

**[ENG] Friso® Gold
Snap & Win Contest - September 2025
Terms & Conditions**

Eligibility and Contest Period

1. The Friso® Gold Malaysia Snap & Win (“Contest”) will run from 1 September 2025 (00:00 a.m.) – 21 September 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 September 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: Purchase 2x Friso® Gold Step 3 or 4 (1.2kg) to receive the Tea Time Adventure Kit. Retain the original purchase receipt as Proof of Purchase.

Step 2: Snap a photo of your child enjoying the playset.

Step 3: Share the photo on social media with a short caption that includes:

- **A moment of your child exploring with the Tea Time Adventure Kit.**
- **How Friso® Gold has been part of your family’s journey.**

Step 4: Tag @FrisoGoldMY and include the hashtag #FrisoGoldMY #GutsToExplore #FrisoGoldSnap&Win

***Ensure your account/post is set to Public.**

4. All entries must be received by the Organiser on or before 11:59 p.m. on 21 September 2025 to qualify for submission.

5. Promotion redemption is not applicable for purchases made via the Friso® Gold Official Stores on Shopee or Lazada.

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.

Proof of Purchase

1. Each receipt ("Proof of Purchase") can only be used once. Duplicate receipts are not allowed.
2. Participants must retain the original receipt for verification.
3. The Organiser reserves the right to request the original receipt (hardcopy) and identification documents before delivering prizes. Failure to provide the required documents within the stipulated timeframe will result in disqualification and prize forfeiture.

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.

Winners Selection

1. Participants who meet all the contest requirements (refer to How To Participate) will be considered for the Prize. Our judges will select the earliest **ONE HUNDRED (100) participants** 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. Judging criteria include:
 - Originality and creativity of the photo
 - Creativity and relevance of the caption
 - Compliance with tagging and hashtag requirements
4. Winners will be **announced on Friso® Gold Malaysia's official Facebook, Instagram, and TikTok pages by 29 October 2025, Tuesday.**

Prize Redemption

1. Each winner will receive **RM50** Touch 'n Go e-Wallet credit.
2. 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.
 - Full name:
 - IC number:
 - Contact number:
 - Social media handle (account name) and platform:
 - Picture of your receipt ("Proof of Purchase"):
3. The Organiser will distribute prizes via Touch 'n Go eWallet reload PIN within ten (10) working days after the winner has submitted the required details. Winners must claim the amount by keying in the reload PIN into their personal Touch 'n Go eWallet account.
4. If a winner fails to respond within the stipulated timeframe, is found to have submitted invalid or fraudulent Proof of Purchase, or fails verification, the Organiser reserves the right to disqualify and select a replacement winner.
5. Prizes are not exchangeable, transferable, or redeemable in any other form. The Organiser reserves the right to substitute prizes of equal value without prior notice.

6. 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

7. Each participant may only win one (1) prize during the Contest Period.

8. 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.

9. 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.

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

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.