

TERMS AND CONDITIONS

Organiser	Dutch Lady Milk Industries Berhad (196301000165/5063-V)
Promotion Name	Friso® Gold Loyalty Program
Promotion Period	The Promotion starts at 00:00:00 on 1 April 2025 and closes at 23:59:59 on 30 June 2025.
Eligibility	<p>The Promotion is open to all Malaysian citizens and permanent residents in Malaysia aged 18 years and above with valid identification number (MyKad or MyPR) as at 1 April 2025.</p> <p>The following groups of persons shall not be eligible to participate in the Promotion:</p> <p>(a) Employees of the Organiser and its group of companies and their immediate family members (spouse, children, parents, siblings, and their spouses);</p> <p>(b) Employees of the Organiser's agencies associated with the Promotion and their immediate family members (spouse, children, parents, siblings, and their spouses).</p> <p>The Organiser shall reserve the right to request for evidence of identification documents.</p>
Entry Method	<p>Online Form Submission</p> <ol style="list-style-type: none"> The method of participation in the Promotion is via Online Form only. All other methods of submission will be disqualified. Participants may submit as many Proofs of Purchase as they wish but each Proof of Purchase is ONLY eligible to one (1) Website entry submission. The Online form is accessible by scanning the QR code shown on the communication materials at the participating outlet or click on the Promotion link at : https://friso-gold-loyalty-program-lg.mypromotions.my/ Purchase any Friso Gold Step 3 or Step 4 Product(s) ("Participating Products") in a single receipt ("Proof of Purchase") at any participating outlet (offline only) within the Promotion Period. Please refer to Appendix I for the list of participating outlets. The participating Products are as follows; <ul style="list-style-type: none"> Friso Gold Friso Gold Step 3 600g / 900g/ 1.2kg (3x400g) Friso Gold Step 4 600g / 900g/ 1.2kg (3x400g) Participants are required to complete a one-time registration on the Redemption website (Online form) during the Promotion Period by providing their personal details, before uploading the receipt to redeem the Promotion item(s). A confirmation of successful registration will be sent to the participant's provided email address during the registration process. The Promotion Redemption shall be conducted by way of point system as follows: - <ol style="list-style-type: none"> RM1 = 1 (ONE) point , or RM100 = 100 (One Hundred) Point

