

TERMS AND CONDITIONS

Organiser	Dutch Lady Milk Industries Berhad (196301000165/5063-V)
Promotion Name	Friso Gold Buy and Win Exclusive at Very Important Baby Shop
Promotion Period	The Promotion starts at 00:00:00 on 15 November 2025 and closes at 23:59:59 on 31 December 2025.
Eligibility	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 15 November 2025. The following groups of persons shall not be eligible to participate in the Promotion: - Employees of the Organiser and its group of companies and their immediate family members (spouse, children, parents, siblings, and their spouses); - Employees of the Organiser's agencies associated with the Promotion and their immediate family members (spouse, children, parents, siblings, and their spouses). The Organiser shall reserve the right to request for evidence of identification documents.
Entry Method	WhatsApp - Purchase a minimum of one (1) Friso Gold Step 3 or Step 4 Product(s) ("Participating Products") during the Promotion period in a single receipt ("Proof of Purchase") at any participating Very Important baby Shop outlets (in-store or official online store) ("Participating Outlet"). - The participating Products are as follows; Friso Gold Friso Gold Step 3 600g / 900g / 1.2kg Friso Gold Step 4 600g / 900g / 1.2kg - Scan the QR code shown on the communication materials at the participating outlet or send the following information via WhatsApp to 012-227 7781; - Clear picture of the receipt ("Proof of Purchase") - Full Name - MyKad/MyPR Number (e.g.; Picture of receipt ("Proof of Purchase"), Daniel Bin Ashraf, 8XXXXX-4X-6XXX) ("Entry"). - Each valid entry, completed with the required picture of receipt, fulfilled purchase requirement and personal information received and approved by the Organizer during the Promotion Period will be serialized ("Qualified Entry"). A minimum purchase of one (1) Friso Gold Participating Product in a single receipt entitles the participant to one (1) serial number per entry only. - Participants may submit as many entries as they wish but each unique Receipt (Proof of Purchase) is ONLY eligible for one (1) entry submission. Duplication of receipt will be disqualified. - Retain the Original Receipt or Proof of Purchase for verification purposes.

	7. The Organiser does not accept any alteration of Proof of Purchase in any form. Handwritten receipts, purchase orders and/or delivery notes will not be accepted as Proof of Purchase. 8. Unclear, illegible and incomplete Entry will be disqualified. The Organiser shall reserve the right to disqualify any Entries with reprinted receipt ("Proof of Purchase") and/or duplicated receipt (proof of purchase). Receipt ("Proof of Purchase") can only be redeemed once and cannot be re-used. 9. 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 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.
Entry Deadline	All entries must be received by the Organiser on or before 23:59:59 on 31 December 2025. Any Entry received outside the Promotion Period will be automatically disqualified.
Promotion Prize	<u>Grand Prize</u> 1 x HABIB 999.9 Gold Bar (5g) <u>First Prize</u> 3 x Senheng Voucher worth RM1,000 each <u>Consolation Prize</u> 30 x Touch 'n Go e-Wallet Reload PIN worth RM50 each
Judging Details	Verification of Entries 1. Original Tax Invoice receipt indicating the Product(s) and Values, Receipt Number, Valid Purchase Date and Outlet (only Proof of Purchase from the Very Important Baby Shop participating outlet will be verified). 2. Valid required Personal Details 3. No Duplication of Proof of Purchase 4. No alteration of receipt in any form; store name, items purchased, prices and transaction time 5. Handwritten Receipt, Purchase Order and Delivery Note will not be accepted as proof of purchase. Shortlisting of Winners Each participant is eligible to win a maximum of one (01) prize only during the Promotion Period; • 1 x Grand Prize, <i>or</i> • 1 x First Prize, <i>or</i> • 1 x Consolation Prize The Organiser will contact all shortlisted Winners via WhatsApp from the Promotion number 012-227 7781 to the winner's WhatsApp number submitted during the Promotion entry submission to answer a simple Question.

