

Friso® Gold Malaysia
Peraduan Kembara Pertamaku 2025
Terms & Conditions

Eligibility and Contest Period

1. The Friso® Gold Malaysia Peraduan Kembara Pertamaku (“Contest”) will run from 1 March 2025 (10:00 a.m.) – 30 April 2025 (11:59 p.m.) (“Contest Period”). Friso® Gold Malaysia (“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 Malaysian citizens and permanent residents of Malaysia with a child ranging from 2 - 6 years old (on 1 March 2025) except the employees and immediate family members of the Organiser, including the employees and immediate family members of its affiliated and/or related companies, distributors, advertising, influencers, and promotion agencies. 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.

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

Step 1: Buy Friso® Gold Step 3 or 4 at participating outlets or from official Friso® Gold Shopee and Lazada stores (in-store or online). Keep your receipt! (“Proof of Purchase”) (1 receipt = 1 entry)

- **Friso® Gold Step 3:** 600g / 900g / 1.2kg
- **Friso® Gold Step 4:** 600g / 900g / 1.2kg

Step 2: WhatsApp your details to 018-3529926 with the details below:

1. Full name:
2. IC number:
3. Contact number:
4. Social media handle (account name) and platform:
5. Picture of your receipt (“Proof of Purchase”):

Step 3: Take a photo of you and your child based on **ONE of the themes** below. **Friso® Gold must be featured in your photo. The actual Friso® Gold pack must be visible in the photo and any edited or digitally added packs will be deemed invalid.**

1. Celebrating festive traditions
2. Trying new foods
3. Exploring the outdoors

Step 4: Upload your entry on your social media platforms.

1. **Tag @frisogoldmy** on Facebook, Instagram or TikTok with **#frisogoldkembarapertamaku**
2. Write a caption in your post

Step 5: Get creative and submit as many entries as you can to increase your chances of winning the Grand Prize!

4. All entries must be received by the Organiser on or before 11:59 p.m. on 30 April 2025 to qualify for submission.

For the weekly submission, the Organiser shall receive the submission of entries on or before 11:59pm of the last date of each Peraduan Kembara Pertamaku week as tabulated below.

Peraduan Kembara Pertamaku Week Schedule

Week 1: 1 Mar - 9 Mar 2025

Week 2: 10 Mar - 16 Mar 2025

Week 3: 17 Mar - 23 Mar 2025

Week 4: 24 Mar - 30 Mar 2025

Week 5: 31 Mar - 6 Apr 2025

Week 6: 7 Apr - 13 Apr 2025

Week 7: 14 Apr - 20 Apr 2025

Week 8: 21 Apr - 30 Apr 2025

The Organiser reserves the right to disqualify any incomplete, unclear, illegible, 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, or TikTok 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.

5. Each Receipt (“Proof of Purchase”) can only be redeemed once and cannot be re-used.

6. Retain the Original Receipt (“Proof of Purchase”) for verification purposes.

7. Notwithstanding any of the above, upon submission 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 (“Proof of Purchase”) 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 Prizes.

Brand Guidelines (Do’s and Don’ts)

DO’S

- Always dress in Friso® Gold blue (royal blue). Other shades of blue will require approval (white, neutral or gold shades can complement the outfit)
- Always dress modestly and appropriately as a mom/dad to represent a progressive parent
- Ensure parent and child look neat, tidy, and put together
- Always film in bright natural lighting (the ideal setting is outdoors in nature)
- Always feature Friso® Gold products naturally
- Ensure kids always interact with nature/parent
- Children featured must be between 2-6 years old only (do not cradle/carry children like babies)
- A clear glass (without logos/images) can be used to showcase Friso® Gold milk
- Friso® Gold must always be spelled as Friso® Gold

DON'TS

- No mention or feature of other brands
- Avoid graphics/prints/brand names on clothing
- Do not dress like Healthcare Professionals (i.e white lab coat, stethoscope etc)
- Avoid featuring baby products (e.g. teats, baby bottle, baby toys, pacifier); only feature items for toddlers (e.g. sipping cup)
- Avoid featuring infant/baby formula
 - infant formula (for infants 0-12 months) including ready-to-feed formula;
 - follow-up formula (for infants 6 months to 3 years) including ready-to-feed formula;
 - special formula (infant or follow-up formula for special dietary or medical purposes) including ready-to-feed formula;
 - any product represented or marketed for infants up to the age of 6 months
- Never leave children alone - all activities should be done together
- Avoid superhuman claims (e.g. super strength) or statements suggesting the product cures gut issues
- Avoid putting Friso® Gold products at the forefront and in unnatural placements.
 - Do not feature infants below 12 months
 - Do not compare Friso® Gold to breast milk as it is not allowed

Winners Selection

1. Participants who meet all the contest requirements (refer to How To Participate) will be considered for the Grand Prize. THREE (3) participants will be selected by our judges as the top winners based on the most creative submissions in terms of overall content.