	<p>6. The point(s) can then be used to redeem any ONE OF THE ITEMS under any one of the Tier the participant is qualified for, listed hereunder: -</p> <p>a) TIER 1: Accumulated or Single purchase(s) of 300 points will be eligible to redeem a La Gourmet 1L Lunch Box worth RM78.00;</p> <p>b) TIER 2: Accumulated or Single purchase(s) of 600 points will be eligible to redeem a La Gourmet 1L Lunch Box & La Gourmet 300ml Spring Tumbler worth RM 227.00; or</p> <p>c) TIER 3: Accumulated or Single purchase(s) of 800 points will be eligible to redeem a La Gourmet 1.6L Multi Cooker worth RM199.00; or</p> <p>d) TIER 4: Accumulated or Single purchase(s) of 1,000 points will be eligible to redeem a La Gourmet 0.4L Rice Cooker worth RM299.00; or</p> <p>e) TIER 5: Accumulated or Single purchase(s) of 1,200 points will be eligible to redeem a La Gourmet 12L Electric Oven worth RM299.00.</p> <p>7. The participant may also use the Accumulated or Single purchase(s) Points to redeem multiple items from the same tier or different tier based on the qualified tier(s) , for example :</p> <p>a) Example 1: Accumulated or Single purchase(s) of 650 points will be eligible to redeem Two items from Tier 1 (600 points required)</p> <p>b) Example 2: Accumulated or Single purchase(s) of 1000 points will be eligible to redeem One item from Tier 1 and One item from Tier 2 (900 points required) .</p> <p>c) Example 3: Accumulated or Single purchase(s) of 2,300 points will be eligible to redeem One item from Tier 4 and One item from Tier 5 (2,200 points required) .</p> <p>8. In the event that a point balance remains after a successful redemption, the balance will be carried forward to the end of the Promotion Period and will be combined with points from subsequent new purchases. Points will expire at the conclusion of the Promotion Period, and any unused points (if any) will be forfeited from the participant's account once the Promotion Period has ended.</p> <p>9. Points cannot be exchanged for cash, not transferable/ exchangeable and can only be used for redemption on Friso® Gold Loyalty Program only.</p> <p>10. Unclear, illegible and incomplete Entry will be disqualified. The Organiser shall reserve the right to disqualify any Entry with more than one (1) receipt. Images in the submission, reprinted and/or duplicated receipt. Receipt can only be redeemed once and cannot be re-used. Entries that do not meet the requirements stated herein shall be disqualified by the Organiser without further notification to the Participants. Retain the Original Receipt for verification purposes.</p>
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	<p>11. All successful redemptions will receive a WhatsApp message from the number 018-2522240 containing the tracking number and delivery status. Any unsuccessful redemption submissions will receive a WhatsApp message from the same number, detailing the reason for the failure.</p> <p>12. The redemption item(s) will be delivered to the address provided during registration within 14 working days from the submission date.</p> <p>13. Notwithstanding any of the above, upon receipt of the Entry and/or upon selection of the winners, as the case may be, the Organiser shall reserve the right to request for further evidence in the processing of the Entry including the original receipt hardcopy and the identification documents for verification prior to the delivery of the Prizes. Failure to produce any of the foregoing documents within the stipulated time frame will result in disqualification and forfeiture of the Prize(s).</p>
Entry Deadline	All entries and redemption request must be received by the Organiser on or before 23:59:59 on 30 June 2025.
Prize Claim/Delivery Date	<p>1. The Organiser, its agents, sponsors and representatives shall have no liability to any Participant who defaults in collecting the Prizes in accordance with the Prize Claim/Delivery Date in any respect whatsoever.</p> <p>2. Redemption Prize(s) are available on a first-come, first-served basis, and only while stocks last. The prizes will be given out randomly, and colour preferences cannot be accommodated.</p> <p>3. Prizes are strictly not transferable, assignable, exchangeable or redeemable by the Participant in any other form or manner other than that specified by the Organiser.</p> <p>4. All Prizes will be processed for delivery to the participants within 14 working days from the date of the submission date to the addresses provided by the participants during the registration. The Organiser reserves the rights to extend the timelines stated under this clause owing to reasons beyond the control of the Organiser.</p> <p>5. The Organiser reserves the right to substitute any prize with that of similar value at any time without prior notice.</p> <p>6. The Prize shall be used/taken entirely at the risk of the Participants and the Organiser excludes all warranties and liabilities in connection with the Prize to the fullest extent permitted by law.</p> <p>7. The Organiser shall not be liable for any loss or damage that occurs to the Prizes during the delivery process. Any other additional costs (i.e., travel expenses, transportation cost, duties and taxes) involved to redeem or collect the prize shall be borne by the participant at their own cost.</p> <p>8. In the event there is a manufacturing defect, participant must return the prize to the Organiser at own cost, undamaged and in its original packaging for a replacement within 2 weeks from the delivery date of the Prize failing which the Prize will not be replaced. Organiser shall reserve the right at its absolute discretion to substitute any of the prizes shown with another prize of similar</p>

	<p>value, at any time without prior notice. No cash alternatives or refunds will be offered.</p> <p>9. The Organiser reserves the right to determine how uncollected Prizes will be dealt with.</p>
Additional Terms	<ol style="list-style-type: none"> 1. The Organiser reserves the right in its sole discretion, without prior notice, and without any liability to any person, at any time to change the Terms and Conditions including to change the Promotion Period, make Prize substitutions, cancel, terminate or suspend the Promotion in whole or in part. In the event of any changes to the Terms and Conditions, Participants agree that their continued participation in the Promotion will constitute their acceptance of the Terms and Conditions. 2. The Organiser, and/or representatives shall not be liable to any Participant in respect of any loss or damage whatsoever which is suffered, including but not limited to indirect or consequential loss, or for personal injury suffered or sustained by the Participant arising out of or in connection with the participation by the Participant in the Promotion, as well as the redemption and/or utilisation of any Prize redeemed. 3. The Organiser's decision on all matters relating to the Promotion including approving and judging of the participants' redemption submission will be final, binding and conclusive on all Participants, and no correspondence or appeals will be entertained. 4. By participating in this Promotion, participants consent to give their personal information and the Organiser reserves the right to publish, use the participant's names and/or photographs plus their entries for purposes of 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. 5. By submitting an entry to the Promotion, Participants are deemed to have understood and agreed to be bound by the Terms and Conditions. 6. For a more detailed description of our privacy practices, please refer to our Privacy Policy at https://www.frisogold.com.my/privacy-policy. 7. You may access and request for correction of your personal data, to limit the processing of your personal data, or to contact us with any enquiries in respect of your personal data as follows: <p style="text-align: center;">Friso Gold Careline Telephone No. : 1800-81-3854 E-mail address: frisogoldcareline@frieslandcampina.com</p> 8. 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.

