

Dutch Lady Milk Industries | Terms & Conditions for Dutch Lady Sketch and Win Contest

Eligibility and Contest Period

1. The Dutch Lady Sketch and Win Contest (“Contest”) will run from 15 August 2024 (10:00 a.m.) – 23 September 2024 (11:59 p.m.) (“Contest Period”). Dutch Lady Milk Industries Berhad (“Organiser”) reserves the right to shorten or extend the Contest Period without prior notice. Participants agree to be bound to any such changes. All entries received outside the Contest Period shall be automatically disqualified. The Organiser’s decision shall be final and binding therefore, no correspondence shall be entertained.

2. This Contest is open to all residents of Malaysia with a child ranging from 3 years old (37 months) to 9 years old (as of 15 August 2024) except the employees and immediate family members of the Organizer, including the employees and immediate family members of its affiliated and/or related companies, distributors, advertising, and promotion agencies. By participating in this contest, you agree to comply with these terms and conditions. The Organizer shall not be liable for any loss, damage or expense arising from your participation, howsoever arising.

3. The Organiser shall reserve the right to request evidence of identification documents. By participating in this Contest, you agree to comply with these terms and conditions. The Organiser shall not be liable for any loss, damage, or expense arising from your participation, howsoever arising.

How To Participate

1. To join the contest, Participants must first own the **Exclusive Dutch Lady Sketch Pad**. The **Exclusive Dutch Lady Sketch Pad** is a free gift with the minimum purchase of participating Dutch Lady products worth Forty Ringgit (RM40). Participants can also get a free sketch pad along with a cover with the purchase of participating Dutch Lady products worth Sixty Ringgit (RM60). The participating products includes:

- A. DUTCH LADY® 123 PLAIN (300G, 550G , 850G, 900G)
- B. DUTCH LADY® 456 PLAIN (550G , 850G, 900G)
- C. DUTCH LADY® 6+ PLAIN (850G, 900G)
- D. DUTCH LADY® 123 HONEY (550G , 850G, 900G)
- E. DUTCH LADY® 456 HONEY (550G , 850G, 900G)
- F. DUTCH LADY® 123 CHOCOLATE (850G, 900G)
- G. DUTCH LADY® 456 CHOCOLATE (850G, 900G)
- H. DUTCH LADY® 6+ CHOCOLATE (850G, 900G)
- I. DUTCH LADY® MAXGRO (600G, 2X600G, 15X27G)

2. Participants must use the **Exclusive Dutch Lady Sketch Pad** to draw as creatively as possible. Then, the Participants are required to:

Step 1: Snap a picture of their child holding up the **Exclusive Dutch Lady Sketch Pad** with the creative sketches. Their child’s age should be from 3 years old (37 months) to 9 years old

(as of 15 August 2024).

Step 2: Upload it on to their social media (Facebook/Instagram Feed). In the caption, write their child's name and age.

Step 3: Post it on their Facebook / Instagram feed with **#SepenuhNutrisiSepenuhPotensi** and tag **@dutchladykidsnutrition**. The Participants must ensure their post is set to PUBLIC. The Participants' posts will then be reposted the Organizer's Facebook Page (<https://www.facebook.com/DutchLadyKidsNutrition>). The Participants can get their friends and family to like their posts on the Organizer's Facebook Page to get as many votes as possible.

3. According to the Code of Ethics for the Marketing of Infant Foods and Related Products outlined by the Ministry of Health Malaysia (as amended and supplemented from time to time),

a) Your child must be aged between thirty seven (37) months and above at the time of taking the participation materials.

b) In accordance with the Ministry of Health Malaysia, any contest entries with pictures/videos of children from the age of zero to thirty six (0 - 36) months will be automatically cancelled.

c) In accordance with the Malaysian Ministry of Health, any contest entries with pictures/videos containing elements of milk bottles, teats or pacifiers will be automatically cancelled.

