

TERMS & CONDITIONS: [TIGER CREDENTIALS] (“Promotion”)

GENERAL

1. Only persons aged 18 years old and above are eligible to participate in this Promotion as hereinafter defined.
2. Subject to clause 1 above, this Promotion is open to all Singapore citizens, permanent residents, holders of valid employment passes or work permits, with the exception of employees of Asia Pacific Breweries (Singapore) Pte Ltd (“APBS”, “us” or “we”), its affiliate companies, associated agencies, advertising agencies, dealers, distributors, vendors, participating outlets, promoters and their relatives.
3. To the fullest extent permitted by law, the term “APBS” shall also include third parties (including but not limited to any agent, partner, participating establishment and/or contractor) involved in the running and/or mechanics of this Promotion.

AGREEMENT TO TERMS, CONDITIONS, RULES AND REGULATIONS

4. By participating in this Promotion, participants agree to and shall abide by, the terms and conditions and rules and regulations (the “Terms and Rules”) applicable to and governing this Promotion.

RESERVATION OF RIGHTS

5. APBS reserves the right at any time and in its absolute discretion to vary the Terms and Rules (or any part thereof) and/or to withdraw or terminate the Promotion without prior notice or reason.
6. All decisions made by APBS in relation to the Promotion, its Terms and Rules and any aspect thereof are final and binding and no correspondence will be entertained.
7. All Goods and Services (as defined in clause 14 herein) are:
 - a. subject to stock availability;
 - b. not exchangeable for cash or credit unless specifically stated;
 - c. if unclaimed in accordance with the Terms and Rules, will be dealt with at APBS’s sole discretion; and
 - d. APBS reserves the right to cancel, change, substitute or remove the said products, goods, items premiums and/or prizes at any time without prior notice.

WARRANTY AND USE OF RECORDS

8. Each participant warrants that any information provided pursuant to this Promotion (including but not limited to name, identification number, contact details and number(s) and/or addresses) is true, accurate, valid and to be relied upon by APBS. Each participant shall be responsible for keeping APBS informed of any update to the information initially provided, as necessary. By providing his/ her personal information to us, the participant fully understands and clearly consents to our use of

his/ her personal information for our marketing communications and/or marketing analysis (the "Purpose"). We will not disclose a participant's personal information to third party organisation(s) other than our affiliate companies, agents, agencies and participating outlets.

9. By participating in this Promotion, the participants agree to take part in any promotional or publicity exercise as may be conducted by APBS. Any record in any medium arising out of or in connection with such promotional or publicity exercise including but not limited to the participants' performance, appearance, likeness, personal particulars, photographs, audio/visual recordings and/or written responses (the "Records") shall to the fullest extent permitted by law be the sole property of APBS and in any case the participants hereby irrevocably and unconditionally at no cost, grant APBS all consents and waivers necessary for APBS to make or retain such Records and use and/or publish the same in any manner as APBS shall in its sole discretion deem fit in relation to the Purpose.
10. Where permissible and to the fullest extent permitted by law, each participant expressly waives all rights which the participant may acquire or have or be entitled to under the law (and any subsequent enactment or amendments thereto) in respect of or in relation to, the Records.
11. For more information on how we manage personal data, please refer to our Privacy Policy at <http://www.HEINEKENAsiaPacific.com/PrivacyandCookiePolicy>. The Privacy Policy may be updated from time to time and we encourage participants to check back regularly for updates to the same.

LIMITATION OF LIABILITY

12. APBS accepts no responsibility and will not be liable for any loss, injury, expense, delay or irregularity ("Loss") arising out of or in connection with the Promotion.
13. In particular and without prejudice to clause 12, APBS disclaims any liability in respect of any Loss (whether suffered by the participants, their families or third parties) arising from or in connection with or as a result of:
 - a. any incomplete or inaccurate or illegible information provided by the participants;
 - b. any third parties' provision of goods and/or services (including but not limited to any communication, delivery or electronic messaging services); and
 - c. The possession and/or use of the Goods and Services as defined hereafter.
14. APBS makes no product representation or warranties, expressed or implied and disclaims any and all liability, as to the condition, quality, merchantability or fitness for use of prizes, premiums, goods, products, items and/or services pertaining and/or provided to or received by the participant pursuant to the Promotion (the "Goods and Services").

