

Friso® Gold's 2025 DadMombassador Search Contest

Terms & Conditions

About the Contest

1. Friso® Gold's 2025 DadMombassador Search ("Contest") is organised by Dutch Lady Milk Industries Berhad (Company Registration No. 196301000165 (5063-V)) ("Organiser"). The Contest will run from 15th November 2024 at 12:00am and ends on 15th December 2024 at 11:59pm ("Contest Period"). The Organiser reserves the right to shorten or extend the Contest Period without prior notice. All entries received outside the Contest Period shall be automatically disqualified.

2. This Contest is open to all citizens of Malaysia aged between 25 years to 45 years old (as of 15th November 2024) with child(ren) between the ages of 2 to 6 years old (as of 15th November 2024), except previous winners of Mombassador or DadMombassador contests, employees of the Organiser and the immediate family members (spouse, children, parents, siblings and their spouses), including the Organiser's affiliates and/or related companies, distributors, advertising and promotion agencies and their immediate family members (children, parents, brothers and sisters including spouses).

How To Participate

1. To participate in this Contest, Participants are required to:

1.1. Meet the below requirements:

- a) Female or Male, aged 25 – 45 years old as of 15th November 2024;
- b) Has at least 1 child aged between 2 to 6 years old as of 15th November 2024;
- c) Is a Malaysian citizen
- d) Has an active Facebook, Instagram and Tik Tok account (set to public)

1.2. Follow @frisogoldMY on Instagram or Tik Tok

1.3. Record a video of you and your child together* (must be aged between 2-6 years) showing us what it means to have the Guts to Explore the World. Get creative!

1.4. Feature Friso® Gold Step 3 and 4 creatively in your video

1.5. Include these in the caption of your post:

- a) Tell us how a protected gut helps your child to explore the world
- b) Tag 3 dad or mom friends who have the potential to be a Friso® Gold DadMombassador
- c) Tag @frisogoldMY and hashtag #FGDadMombassadorSearch, #FrisoGoldMY

1.6. Post your video by 15 December on Tik Tok or Instagram

1.7. To qualify, you must have at least 5,000 followers on Tik Tok or 1,000 followers on Instagram

2. All Instagram and Tik Tok posts with the hashtags #FGDadMombassadorSearch & #FrisoGoldMY posted during the Contest Period are considered as an Entry ("Entry") for the Contest.

3. Multiple Entries are accepted for this contest, but each person is only eligible to win ONE (1) Top 25 Friso® Gold DadMombassador prize and ONE (1) Weekly prize.

4. Entries not completed in accordance with these terms & conditions or those received after expiry of the Contest Period will not be considered. Incomplete or incomprehensible participation will not be taken into account.

5. For further clarification on the terms and conditions of the contest, you can contact the Organiser's Careline at 1800-81-3854.

Judging Criteria

1. Entries will be judged by a panel of judges based on the most creative video and caption, that are aligned with the brand theme and guideline.

2. TWENTY-FIVE (25) entries will be selected as the Winners of the Friso® Gold 2025 DadMombassador Search Contest. Eligible winners must agree to the following criteria:

- a) Attend Friso® Gold physical/online events as invited
- b) Attend Friso® Gold DadMombassador coaching sessions conducted by a Certified Parenting Coach
- c) Upload ONE (1) Instagram/TikTok post (and reposted to Facebook) about Friso® Gold according to the theme(s) and guideline given by Organiser each month from Jan 2025 – Dec 2025 (12 months)
- d) Convert their social media accounts to a Business Account

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

4. The Organiser reserves the right to request proof of age of any eligible Winners (both parent and child) before they are confirmed as winners. The Organiser reserves the right to forfeit prizes for any Participants who does not provide the required details upon receiving the request/notification from the Organiser. The Organiser's decisions are final. No correspondence will be entertained.

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. TWENTY-FIVE (25) winners will be selected for Friso® Gold's 2025 DadMombassador Search Contest. Each winner of the 2025 DadMombassador Search Contest will receive a cash prize of RM7,000, 1-year supply of Friso® Gold products, 1-year contract as a Friso® Gold DadMombassador, and Coaching sessions with a Certified Parenting Coach.

4. The RM7,000 Cash Prize disbursement will be done via bank transfer monthly for 12 months based on complete delivery as per contracted deliverables.

