

TERMS & CONDITIONS: CHINESE NEW YEAR PEEL & WIN CONSUMER PROMOTION 2025 ("PROMOTION")

GENERAL

1. The Terms and Conditions set out herein shall apply to the Promotion by Asia Pacific Breweries (Singapore) Pte Ltd ("**APBS**") relating to and/or in connection with the brands and pack types of products manufactured by APBS and/or sold by APBS in Singapore ("**APBS Products**") as detailed herein.
2. Only persons aged 18 years old and above are eligible to participate in this Promotion. It is an offence in Singapore for individuals below 18 years old to purchase liquor; the offence upon conviction (by relevant authorities) is punishable with a fine not exceeding S\$10,000.
3. Subject to clause 2 above, this Promotion is open to all Singapore citizens, permanent residents, holders of valid employment passes, or work permits, with the exception of employees of APBS, its affiliate companies, associated agencies, advertising agencies, dealers, distributors, vendors, participating outlets, promoters and their relatives.
4. For the purposes of the Promotion, the "**Company**", "**us**" or "**we**" shall refer to APBS. To the fullest extent permitted by law, the term "**APBS**" shall also include third parties (including but not limited to any agent, partner, participating establishment and/or contractor) involved in the running and/or mechanics of this Promotion.

AGREEMENT TO TERMS AND CONDITIONS

5. By participating in this Promotion, participants agree to and shall abide by, these Terms and Conditions applicable to and governing this Promotion as set out herein.

RESERVATION OF RIGHTS

6. The Company reserves the right at any time and in its sole and absolute discretion to vary the Terms and Conditions (or any part thereof) and/or to withdraw or terminate the Promotion without prior notice or reason. The participants' continued participation in the Promotion shall be deemed to be the participants' agreement to such varied Terms and Conditions.
7. All decisions made by the Company in relation to the Promotion, the Terms and Conditions and any aspect thereof are final and binding and no correspondence will be entertained.
8. All Goods and Services (as defined in clause 15 herein) are:
 - a. subject to stock availability;
 - b. not exchangeable for cash or credit unless specifically stated;
 - c. if unclaimed in accordance with the Terms and Conditions, will be dealt with at the Company's sole and absolute discretion; and
 - d. the Company reserves the right to cancel, change, substitute or remove the said Goods and Services at any time without prior notice.

PRIVACY

9. APBS collects, uses and discloses participants' personal information and data in accordance with our Privacy and Cookie Policy at <https://www.apbsingapore.com.sg/privacy-policy/>. The Privacy and Cookie Policy may be updated from time to time, and we encourage participants to check back regularly for updates to the same.

WARRANTY AND USE OF RECORDS

10. Each participant warrants that any information provided pursuant to this Promotion (including but not limited to name, identification number (partial or otherwise), contact details and number(s) and/or addresses) is true, accurate, valid and to be relied upon by the Company. Each participant shall be responsible for keeping the Company informed of any update to the information initially provided, as necessary.
11. By participating in this Promotion, the participants agree to take part in any promotional or publicity exercise as may be conducted by the Company, which may include the collection, use and disclosure of personal data provided by the participants to APBS as part of the Promotion, photographs and/or audio/visual recordings (of the participants) for such promotional or publicity purposes. Any record in any medium arising out of or in connection with such promotional or publicity exercise including but not limited to the participants' performance, appearance, likeness, personal particulars, photographs, audio/visual recordings and/or written responses (the "**Records**") shall to the fullest extent permitted by law be the sole property of the Company and in any case the participants hereby irrevocably and unconditionally at no cost, grant the Company all consents and waivers necessary for the Company to make or retain such Records and use and/or publish the same in any manner as the Company shall in its sole discretion deem fit in relation to the purpose of the Promotion and subject to the Terms and Conditions.
12. Where permissible and to the fullest extent permitted by law, each participant expressly waives all rights which the participant may acquire or have or be entitled to under the law (and any subsequent enactment or amendments thereto) in respect of or in relation to, the Records.