4. All entries must be received by the Organiser on or before 11:59 p.m. on 23 September 2024 for submissions. The Organiser reserves the right to disqualify any incomplete and late entries. The Organiser and the companies involved in this Contest shall not be held liable in any way for delays, non-deliveries and/or interruptions of the visuals sent or received via any Facebook / Instagram account in conjunction with the Contest. Persons who violate any rule, gain an unfair advantage in participating in the Contest, or obtain winner status using fraudulent means will be disqualified. Unsportsmanlike, disruptive, annoying, harassing, or threatening behaviour is strictly prohibited.

Winner Selection and Announcement

1. Participants who meet all the contest requirements (refer to How To Participate) will be considered for the top prizes. There will be two (2) categories of winners based on their age groups. In each category, five (5) participants with the most votes will be the top winners. The categories are Category A for Participants with children aged 3 years old (37 months) to 9 years old and Category B for Participants with children aged 7 to 9 years old.

CATEGORIES	
Category A (5 winners)	Category B (5 winners)
Participants with children 3 years old (37 months) - 6 years old	Participants with children 7-9 years old

2. Each Participant may submit one (1) entry only.

3. The number of votes will be based on the number of likes received in by Participants' posts that will be reposted on the Organizer's Facebook page. Only likes received by posts on the Organizers page will be deemed as a valid vote. Likes received by posts on Participants' own social media accounts will be deemed as an invalid vote.

4. The list of winners will be announced on the Organizer's social media page at <https://www.facebook.com/DutchLadyKidsNutrition> and <https://www.instagram.com/dutchladykidsnutrition/> on 30th September 2024 (10:00am).

5. Each winner is required to contact the Organiser's Facebook page's Inbox (<https://www.facebook.com/DutchLadyKidsNutrition>) (PM) or Instagram page's Direct Message (<https://www.instagram.com/dutchladykidsnutrition/>) (DM) and provide the required details as below within 5 working days from the Winner Announcement to confirm the prize redemption.

3.1 Full Name (Parent / Guardian):

3.2 IC Number:

3.3 Full Name (Kid)

3.4 MyKid Number:

3.5 Contact Number:

3.6 Mailing Address:

5. Should the winner fail to contact the Organiser within 5 working days of the Winner Announcement, the Organiser will proceed to pick another winner. The Organiser is not responsible and will not be held liable in the event that any of the Winners are unreachable as a result of invalid contact information provided by the participant or cannot be contacted for whatsoever reason.

6. The Organiser reserves the right to appoint a third party to conduct the verification of the Eligible Winners and to fulfill the delivery of Prizes. Contestants must agree that the Organiser may provide all necessary information to such third parties to facilitate such services.

7. The Organiser reserves the right to request proof of age of any eligible Winners before they are confirmed as winners. The Organiser reserves the right to forfeit prizes for any Contestant who does not provide the required details within 5 working days upon receiving the request/notification from the Organiser. The Organiser's decisions are final. No correspondence will be entertained.

8. The Organiser reserves the right to reject any submission at its sole and absolute discretion without having to assign any reason whatsoever.

Prizes

1. Prizes are NOT exchangeable, transferable, or redeemable in any other form for whatever reason.
2. The Organiser reserves the right at its absolute discretion to substitute any of the Prizes with that of similar value at any time without prior notice. The values of the Prizes are correct at the time of printing. All Prizes are given on an "as is" basis.
3. Each Winner is only eligible to win one (1) Contest Prize. Total 10 winners will be selected to win the Grand Prize. The Grand Prize is as below:

[10x Grand Prize] 1 Year Supply of Selected Dutch Lady Products.

Each Winner is eligible to select from only one of the following Grand Prize:

- (i) 72 packs of Dutch Lady® 123 Plain (850g) OR
- (ii) 72 packs of Dutch Lady® 456 Plain (850g) OR
- (iii) 72 packs of Dutch Lady® 6+ Plain (850g) OR
- (iv) 72 packs of Dutch Lady® Maxgro (600g).

