malaysia and 30 working days for East Malaysia from the date of notification from Organiser after successfully verified by the Organiser.

The Organiser and its affiliates (including its employees and agents) shall not be liable for any loss or damage whatsoever incurred or suffered by any party in relation to this redemption.

c) Mechanics on Selection of Contest Prize Winners

Grand Prize Winner Selection

Total number of Qualified Entries are divided by 2 to find X. X is rounded down to the nearest whole number, and the Xth entry will be selected as the winner. E.g. If there are a total of 5,888 entries throughout the Promotion Period, 5,888 is divided by 2 = 2,944. The 2,944th entry is selected as the winner.

First Prize Winner Selection

Total number of Qualified Entries are divided by 5 to find X. X is rounded down to the nearest whole number, and the Xth entry will be selected as the winner. E.g. If there are a total of 5,888 entries throughout the Promotion Period, 5,888 is divided by 5 = 1,177.6. Since dividing 5,888 with 5 will result in a number with decimal value, the number 1,177.6 will be rounded down to 1,177. The following 5 Participants with Qualified Entries of the week bearing the following serial numbers will be selected as the winner: 1177*, 2354*, 3531*, 4708 and 5885. [*computation example: 1177, 1177+1177=2354, 2354+1177=3531].

- d) The Organiser reserves the right to not award any and/or all prize(s) on the basis that there are insufficient Qualified Entries. For example, if there are 1,000 prizes available to be won, in the event that there are less than 1,000 Qualified Entries, the Organiser is entitled to only award the prize(s) to the Qualified Entries and forfeit the remaining prize(s).

- e) Each winner is only allowed to redeem up to three (3) WMF Cutlery Set and win one (1) contest prize throughout the Promotion Period.
- f) Once redeemed, the Receipt is no longer valid for any other on-going promotion. The Organiser reserves the rights to disqualify the Participants' submission for redemption of other gifts or in any other on-going Contest/Promotion with the same Receipt.
- g) The Organiser reserves the right to substitute any winning prize with a prize of similar value, with or without notice.
- h) The Prizes are non-refundable, non-transferable and non-exchangeable for cash credit or any other items. Prizes not redeemed within the notified period will be forfeited.
- i) The Organiser shall not be liable for any loss or damage that occurs to the prizes during the delivery process. Any additional costs (i.e. not limited to travel expenses and applicable taxes) involved to redeem or collect the prizes are to be borne solely by the winner.

6. Notification and Redemption of Prize

- a) Winners will be notified via the instant messaging app 'WhatsApp'. The winners must ensure that the data details provided to the Organiser are true, accurate, current and complete. Winners will be informed of their win as well as the verification and mode of fulfilment of the contest prize.
- b) Winners will be notified within 30 working days from the end of the Promotion Period.
- c) The winners must respond within three (3) days from the time when the Organiser sent the notification via WhatsApp. If the winner fails to respond within three (3) days, the Organiser reserves the right to substitute the winner with a subsequent name on the list.
- d) The Organiser will deliver the Contest Prize within 60 working days for West Malaysia and East Malaysia winners from the end of Promotion period on which the Participant has reverted with his/her full and correct address.
- e) In the event that the Organiser finds the presented Proof of Purchase is not authentic or invalid then the Organiser shall be entitled to forfeit the Prize without assigning any reasons whatsoever.
- f) The Organiser shall reserve the right to award the Prize to an alternative Participant at its sole discretion at any time.

7. Privacy Policy

By participating, the Participant explicitly consents that the Organiser shall store the necessary personal data of the Participant. The Participant is free to revoke his or her consent to the storage of data by sending an email to the Organiser and by doing so, the Participant is withdrawing his or her participation in this Promotion. The Organiser will use its best endeavours to keep all personal data stored for the purpose of this Program strictly confidential.

8. Additional Terms

- a) Each Participant agrees that he/she has read and understood these Terms of Promotion and by participating in the Promotion, each participant will be deemed to have read, understood and agreed to each of the terms and conditions appearing herein the Terms of Promotion.
- b) The Organiser is also not responsible for any error, omission, interruption, deletion, defect, delay, failure in operation or transmission, communications line failure, theft or destruction, unauthorized access to, or alteration of, user or member communications, or any problems or technical malfunction of any telephone network or lines, the website, computer online systems, servers or providers, computer equipment, system, apparatus, software, failure of e-mail or receipt of entry on account of technical problems or traffic congestion on the internet and/or telecommunication services.
- c) The Organiser reserves the right to amend the Terms and Conditions without prior notice.
- d) The Promotion Terms and the Carlsberg Standard Terms and Conditions (collectively "Terms and Conditions") shall be binding on all Participants who participate in this Promotion. The definitions

in the Carlsberg Standard Terms and Conditions shall apply unless otherwise expressly stated in the Promotion Terms. In the event of any discrepancies between these terms and conditions and any advertising, Promotion, publicity and other materials relating to or in connection with this Promotion, the final terms and conditions on Carlsberg's website shall prevail.

- e) Should the Participant have any inquiry regarding the Promotion, he/she can send a message to 010-911 8932 or admin@1664blancmalaysia.com for more information.