

TERMS AND CONDITIONS – FREE 1664 BACKPACK (“GWP”) PROMOTION (“Promotion”)

1. Organizer

1.1. The Organiser of the Promotion is Carlsberg Singapore Pte Ltd (RC No. 200104095R).

2. Eligibility

2.1. This Promotion is open to **all non-Muslims aged 18 years or over** who are residents and permanent residents in Singapore. All Participants are subject to the terms and conditions set out below, and the relevant laws of Republic of Singapore.

2.2. Employees of the Organiser, its associate agencies, affiliates, distributors, traders, online retailers purchasing in bulk, dealers, sponsors, advertising and promotional agencies, members of their immediate families or any entities and/or persons who are deemed to be a Commercial Party in Carlsberg's sole and absolute discretion are strictly not eligible to participate in this Promotion. For the purpose of this Promotion, "Commercial Party" refers to any entity and/or person who purchases the Participating Product(s) for commercial purposes.

3. Nationwide Consumers Promotion

3.1. The validity period of this Promotion shall be from 1st November – 25th December 2024 ("**Promotion Period**") across any Participating Outlets. Participating Outlets refers to the following participating **super-hypermarkets**:

- FairPrice (including FairPrice Online)
- Cold Storage
- CS Fresh
- Giant
- Jason's Deli
- Sheng Siong
- E-xin
- Hao Mart
- Ace Mart
- U-Star Supermarket
- Prime Supermarket
- Fortune Supermarket
- Good Price Centre
- Jilin (China Supermarket)

3.2. Promotion Mechanics – Gift with Purchase (GWP)

- i) Participants shall be entitled to one (1) free 1664 Backpack (Worth \$48) ("**GWP**") with every \$50 spend on 1664 products in a single and valid receipt.
- ii) All purchases must be made **before 23:59hrs on 25th December 2024 (GMT+08)** to qualify for the Promotion.
- iii) Participants must safe-keep the original purchased receipt ("**Proof of Purchase**") for verification purposes. Failing to provide Proof of Purchase or any damaged/torn and/or tampered Proof of Purchase for whatsoever reason shall result in disqualification and the Organiser shall be entitled to forfeit the Prize from the Participant.
- iv) The Organiser reserves the right to disqualify and remove any Participant from the Promotion without prior notification or disclosure of information should the Participant be suspected of tampering with their entries or breach the Promotion's terms and conditions.

3.3. Submission Of Redemption Entry

- i) Participant is required to submit his/her entry via the given QR code or online form at <https://www.ororedemption.com/1664shm2024/> with the Participant's full name (as per NRIC), date of birth, mobile number, email address, total amount spent on 1664 products, receipt date, receipt number, and a copy of the Proof of Purchase.
- ii) Any incomplete or invalid entry form (e.g. missing receipt, missing name, missing date of birth or missing mobile number) will be disqualified automatically, and the Organiser shall not be responsible for informing the Participant of an invalid entry.
- iii) All submissions must be submitted on or before 23:59hrs on 25th December 2024 (GMT+08) to qualify for the GWP Redemption.

3.4 Prize Redemption and Period

- i) For all Gift-With-Purchase "GWP" redemption, participant **may not combine receipts and all receipts submitted for redemption must be the original receipt** issued by the participating outlet.
- ii) GWP(s) are on a "**FIRST COME FIRST SERVE**" and "**WHILE STOCKS LAST**" basis.
- iii) The Organiser reserves the right to substitute any GWP with a prize of similar value, with or without notice.
- iv) For the avoidance of doubt, **NO PARTICIPATING PRODUCT RETURNS OR REFUNDS ARE ALLOWED** if the Participant(s) wish to qualify for this Promotion.
- v) GWP(s) are non-refundable, non-transferable, and non-exchangeable for cash credit or any other items.
- vi) GWP(s) are to be redeemed at the office of ORO Redemption Centre, 1 Rochor Canal Rd, #04-13, Sim Lim Square, Singapore 188504 unless informed otherwise.
- vii) The Organizer shall not be liable for any loss or damage that occurs to the GWP(s) during the redemption process. Any additional costs (i.e. not limited to travel expenses, delivery charges and applicable taxes) involved to redeem or collect the GWP(s) are to be borne solely by the Participant(s).
- viii) The Organiser, its agents and employees shall not be liable for any loss or damage whatsoever suffered (including but not limited to direct and/or consequential losses) or personal injury suffered or sustained in connection or arising from the GWP(s).
- ix) The Organiser's decision on all matters relating to this Promotion shall be final, conclusive, and binding. No further appeal or correspondences will be entertained.
- x) ORO Redemption Centre shall be entitled to request the original Identity Card or the originals of other supporting documents/materials from the Winners on behalf of the Organiser for verification purposes.
- xi) ORO Redemption Centre will notify the Participant(s) on behalf of the Organiser via phone call to verify receipt number as well as the required purchase quantity.
- xii) The Organiser reserves the right to reject any Participant(s) who is unable to produce the original Proof of Purchase.
- xiii) GWP(s) not redeemed on or before **17th January 2025, 7.30pm** (GMT+08) will be forfeited.