APPENDIX I

NO	PARTICIPATING OUTLETS
1	98 CONVENIENT SHOP S/B
2	ANGEL MOM & BABY HOUSE
3	APPLE BABY HOUSE HOLDINGS SDN BHD
4	BABY HOUSE SDN.BHD (JLN RAHMAT)
5	BABY JOY BABY & CHILDREN STORE (SA)
6	BABYSHINE TRADING (KULIM)
7	BATARAS SDN BHD
8	BAYU VISTA
9	BB MASTER BABY PRODUCTS TRADING
10	BEAUTY BABY BABYLAND
11	BEE GAR TRADING SDN. BHD.
12	BFC BABY MART SDN BHD (FABBIE BABY MART)
13	BHS BABY SHOP
14	BOULEVARD HYPERMARKET & DEPARTMENTAL STORE S/B
15	CAHAYA MURNI MART SDN BHD
16	CARE PLUS BABY & SUNDRIES PRODUCTS
17	CHANG JIANG ENTERPRISE SDN. BHD.
18	CHENG SIN TRADING
19	CHOO CHOO TRAIN BABY HOUSE
20	CHOP SWEE HIN CHAN (M) SDN BHD
21	CKS RETAIL SDN BHD
22	CUTE BABY ENTERPRISE (KEPALA BATAS)
23	CUTE BABY HOLDINGS SDN BHD
24	CUTE BABY STORE (BP) SDN BHD
25	DAESCO SDN BHD
26	DC UNIT TRADING
27	EMART SDN BHD
28	EMPORIUM LABUAN SHOPPING MART
29	ENG HO CHAN KEDAI UBAT
30	ENG HOCK TONG
31	EVERRISE DEPARTMENTAL STORE SDN BHD
32	EVERWIN MART SDN BHD
33	FAH LIAN HERBS & FOOD SDN BHD
34	FARLEY
35	FIFFY SDN BHD
36	FOOK AN MEDICAL HALL
37	GJ & BAN TRADING
38	H&L RETAIL/SUPERMARKET SDN BHD
39	HAPPY BRIGHT SDN. BHD.
40	HELLO BABY HOUSE ENTERPRISE
41	HOCK CHUAN HWA TRADING
42	HOCK LEE
43	HOR CHENG CHANG ENT. SDN BHD (VERY IMPORTANT BABY)
44	JOO HING MINI MARKET
45	JSK CREATIVE TRADING
46	KEDAI BAN HOE
47	KEDAI BAYI MANJAKU
48	KEDAI CHOOK ONN BENTONG
49	KEDAI HUP HENG

50	KEDAI ING ANG TONG
51	KEDAI SENG FATT
52	KEDAI SERBANIK & UBAT YONG CIEN HING
53	KEDAI TCM YOONG TAI LIAN
54	KEDAI TCM ZHONG HE
55	KEDAI UBAT & BARANG RUNCIT HOCK HENG TONG
56	KEDAI UBAT & FARMASI YIT MIN SDN. BHD.
57	KEDAI UBAT & RUNCIT HONG NING SDN BHD
58	KEDAI UBAT & RUNCIT KIM WAI SDN BHD
59	KEDAI UBAT AND PERNIAGAAN YONG THYE HENG (M) S/B
60	KEDAI UBAT BAN ON TONG
61	KEDAI UBAT CHOOK ONN KARAK
62	KEDAI UBAT DAN PASAR MINI TOONG FOONG
63	KEDAI UBAT DAN PERNIAGAAN HENG CHOO
64	KEDAI UBAT DAN RUNCIT FOOK SUN
65	KEDAI UBAT DAN RUNCIT KIM LOY
66	KEDAI UBAT DAN SEBANEKA ZHONG HE
67	KEDAI UBAT DAN SERBANEKA ENG TAI MAJU
68	KEDAI UBAT DAN SERBANIK SOON TECK
69	KEDAI UBAT FATT HENG
70	KEDAI UBAT HEAP HENG
71	KEDAI UBAT HENG LONG
72	KEDAI UBAT HOCK HENG
73	KEDAI UBAT KIEN ONN SDN.BHD
74	KEDAI UBAT MING FEI SDN BHD
75	KEDAI UBAT MING LOONG SDN BHD
76	KEDAI UBAT NEW OASIS SDN. BHD.
77	KEDAI UBAT RENSHUN TANG
78	KEDAI UBAT SETIA JAYA
79	KEDAI UBAT SHEN FONG
80	KEDAI UBAT SIN TECK SOON
81	KEDAI UBAT TIONG YEW
82	KEDAI UBAT TONG HONG
83	KEDAI UBAT YON TAI LIANS
84	KEDAI UBAT YONG HUAT HING
85	KEDAI UBAT YONG LIAN
86	KEDAI UBAT YUNG TAI LIAN
87	KEDAI UBAT ZHONG U
88	KIM HOCK SUPERMARKET
89	KIN SIONG SDN BHD
90	KINTA WELL TRADING
91	KISS BABIES ENTERPRISE
92	KISS BABY WONDERLAND
93	LABUAN SUPERMARKET
94	LAU & TAN PHARMACY SDN. BHD
95	LIEW WAN THYE SDN BHD
96	LOVE GARDEN BABY SUPERSTORE
97	MAM MAMM STORE
98	MANJAKU
99	MEGA KULIM PHARMACY SDN BHD
100	MILIMEWAH SUPERSTORE