LIMITATION OF LIABILITY

13. The Company accepts no responsibility and will not be liable (to the maximum extent permitted under law) for any loss, injury, expense, delay or irregularity ("**Loss**") arising out of or in connection with the Promotion.
14. In particular and without prejudice to clause 13, the Company disclaims any liability (to the maximum extent permitted under law) in respect of any Loss (whether suffered by the participants, their families or third parties) arising from or in connection with or as a result of:
 - a. any incomplete or inaccurate or illegible information provided by the participants;
 - b. any third parties' provision of goods and/or services (including but not limited to any communication, delivery or electronic messaging services); and
 - c. the possession and/or use of the Goods and Services as defined hereafter.
15. The Company makes no representations or warranties, expressed or implied, and disclaims any and all liability (to the maximum extent permitted under law), as to the condition, quality, merchantability or fitness for use of APBS Products, any prizes, premiums, goods, products, items and/or services pertaining and/or provided to, received and/ or purchased by the participant pursuant to the Promotion (the "**Goods and Services**").
16. Without prejudice to and in addition to any provision herein, APBS shall not be liable (to the maximum extent permitted under law) for any loss or claim arising from any delay, error or otherwise arising from any communications, electronic platforms, hardware or software failure.

PROMOTION DETAILS/ MECHANICS

17. The details of the Promotion are set out in Schedule 1.

OTHER TERMS

18. These Terms and Conditions shall be governed by Singapore law and the parties agree to submit to the jurisdiction of the courts of Singapore.

19. The Contracts (Rights of Third Parties) Act 2001 is hereby expressly excluded from application to these Terms and Conditions.
20. Where registration is required prior to participation in this Promotion, each participant shall be responsible for furnishing correct and accurate details, failing which, such participant may be automatically disqualified and rejected from the Promotion.
21. Failure to comply with any of the Terms and Conditions of the Promotion may result in the participant being disqualified from taking part in the Promotion, in which event any monies paid by such participant (if any) shall not be refunded.

SCHEDULE 1
PROMOTION DETAILS

1. The Promotion will take place from 6 January 2025 to 28 February 2025 (both dates inclusive) (the "**Promotion Period**") in selected participating Outlets, while stocks last. APBS shall have sole and absolute discretion to revise the Promotion Period as it deems fit.
2. By participating in this Promotion, the participants agree to abide by all terms and conditions set out herein and, in any message, or communication by the Company relating to the Promotion.
3. During the Promotion Period, every participant who makes a Qualifying Purchase (defined below) at an Outlet (defined below), on a first come first served basis and while stocks last, will stand a chance to win a Prize in accordance with the mechanism set out below.
4. A "**Qualifying Purchase**" shall mean the purchase of **four (4) cans** of a Participating Product (defined below) at a participating Outlet. The Qualifying Purchase shall be made in a single receipt.
5. A "**Participating Product**" shall mean any of the following:
 - a. Tiger 490ml Can;
 - b. Guinness Foreign Extra Stout 500ml Can;
 - c. Heineken 490ml Can. For the purposes of clarity, this paragraph 5(b) refers to Heineken only and excludes Heineken Silver, Heineken 0.0 or other variants or line extensions.
6. An "**Outlet**" shall mean a Traditional Off-Trade Outlet in Singapore (please see Schedule 2) at which the Qualifying Purchase can be made. The list of Outlets may be updated from time to time at the sole and absolute discretion of the Company and otherwise communicated to the participants.
7. The "**Prize**" shall mean any **one (1)** of the following won by a winning participant:
 - (a) S\$888 cash prize; or
 - (b) S\$38 cash prize; or
 - (c) Tiger-branded Socks; or
 - (d) Tai Sun Peanuts (worth S\$1.50 each); or
 - (e) Coupon for S\$1.50 off next purchase of four (4) cans of any Tiger 490ml Cans/ Heineken 490ml Cans/ Guinness Foreign Extra Stout 500ml Cans.

Please refer to the Promotion Mechanics for further details.

8. The number of Prize(s) to be won shall be limited and decided in accordance with the sole and absolute discretion of the Company.