2. Each Participant may submit as many entries as they like.

3. The winners are required to contact the Organiser’s Instagram page’s Inbox (<https://www.instagram.com/frisogoldmy>) (Messages) and provide the required details as below within FIVE (5) working days from the Winners Announcement to confirm the prize redemption.

1. Full name:
2. IC number:
3. Contact number:
4. Social media handle (account name) and platform:
5. Picture of your receipt (“Proof of Purchase”):

4. Should the winners fail to contact the Organiser within FIVE (5) working days of the Winners Announcement, the Organiser will proceed to pick another winner/s. 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.

5. 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.

6. The Organiser reserves the right to request proof of age of the eligible Winners before they are confirmed as the winner. The Organiser reserves the right to forfeit prizes for any Contestant 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.

7. 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. The Winners are only eligible to win ONE (1) Grand Prize and ONE (1) Weekly Prize during the Contest Period.

Grand Prize for THREE (3) winners:
7 Days 6 Nights trip to the Netherlands for a family of 4*
**2 adults and 2 children between the ages of 2 - 6 years old*

Weekly Prize for 80 winners (10 winners a week):
HABIB 999.9 Gold Bar (5g)

Weekly Consolation Prize for 144 winners (18 winners a week):
6-month supply of Friso® Gold (1.2kg)

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. Winners’ will be notified about the prize collection date, location and time via email after the information provided by the winners has been validated by the Organiser. Winners will need to ensure that their email and contact details are updated and accurate.
6. Prize must be collected in person by the winner. All unclaimed prizes will be forfeited by the Organiser after NINETY (90) days after the Winners’ Announcement. The Organiser reserves the right to determine how uncollected Prizes will be dealt with.
7. Prizes are valued at up to RM600,000, with retail prices subject to change due to factors beyond our control, such as fluctuations in gold market prices and travel costs.
8. Grand Prizes only include accommodation, tour package, and international return flights. Grand Prizes do not include meal costs, personal expenses, travel insurance, and other personal costs incurred during the tour, flight, or stay.
9. In the matters pertaining to this contest, The Organiser has the full right to forfeit the Prize if there are;
- Duplicate winners
 - Duplicate Receipts
 - Failure to provide details for verification within the stipulated time frame
10. Notwithstanding any of the above, upon submission 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 (“Proof of Purchase”) 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 Prizes.
11. 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 winner at their own cost.
12. In the event that there is a manufacturing defect, the winner must return the prize to the Organiser at their own cost, undamaged and in its original packaging for a replacement within TWO (2) weeks from the delivery date of the Prize failing which the Prize will not be replaced. The Organiser reserves the right at its absolute discretion to substitute any of the prizes shown with another prize of similar value, at any time without prior notice. No cash alternatives or refunds will be offered.
13. The Organiser reserves the right to determine how uncollected Prizes will be dealt with.

6-month Supply of Friso® Gold (1.2kg) Prize Calculation

Estimated Consumption Guide*		
Step	Pack Size	Number of Serving Days
3	600g	6 days
	900g	10 days
	900g x 3	30 days
	1.2kg	13 days
	1.2kg x 3	40 days
	1.2kg x 6	80 days
*Based on 3 feedings per day		
Step	Pack Size	Number of Serving Days
4	600g	10 days
	900g	15 days
	900g x 3	45 days
	1.2kg	20 days
	1.2kg x 3	60 days
	1.2kg x 6	120 days
*Based on 2 feedings per day		

- The 6-month supply of Friso® Gold prize is calculated based on the estimated consumption guide of 3 servings per day for Friso® Gold Step 3 and of 2 servings per day for Friso® Gold Step 4.
- There will be a total of 14 packs of Friso® Gold Step 3 (1.2kg) to be given out to each winner (prize will be given out based on the purchased product in the winner’s submission). Each Friso® Gold Step 3 (1.2kg) Friso® Gold pack covers 13 days worth of servings.
- The calculation for yearly consumption is done by dividing the daily intake by 365 days (365/13). This results in 28 units of Friso® Gold Step 3 (1.2kg) for the year.
- There will be a total of 14 packs of Friso® Gold Step 4 (1.2kg) to be given out to each winner (prize will be given out based on the purchased product in the winner’s submission). Each Friso® Gold Step 4 (1.2kg) Friso® Gold pack covers 20 days worth of servings.
- The calculation for yearly consumption is done by dividing the daily intake by 365 days (365/20). This results in 18 units of Friso® Gold Step 4 (1.2kg) for the year.

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 authorised 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, 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 and/or photographs plus their entries for the purposes of the winners 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 fulfill 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 1800-81-3854 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 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.frisogold.com.my/privacy-policy>

10. The Contest Terms & Conditions are prepared in English and Bahasa Malaysia.