101	MILKSHOP SUPPLIES SDN BHD
102	MIN HING ENTERPRISE
103	MOM & KIDS BABY HOUSE
104	MU Superstore
105	MUMMY BB HOUSE
106	MY LITTLE BB SDN BHD
107	MY MILKY WAY PLT
108	NEW CHIP GUAN ECONMART
109	NEW WORLD MART SDN BHD
110	NG SIAN HAP
111	PAH ANN SDN BHD
112	PANTAI SELAMAT PERAMU SDN BHD
113	PANTAI SELAMAT VALUE MART SDN BHD
114	PARKWELL DEPARTMENTAL STORE SDN BHD
115	PASAR MINI & UBAT WING ONN WOH (MENGLEMBU)
116	PASARAYA PUCHONG HERBS & FOODS SDN BHD
117	PASARAYA BS (PJ) SDN BHD(KEMAMAN)
118	PASARAYA CINWA SDN BHD
119	PASARAYA CM SDN BHD
120	PASARAYA LIT ONN SDN BHD
121	PASARAYA MEGAHERBS & FOOD SDN BHD
122	PASARAYA SERI INTAN S/B
123	PASARAYA WAH FONG THK SDN BHD
124	PASARAYA WENG FOON SDN BHD,(25/64)
125	PASARAYA XIRI SDN. BHD
126	PASARAYA YAN SENG SDN BHD
127	PEKING MEDICAL HALL SDN. BHD.
128	PERNIAGAAN CHEONG KONG BANDAR BARU BERCHAM
129	PERNIAGAAN DAN KEDAI UBAT GUANG ZHOU
130	PERNIAGAAN FU KANG
131	PERNIAGAAN ING ANG
132	PERNIAGAAN KEDAI UBAT YONG SHEN
133	PERNIAGAAN SIN ING ANG
134	PERNIAGAAN SIN YIN ONN
135	PERNIAGAAN SINGYI
136	PERNIAGAAN TASEK CHEONG KONG
137	PERNIAGAAN TEIK AUN HOE PEKAN LAMA
138	PERNIAGAAN UBAT POH KIAN
139	PERNIAGAAN YIN ONN (KG KOH)
140	PERNIAGAAN YONG KANG
141	POH CHEONG MARKETING SDN BHD
142	POH FOONG BB HOUSE
143	PURPUR BABY TRADING
144	Q BEBE PRODUCTS GALLERY
145	QQ BABY CENTRE
146	REALCARE BABY AND ORGANIC SDN BHD
147	REN DE ENTERPRISE
148	SALAMKU RETAIL (BM) SDN BHD
149	SALAMKU SUPERMARKET (PP) SDN BHD
150	SALAMKU X'TRA(KJ)SDN.BHD
151	SAN XI HERBS & BABY GALLERY

152	SAVEMORE SUPERMARKET PLT
153	SEONG HEE TRADING SDN BHD
154	SERVAY
155	SIN CHEE SANG SDN BHD
156	SIN XIN TRADING
157	SIN YONG HONG ENTERPRISE
158	SIN YONG SEN ENTERPRISE SDN BHD
159	SING KWONG SUPERMARKET SDN BHD
160	SKY BABY OUTLET
161	SMART BABY & RETAIL STORE
162	SMARTKIDS MART (M) SDN.BHD
163	SUNDRY MART SDN BHD
164	SUNSHINE BABY TRADING
165	SURAGATE BABY CENTRE SDN BHD
166	SYARIKAT KANG KHOW SDN. BHD.
167	SYARIKAT PERNIAGAAN BERJAYA
168	TAI KWONG SUPERMARKET SDN BHD
169	TAI YANG SUPERMARKET SDN BHD
170	TOY'S REX BABY HOUSE
171	U & ME BABY LAND
172	UTAMA JAYA SUPERSTORE
173	WAIKOM ENTERPRISE
174	WELLSON HERBS & STORE
175	WINSOME BABY WORLD SDN BHD
176	YAO DE TANG SDN BHD
177	YIN ONN (IPOH) SDN. BHD
178	YIN ONN (TELUK INTAN) SDN BHD
179	YONG FONG FLAGSHIP STORE SDN BHD
180	YONG KIANG MEDICAL ENTERPRISE
181	YYU BABY SHOP
182	ZONGHUA CHINESE MEDICINE CENTRE SDN BHD