9. Each participant shall be of legal drinking age (aged 18 years old and above) and may make multiple entries to participate in the Promotion provided that the participant has made the requisite Qualifying Purchase for each such entry.
10. Every Qualifying Purchase will enable a participant to submit one (1) entry to participate in the Promotion and stand a chance to win a Prize.
11. The schedule and mechanics of the Promotion is as follows:

Promotion Period	Mechanics	Notification Period	Redemption Period
6 January 2025 to 28 February 2025 (both dates inclusive)	<p>After the participant has made the Qualifying Purchase at the Outlet and the Outlet has verified such Qualifying Purchase (based on the purchase receipt), the cashier at the Outlet will peel off one (1) sticker on the prize poster/chart (i.e. one (1) sticker to be peeled off the prize poster/chart per Qualifying Purchase), to reveal the Prize (if any) won by the participant.</p> <p>For clarity, the Outlet will peel off the stickers strictly in sequential order from 1 to 50, and the peel sticker and prize poster/chart itself would show if the participant has won any Prize (revealed after the sticker has been peeled off).</p> <p>There is also a chance that after the sticker has been peeled off, the prize poster/chart itself would indicate "<i>Better luck next time</i>" (i.e. no Prize).</p>	Please refer to the Mechanics. A winning participant will know on the spot regarding the Prize (if any) won, based on the prize poster/chart.	6 January 2025 to 31 March 2025 (both dates inclusive)

12. If the winning participant wins any of the following Prize(s), such Prize(s) would be distributed by the Outlet to the winning participant on the spot (after winning):
 - (a) Tiger-branded Socks; or
 - (b) Tai Sun Peanuts (worth S\$1.50 each); or
 - (c) Coupon for S\$1.50 off next purchase of four (4) cans of any Tiger 490ml Cans/ Heineken 490ml Cans/ Guinness Foreign Extra Stout 500ml Cans.
13. If the winning participant wins any of the following Prize(s), the winning participant will be required to self-collect such Prize(s) according to the details set out below:
 - (a) S\$888 cash prize; or
 - (b) S\$38 cash prize.

Prize Details	Redemption Process
S\$888 cash prize	<p>If the winning participant wins this Prize, the Outlet shall provide the following to the winning participant:</p> <p>(1) Winning peel sticker;</p>

	<p>(2) Winning ticket with details of the winning participant's name and mobile number, and the Outlet shall take a picture of the winning ticket and provide such details to APBS. After APBS received such information from the Outlet, APBS shall contact the winning participant before the end of the Redemption Period.</p> <p>To be entitled to redeem the Prize, the winning participant of such Prize shall present <u>all</u> of the following to APBS upon APBS' contact to such winning participant:</p> <ol style="list-style-type: none"> (1) Winning peel sticker; and (2) Winning ticket with details of the winning participant's full name and mobile number; and (3) Winning participant's purchase receipt of the Qualifying Purchase. <p>APBS and the winning participant will physically meet up at the Outlet (or such other location as may be agreed by APBS) at the date and time notified by APBS, for the Prize collection by the winning participant within ten (10) business days of APBS' contact to such winning participant. The winning participant will be required to sign a Prize acknowledgement form. Pictures of the Prize award/ceremony will be taken and APBS shall be entitled to use such pictures in accordance with Clause 11 of the Terms and Conditions above and its privacy policy.</p>
<p>S\$38 cash prize</p>	<p>If the winning participant wins this Prize, the Outlet shall provide the following to the winning participant:</p> <ol style="list-style-type: none"> (1) Winning peel sticker; (2) Winning ticket. <p>To be entitled to redeem the Prize, the winning participant of such Prize shall follow the instructions in the winning ticket to self-collect such Prize via (i) PayNow redemption (by scanning the QR code in the winning ticket and filling in the relevant web form), or (ii) physical redemption at the redemption centre (and the redemption centre's address and contact details will be set out in the winning ticket). The winning participant of such Prize shall present <u>all</u> of the following information:</p> <ol style="list-style-type: none"> (4) Winning peel sticker (or attach photo(s) thereof for PayNow redemption method); (5) Winning ticket and serial no. of winning ticket (or attach photo(s) thereof for PayNow redemption method); (6) Winning participant's purchase receipt of the Qualifying Purchase (or attach photo(s) thereof for PayNow redemption method); (7) Full name; (8) Mobile number; (9) Singapore Number for PayNow; (10) Name of Outlet; and (11) Date of purchase. <p>For the PayNow redemption method, the winning participant will receive such Prize within ten (10) business days after successful completion and submission of the web form in</p>