4. **Disqualification**

- 4.1 The Organiser shall disqualify and remove any Participant(s) from the Promotion without prior notification or disclosure of information should the Participant(s) be suspected of tampering with their submissions, attempted to undermine the operation of the Promotion in any way whatsoever, including but not limited to fraud, cheating or deception or breach the Terms and Conditions.
- 4.2 Any unclear, damaged and/or torn, illegible, duplicate or incomplete Proof of Purchase shall be disqualified.
- 4.3 Participant(s) or Winner(s) who engage in an inappropriate or disrespectful behaviour towards the Organiser or employees of ORO Redemption Centre shall be immediately disqualified with no further compensation or substitution of GWP(s).
- 4.4 Proof of Purchase presented after the Promotion period or via method other than the prescribed method shall be disqualified.
- 4.5 The Organiser reserves the right to disqualify any Participant(s) suspected of non-full disclosure of any necessary information required in the Participation steps or when required upon further request by the Organiser.
- 4.6 For the avoidance of doubt, the Organiser will determine, in its sole discretion, what constitutes a valid entry, and reserves the right to reject any submission it deems violate the Terms and Conditions.
- 4.7 In the event of a disqualification after GWP(s) has been awarded, the Organiser reserves the right to demand for the return of the GWP(s) and/or payment of its value from the disqualified Participant. The Organiser reserves its legal rights for further action.
- 4.8 The Organiser reserves the right to refuse or disqualify entries and / or person(s) without having to furnish any proof or explanation to the Participant.

5. 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 as stated below and by doing so, the Participant withdraws his or her participation from this Promotion. The Organiser will use its best endeavours to keep all personal data stored for this Promotion strictly confidential.

By submitting an entry for this Promotion, the Participant agrees that the Organiser may collect, use and disclose his/her personal data, as provided in the entry form, for the purposes of administering the Promotion in accordance with the Personal Data Protection Act 2012.

6. Indemnity

Each Participant agrees to indemnify, release and hold harmless the Organiser, its holding, subsidiary or related companies, directors, officers, employees, agents and/or representatives (collectively referred to as "Carlsberg Group") against any and/or all losses, rights, claims, actions and damages (including special, indirect and consequential damages) arising from or incurred as a result of the Participant's participation in the Promotion, acceptance and utilization of any Prize(s), and/or the use of the Participant's entry and/or likeness in connection with the Promotion.

7. Additional Terms and Conditions

- i) By participating, the Participant agrees to the Terms and Conditions herein, including their name and likeness, which may be used without restriction in any future publicity material by the Organiser.
- ii) 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.
- iii) The Organiser reserves the right to amend and/or vary any of the terms and conditions at any time and/or terminate the Promotion at its sole discretions without prior notice.
- iv) The Organiser excludes its liabilities and responsibilities arising from any postponement, cancellation, delay or changes or modification to the Promotion or GWP(s) because of any unforeseen circumstances beyond the Organiser's control including but not limited to governmental interference, act of God, civil commotion, riot, war, strikes, national emergencies, act of terrorism and any act or default by any third-party suppliers or vendors.
- v) The Organiser shall not be liable for any misinterpretation of facts in respect of the Promotion or GWP(s) offered and published in any mass media, marketing or advertising materials. To the fullest extent permitted by law, the Organiser makes no representations and/or warranties with respect to the Promotion or any GWP(s). In the event of any discrepancies, these Terms and Conditions shall prevail.
- vi) Any names, trademarks or logos used and or reproduced in any materials (including marketing and promotional materials) in connection with this Promotion, in that relates to the Prize(s), are the properties of their respective owners. This Promotion and the Organiser are not affiliated with, or endorsed or sponsored by, the relevant owners, unless otherwise communicated, and such owners are not part of the Organiser's group of companies.
- vii) The Organiser shall be entitled to assign or sub-license the whole or any part of its right herein to any third party as may be determined by the Organiser.
- viii) The invalidity, illegality or unenforceability of any terms hereunder shall not affect or impair the continuation in force of the remainder of the Terms and Conditions.
- ix) The Organiser reserves the right to reschedule, terminate or suspend the Promotion without any prior notice. Any rescheduling, termination or suspension by the Organiser shall not entitle the Participants to any claim or compensation against the Organiser, its agent, and employees for any and/or damages suffered by or incurred by the Participants resulting from the rescheduling, termination or suspension thereof.
- x) The Organiser reserves the right to amend and/or vary any of the terms and conditions at any time and/or terminate the Promotion at its sole discretions without prior notice.
- xi) All decisions made by the Organiser under these terms and conditions shall be final and no discussion or correspondence will be entertained.
- xii) In the event of any discrepancies between these terms and conditions and any advertising, promotional, publicity and other materials relating to or in connection with this Promotion, the Terms and Conditions of this Promotion shall prevail.
- xiii) A person who is not a party to any of the agreement governed by these Terms and Conditions shall have no rights under the Contracts (Right of Third Parties) Ac (Cap. 53B), or any amendment thereto, to enforce any

term of such agreement.

xiv) Should the Participant have any inquiry regarding the Promotion, he/she can call +65 6295 3395 for more information.