	Shortlisted winners must reply and provide the correct answer within the stipulated time frame to be eligible to win the Prize. Failure to answer the question correctly or within the stipulated time frame will result in forfeiture of the prize. The Organiser will not be held liable in the event the Qualified shortlisted winners cannot be contacted for whatever reasons. <u>Promotion Question :</u> “Friso® Gold’s LocNutri™ technology preserves the milk nutrient in it’s native structure. (True/False)” <u>Shortlisted Winner Selection Method</u> As part of the Prize shortlisting winners’ selection process, the Organiser will allocate a pool of serial numbers during the Promotion Period. For each Entry received and approved by the Organiser to be a successful entry (each a “Qualified Entry” and collectively the “Qualified Entries”) will be assigned with a serial number, starting from serial number “1”. <u>Grand Prize</u> 1 x HABIB 999.9 Gold Bar (5g) The shortlisted winners will be determined based on the serialized number of Qualified Entries received during the Promotion Period, for example: if there are 3,800 eligible entries/serial numbers received during the Promotion Period, this number will be divided by 2. Illustration of computation is as follows: $3,800 \div 2 = \underline{1,900^*}$ The Grand Prize shortlisted winner is the serial number 1,900*. Total of <u>1 winner</u> will be selected throughout the Promotion Period. The rounding formula will be performed if the winning number of entries arises the decimal value, the number will be rounded down to the nearest single digit number and the multiple serial numbers will be selected as the winner. <u>First Prize</u> 3 x Senheng Voucher worth RM1,000 each The shortlisted winners will be determined based on the serialized number of Qualified Entries received during the Promotion Period, for example: if there are 3,800 eligible entries/serial numbers received during the Promotion Period and the Grand Prize winner’s Entry/Entries are subtracted and then divided by 3. Illustration of computation is as follows: Assuming Grand Prize winner’s entries = 41 entries; $3,800 - 41^* = 3,759 \div 3 = \underline{1,253^*}$ The First Prize shortlisted winners are the serial numbers 1253*, 2506* and 3759*. Total of <u>3 winners</u> will be selected throughout the Promotion Period. The rounding formula will be performed if the winning number of entries arises the decimal value, the number will be rounded down to the nearest single digit number and the multiple serial numbers will be selected as the winner.
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	<u>Consolation Prize</u> 30 x Touch 'n Go e-Wallet Reload PIN worth RM50 each The shortlisted winners will be determined based on the serialized number of Qualified entries received during the Promotion Period, for example: if there are 3,800 eligible entries/serial numbers received during the Promotion Period and the Grand Prize and First Prize winner's Entry/Entries are subtracted and then divided by 30. Illustration of computation is as follows: Assuming Grand Prize and First Prize winner's entries = 86 entries; $3,800 - 86 = 3,714 \div 30 = \underline{123.8^*}$ The Consolation Prize shortlisted winners are the serial number 123*, 246*, 369*, 492*, 615*, 738*, 861*, 984*, 1107* and so forth. Total of 30 winners will be selected throughout the Promotion Period. The rounding formula will be performed if the winning number of entries arises the decimal value, the number will be rounded down to the nearest single digit number and the multiple serial numbers will be selected as the winner. <u>Winner Announcement</u> Winners will be notified via WhatsApp as part of the prize fulfilment. The list of winners will also be announced on the Organiser's social media at https://www.facebook.com/FrisoGoldMY by the 20 January 2026.
Prize Claim/Delivery Date	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. 2. 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. 3. For Grand Prize - HABIB 999.9 Gold Bar (5g), winner is required to self-collect the prizes at the appointed agency's office. winner is solely responsible for the collection of the Prize and the Organiser shall not be obliged to give extension notice of the Prize Collection Period. Should a winner not be able to self-collect the Prize at the appointed agency's office, any additional costs of hand delivery by the appointed agency will have to be borne by the winner at their own expense which may include transportation, accommodation and/or any other related expenses or winner may authorize third party collection of the Prize with a written consent and authorization letter to the Organiser. A redemption letter will be issued by the appointed agency for prize collection to the winner. 4. Terms and Condition for Senheng Voucher : ❖ Voucher is valid for 12 months from the issuance date. ❖ Voucher is valid only for purchases at Senheng or SenQ in-store purchase only. ❖ Voucher may be used for delivery service charges of purchased goods from Senheng or SenQ store. ❖ Usage of the Senheng Voucher is subject to Senheng Electric (KL) Sdn Bhd Terms & Conditions; https://www.senheng.com.my/terms-of-use

	5. All Touch'n Go e-Wallet Reload PIN Prizes will be processed for delivery or deployment to the winners via WhatsApp application. Usage of the Touch'n Go e-Wallet Reload PIN is subject to Touch'n Go Malaysia Terms & Conditions; https://www.touchngo.com.my/assets/pdf/user-tnc.pdf 6. All Prizes will be processed for delivery to the winners within six (6) to eight (8) weeks from the end of the Promotion Period to the addresses provided by the winners. The Organiser reserves the rights to extend the timelines stated under this clause owing to reasons beyond the control of the Organiser. 7. The Organiser reserves the right to substitute any prize with that of similar value at any time without prior notice. 8. The Prizes must be claimed within three [3] months from the date of the letter or 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 Participants and the Organiser excludes all warranties and liabilities in connection with the Prize to the fullest extent permitted by law. 10. 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. 11. In the event there is a manufacturing defect, winner 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 value, at any time without prior notice. No cash alternatives or refunds will be offered. 12. The Organiser reserves the right to determine how uncollected Prizes will be dealt with.
Additional Terms	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 won. 3. The Organiser's decision on all matters relating to the Promotion including judging and selection of winners will be final, binding and conclusive on all Participants, and no correspondence or appeals will be entertained.

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| | <ol style="list-style-type: none">4. By participating in this Promotion, participants consent to give their personal information and the Organiser reserves the right to publish, use the participants and winners' 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: |
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