	<p>the QR code and successful verification by the Company / the Company's relevant partner(s).</p> <p>For the physical redemption at the redemption centre method, the winning participant will receive such Prize at the redemption centre after successful verification by the Company / the Company's relevant partner(s).</p>
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14. Each participant shall be responsible for furnishing correct and accurate details. For the avoidance of doubt, by participating in the Promotion, the participant consents and agrees to the collection, use and disclosure of his/her personal data by the Company for the purposes of administering the Promotion and otherwise in accordance with the Company's privacy policy. For more information (including on collection, use and disclosure of such personal data), the participant may refer to the Company's privacy policy which may be found at: <https://www.apbsingapore.com.sg/privacy-policy/>.
15. Upon successful completion of the registration, the Company / the Company's relevant partner(s) shall proceed to verify the registration details provided by the participant.
16. The following are examples of submissions that are not eligible to participate in the Promotion / will be rejected:
 - (a) Incorrect product purchased and/or product not purchased at Outlet(s);
 - (b) Incorrect and/or incomplete submission details provided by participant;
 - (c) Purchase of Participating Product was made before the commencement of the Promotion Period or after the end of the Promotion Period.
17. Participants who do not comply with the requirements of the Promotion will be automatically disqualified and rejected from the Promotion.
18. Any recipient of a Prize shall be deemed to have forfeited the relevant Prize if he / she is unable to / failed to redeem the Prize during the Redemption Period.
19. In the event that any Prize(s) are not claimed by any winning participant(s), such unclaimed Prize(s) shall be forfeited without any liability on the part of the Company to the participants, and the unclaimed Prize(s) may be disposed by the Company in any manner in its sole and absolute discretion.

Additional terms

20. For the avoidance of doubt, by participating in the Promotion, the participant consents and agrees to the collection, use and disclosure of his/her personal data by the Company for the purposes of administering the Promotion and otherwise in accordance with the Company's privacy policy. For more information (including on collection, use and disclosure of such personal data), the participant may refer to the Company's privacy policy which may be found at: <https://www.apbsingapore.com.sg/privacy-policy/>.
21. The Company and/or the relevant participating Outlet has the sole and absolute discretion to:
 - (a) void or reject any participation in the Promotion which in its opinion is fraudulent, not genuine or which fails to fulfill the Promotion requirements; and
 - (b) determine when the Prize(s) have been fully given out and reject any further participation.
22. For avoidance of doubt, all of the Prize(s), regardless of their condition, quality, merchantability or fitness for use, or failure by the participant to redeem the same, are not exchangeable for cash.
23. All Prize(s) are subject to the issuing or coordinating organizations' terms and conditions as applicable.

24. Without prejudice to any of its other rights, the Company reserves the right to disqualify any participant for fraud and/or reject fraudulent entries as determined in its sole and absolute discretion.
25. Unless otherwise stated herein, the Company is under no obligation to contact the participants in relation to the Promotion or any part thereof. Should the Company choose to do so, the Company will make only reasonable efforts to contact the participants.
26. The Company will not be responsible for lost, late, damaged, corrupted, illegible, misdirected or incomplete confirmation of participation in the Promotion, or for any confirmation of participation in the Promotion not received due to lost, failed, delayed or interrupted communications or to other delays, or errors of any kind in the transmission.
27. All Prize(s) are to be redeemed before the end of the Redemption Period and any redemption shall be forfeited and/or invalid after such date.
28. In no event whatsoever shall the participants be entitled to any refund of monies or any form of compensation (to the maximum extent permitted under law).
29. Participants may dial (65) 6860 3272 to make an enquiry during the following operating hours – Monday to Friday: 9:00 a.m. to 5:00 p.m. (Saturday/Sunday/Public Holiday & Eve of Public Holiday closed).