5. FOUR (4) winners will be selected to win ONE (1) Weekly Top prize:

- a) 1st Week Prize: 1 x Legoland 1-day Triple Park tickets (worth RM922)
- b) 2nd Week Prize: 1 x Dyson Cool Fan AM07 (worth RM999)

- c) 3rd Week Prize: 1 x 1-night stay at Villa Takun Caravan (worth RM1,000)
- d) 4th Week Prize: 1 x Smeg 50's Retro Style Kettle (worth RM1,210)

- 6. Each person is only eligible to win ONE (1) Top 25 Friso® Gold DadMombassador prize.
- 7. 1st Week and 3rd Week Prizes are for a family of four only.
- 8. The Prizes must be claimed within SEVEN (7) working days from the date of announcement or notice of the claim of the prize, whichever is earlier.
- 9. 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.
- 10. The Organiser reserves the right to determine how uncollected Prizes will be dealt with.

Winner Announcement

1. All Eligible Winners will be contacted via Instagram Direct Messenger (DM) and/or Tik Tok Direct Messages within THIRTY (30) working days after the Contest Period ends (the "Notification"). The Organiser reserves the right to use any other method or medium that it deems fit at its sole and absolute discretion for the purpose of announcing the Contest Winners.

2. The Organiser reserves the right to appoint a third party to conduct the verification of the Eligible Winners and to fulfil the delivery of Prizes. Participants must agree that the Organiser may provide all necessary information to such third party to facilitate such service.

3. Contest Winners and/or Eligible Winners are required to respond in writing via Instagram Direct Messenger (DM) and/or Tik Tok Direct Messages to Friso® Gold Malaysia with the following details:

- a) Full Name (according to I/C):
- b) Contact Number:
- c) Email Address:
- d) I/C Number:
- e) Bank Name:
- f) Bank Account Number:
- g) Child's Full Name (according to Birth Cert/MyKid):
- h) Child's Birth Cert/MyKid number:

5. If there is no response from the Eligible Winners within SEVEN (7) days from such Notification, the awarded prize will be forfeited and no form of compensation (whether in cash or in kind) will be given in place of the forfeited prize.

Rights of the Organisers

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

- a. Any problem, loss or damage of whatsoever nature suffered by any party due to any delay and/or failure in compiling
 - a. the entry as a result of any network, communication or system error, interruption and/or failure experience 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 Participants to participate in the Contest at any time;

b. Any problem, damage or loss of whatsoever nature to any Participants, or their authorized representatives resulting from their participation in the Contest; and

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

2. Participants must also agree that the Organiser shall not be responsible nor liable for any delay, injury or damage to the Participant'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, 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 and shall not be liable to compensate the Participants in any manner whatsoever in such circumstances.

5. By participating in this Contest, Participants consent to give their personal information and the Organiser reserves the right to publish, use the Participants' names and /or photographs plus their entries for the purposes of 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. By participating in this Contest, the Participants agree to be bound by this Contest Terms & Conditions, and the decisions of the Organiser.

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

8. 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 authorized 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 1800-81-3854 or at frisogoldcareline@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 company or partners for their independent use.

9. For the Organiser's full Personal Data Protection Act Compliant Notice, please refer to the Organiser's website at <https://www.frisogold.com.my/toddler/privacy-policy>.

10. The Contest Terms & Conditions are prepared in English version only.

Do's and Don'ts for Participants

Do

Comply with the Terms & Conditions stated herein.

Don't

The Organiser reserves the right, at its sole discretion to remove any submission if the Participants submit, post or otherwise make available any information that:

1. is unlawful, harassing, defamatory, abusive, threatening, obscene, harmful, tortuous, libelous or invasive of another's privacy;
2. contains contents or anything related to infants and/or designated products that violates the Ministry of Health's Code of Ethics for the Marketing of Infant Foods and Related products. Infant refers to any person up to twelve (12) months of age and designated products here refer to:
 - 2.1. infant formula (for infants 0-12 months) including ready-to-feed formula;
 - 2.2. follow-up formula (for infants 6 months to 3 years) including ready-to-feed formula;
 - 2.3. special formula (infant or follow-up formula for special dietary or medical purposes) including ready-to-feed formula;
 - 2.4. any other product represented or marketed for feeding infants up to the age of 6 months;
 - 2.4. feeding bottle; teat and pacifier; mitten;
 - 2.5. contains caption with the following words – baby, infant, breastfeeding, formula feeding for infant (0-12 months old) and/or words that have equivalent or similar meaning.
4. contains any manners of promoting directly or indirectly on designated products.
5. infringes or violates any party's copyright, trademark, trade secret, patent or other proprietary right;
6. contains any worms, viruses or other harmful, disruptive or destructive files, code or programme; or
7. includes any unauthorized advertising, promotional materials, chain letters, spam, junk mail or any other type of unsolicited mass e-mail to people or entities that have not agreed to be part of such mailings.