4. The Prize shall be used/taken entirely at the risk of the Winners, and the Organiser excludes all warranties and liabilities in connection with the Prize to the fullest extent permitted by law.
5. The prize will be sent to the winner's mailing address within 90 days after the information provided by the winner has been validated by the Organiser. Winners will need to ensure that the mailing address is updated and accurate. Prizes will be sent in 2 batches within 1 year after the winner announcement is made. The first batch of products (36 packs) will be delivered in November 2024 and the second batch of products (36 packs) will be delivered in April 2025. The Organiser reserves the rights to extend the timelines stated under this clause owing to reasons beyond the control of the Organiser.
6. All unclaimed prizes will be forfeited by the Organiser after 90 days after the Winner Announcement. The Organiser reserves the right to determine how uncollected Prizes will be dealt with.

Rights of the Organiser

1. The Organiser will not be responsible or liable for:

1.1. Any problem, loss or damage of whatsoever nature suffered by any party due to any delay and/or failure in compiling the entry as a result of any network, communication or system error, interruption and/or failure experienced by the participating internet line in the Contest. In the event of such error, interruption and/or failure, the Organiser shall not be responsible or liable for any failure by any Contestants to participate in the Contest at any time.

- 1.2. Any problem, damage or loss of whatsoever nature to any Contestant or their authorized

representatives resulting from their participation in the Contest; and

1.3. Any error, omission, interruption, deletion, defect, delay in operation or transmission, internet line failure, theft, destruction of, or unauthorised access to entries arising during operation or transmission as a result of server functions, viruses, bugs or other causes outside its control.

2. Contestants must also agree that the Organiser shall not be responsible nor liable for any delay, injury or damage to the Contestant's and/or any third party's computer, computer system or apparatus relating to or resulting from the access to, participation in this Contest, including the playing, uploading or downloading of any materials or information from the Website and in connection with this Contest, submission for this Contest, including without limitation to any server failure, lost, delayed or corrupted data or other malfunction.

3. The Organiser reserves the right at its sole discretion to disqualify any individual that it determines to be tampering with the entry process or the operation of the Contest, to be acting in breach or potential breach of this Contest Terms and Conditions.

4. The Organiser reserves the right to cancel, modify, suspend or delay the Contest in the event of unforeseen circumstances beyond reasonable control.

5. By participating in this Contest, Contestants consent to give their personal information, and the Organiser reserves the right to publish and/or use the Contestants' names, photographs and/or videos plus their entries for the purposes of the winner announcement, publicity, advertising and/or trade without further compensation or notice, and each participant is not entitled to make any claims for the use of their entries by the Organiser.

6. All entries must be suitable for publication on any public social network. Provocative, political, offensive or questionable content will not be accepted. The Organiser reserves the right at its absolute discretion regarding the criteria of entries with inappropriate content.

7. By participating in this Contest, the Contestants agree to be bound by these Contest Terms & Conditions and the decisions of the Organiser.

8. The Organiser reserves the right to change, amend, delete, or add to these Terms & Conditions without prior notice at any time, and the Contestants shall be bound to such changes.

9. The Organiser collects personal identifiable information to provide services or to correspond with you. This information is stored in a manner appropriate to the nature of the data by the Organiser and is used to fulfil your request(s). By submitting your personal information, we deem that permission is given to the Organiser and/or its authorised agents to use this information for the purpose of present and future marketing and promotional purposes and to improve its products and services. If you inform the Organiser via the Careline at 1800 81 3855 or at dutchladycareline@frieslandcampina.com that the above information should not be used as a basis for further contact, the Organiser will respect your request. Your information will not

be provided or shared with other companies or partners for their independent use. For the Organiser's full Personal Data Protection Act Compliant Notice, please refer to the Organiser's website at <https://www.smartmoments.com.my/en/privacy-policy/>.

10. In the event of any inconsistency or conflict between the English version and the Bahasa Malaysia version of this Terms and Conditions, the English version shall prevail.