SCHEDULE 2

OUTLET NAME	ADDRESS
ACTIVE EXPRESS MART	731 YISHUN STREET 72
ACTIVE SUPERMARKET	36 CIRCUIT ROAD
ANCHORVALE M/MART (303)	303 ANCHORVALE LINK
ASHMI MINIMART PTE. LTD.	126 PASIR PANJANG ROAD
B&C CONVENIENCE	BLK 36 CHAI CHEE AVENUE
BENG GUAN MINI MART	122 BEDOK NORTH STREET 2
BISCUITS & CO	510 BEDOK NORTH STREET 3
CHAN LIAN SENG (PSC)	748 YISHUN STREET 72
CHOP AH TAT MINI SUPERMARKET	309 HOUGANG AVENUE 5
CHOP SENG HENG (TOA PAYOH)	150 LORONG 1 TOA PAYOH
COSMO GENERAL TRADERS PTE. LTD.	415 PANDAN GARDEN
DOJIN - K&N MART PTE. LTD.	214 SERANGOON AVENUE 4
DOJIN (BEDOK RESERVIOR)	121 BEDOK RESERVIOR ROAD
DOUBLE ONE MINIMARKET (CCK 787B)	787B CHOA CHU KANG NORTH 6
E-XIN EXPRESS (BISHAN)	282 BISHAN STREET 22
E-XIN MART PTE. LTD. (HOUGANG VILLAGE)	684 HOUGANG AVENUE 8
E-XIN MART PTE. LTD. (HOUGANG)	6 HOUGANG AVENUE 3
E-XIN MART PTE. LTD. (SERANGOON NORTH)	107 SERANGOON NORTH AVENUE 1
FRIENDLY MART	4B LORONG 10 GEYLANG
GREENMART (BLK88)	88 BEDOK NORTH STREET 4
HENG ENG BOON SUPERMARTS (504 YISHUN)	504 YISHUN STREET 51
HONG & FRIENDS COMPANY	1 TANJONG PAGAR ROAD
JBH	762 JURONG WEST STREET 75
JIN WAN LI MINI-MART	256 YISHUN RING ROAD
KARAIKUDI MINI MART (KAKI BUKIT)	18 KAKI BUKIT ROAD 3
KARAIKUDI MINI MART (WOODLAND)	180 WOODLANDS INDUSTRIAL PARK E5
KTM 11 SUPERMART (HOUGANG)	401 HOUGANG AVENUE 10
LI FENG YUAN	78 CIRCUIT ROAD
LINN MINI MART	63 YUNG KUANG ROAD
M FAMILY MART (TAMPINES)	481 TAMPINES STREET 44
MCJ MART (KEAT HONG SHOPPING CENTRE)	253 CHOA CHU KANG AVENUE 1
NICE MINIMART PTE. LTD. (OWEN)	103 KITCHENER ROAD
NICE MINIMART PTE. LTD. (TELOK BLANGAH)	102 KITCHENER ROAD
NISHA SUPERMART PRIVATE LIMITED	439 GEYLANG ROAD
NOT THE SAME	55 BENOI ROAD
REALFRESH (ADMIRALTY)	10 ADMIRALTY STREET
S POWER SUPERMART	18 SUNGEI KADUT STREET 2
SIDVIN SUPERMART	453 GEYLANG ROAD
SRI JUMBO SUPER MART	306 CHOA CHU KANG AVENUE 4

SUDAR PROVISION PTE. LTD.	224 GEYLANG ROAD
SUN SUPERMARKET	280 WOODLANDS INDUSTRIAL PARK E5
TAI SIN CHINESE MEDICINE HALL (CCK)	818 CHOA CHU KANG AVENUE 1
THE CONVENIENCE STORE	959 JURONG WEST STREET 92
TIAN TIAN MINIMART PTE. LTD.	220 GEYLANG ROAD
TRAVELLING ART SINGAPORE PTE. LTD.	305 UBI AVENUE 1
UMART 632 FAMILY STORE	632 ANG MO KIO AVENUE 4
UMART CHOP BAN WHATT HIN	448 ANG MO KIO AVENUE 10
UMART PIAK LAN TENG	338 ANG MO KIO AVENUE 1
UMART SAN CHUNG MINIMART	24 BENDEMEER ROAD
UMART XIN SHUN FA MINIMART	22 SIN MING ROAD
UMART YEO SOON LAI	554 ANG MO KIO AVENUE 10
UNCLE YAP'S	3 ST. GEORGE'S ROAD
UNCLE YAP'S ENTERPRISE II PTE. LTD.	34 CASSIA CRESCENT
VALUE CHOICE TRADING	526 ANG MO KIO AVENUE 10
WANDIAN	101 KITCHENER ROAD
WANG WANG MINIMART	324 BUKIT BATOK STREET 33
ZHONG GUO CAO SHI (292)	292 YISHUN STREET 22
ZHONG GUO CAO SHI (293)	293 YISHUN STREET 22
ZHONG GUO CAO SHI (417)	417 YISHUN AVENUE 11
ZHONG GUO CAO SHI (418)	418 YISHUN AVENUE 11
ZHONG GUO CAO SHI (848)	848 YISHUN STREET 81