PROMOTION DETAILS

15. The details of the Promotion are set out in Schedule 1.

OTHER TERMS

16. Unless otherwise stated, APBS is under no obligation to contact winning participants to inform them of their prize or prize collection details. Should APBS choose to do so, we will make only reasonable efforts to contact winning participants.
17. Any prize collection/redemption must be supported by original identification and any original receipt/document matching the winner's registration details. APBS reserves the right to reject any winner who at the time of prize collection or redemption, cannot produce the necessary original supporting document(s), or if the supporting document(s) is/are defaced, torn, damaged or illegible.
18. Winners are to collect and/or redeem their prize within the stated collection/redemption period. APBS reserves the right to forfeit any prize that is not collected and/or redeemed within the aforesaid period.
19. Where registration is required prior to participation in this Promotion, each participant shall be responsible for furnishing correct and accurate details.
20. Winners must utilize the prize and no transfer of name or exchange of the prize for cash, credit or any other kind will be allowed. All prizes are subject to the issuing or co-ordinating organisations' terms and conditions as applicable.
21. Without prejudice and in addition to any term herein, APBS shall not be liable for any loss or claim arising from any delay, error or otherwise arising from any communications, hardware or software failure.
22. Proof of entry submission mailing is not proof of receipt. APBS will not be responsible for lost, late, damaged, corrupted, illegible, misdirected or incomplete entries, or for entries not received due to lost, failed, delayed or interrupted communications or to other delays, or errors of any kind in the transmission or receipt of entries.
23. Failure to comply with any of the Terms and Rules of this Promotion will result in an invalid entry/disqualification.
24. Without prejudice to any of its other rights, APBS reserves the right to disqualify any participant for fraud and/or reject fraudulent entries as determined in its sole discretion.

SCHEDULE 1

PROMOTION DETAILS

1. The promotion shall comprise of the following:
 - i. in respect of the Traditional On-Premise Channel: the TOP Tiger Credentials Promotion, the TOP Tiger & Tiger Silver Credentials Promotion, TOP Portfolio Credentials Promotion for Coffee Shops and Hawker Centres (collectively referred to as the “TOP Promotion”),

and the TOP Promotion will run in the following manner.

2. For the TOP Promotion

The TOP Promotion will run from 1 April 2017 to 31 May 2017 (the “TOP Promotion Period”).

i. TOP Tiger Credentials Promotion

a. To participate in the TOP Tiger Credentials Promotion, participants are required to purchase a minimum of one bottle of promotional stocks of Tiger beer 633ml quart (as defined below) at participating coffeeshops and hawker stalls (the “Participating Outlets”) during the TOP Promotion Period.

b. The crown cap of promotional stock of Tiger beer 633ml quart sold at the Participating Outlets during the TOP Promotion Period shall bear the following marking: Tiger gold bar logo



c. To win a Tiger 1kg Gold Bar (“Grand Prize”), participants shall have to collect one crown cap bearing the Tiger gold bar logo as stated in paragraph 2(i)(b) above of this Schedule 1 (the “Winning Tiger Gold Bar Crown Cap”). One (1) Tiger 1kg Gold Bar may be given away. Each participant may only stand to win ONE (1) Grand Prize.

d. To redeem the Grand Prize, participants are required to bring to APBS’s registered address at 459 Jalan Ahmad Ibrahim, Singapore 639934 (attn. Alice Yang Chenlu), before the TOP Promotion Period ends (i.e. 31 May 2017), the following:

- The original Winning Tiger Gold Bar Crown Cap for APBS to verify the authenticity of the same. The original Winning Tiger Gold Bar Crown Cap shall be retained by APBS thereafter; and
- The said participant’s original identification card (and thereafter submit a copy for APBS’s retention) for APBS to verify the said participant’s identity.

Upon successful verification of the winner by APBS, the winner shall be notified of the collection time and place of Tiger 1kg Gold Bar in due course.

e. All prizes are subject to the issuing or coordinating organizations' terms and conditions where applicable.

ii. TOP Tiger & Tiger Silver Credentials Promotion

a. To participate in the TOP Tiger & Tiger Silver Credentials Promotion, participants are required to purchase any of the participating products with promotional stocks of Tiger 633ml quart(s), Tiger silver 550ml quart(s) (as defined below) at participating coffeeshops and hawker stalls (the "Participating Outlets") during the TOP Promotion Period.

b. The crown caps of promotional stocks of Tiger 633ml quart(s), Tiger silver 550ml quart(s) sold at the Participating Outlets during the TOP Promotion Period shall bear the following marking: S\$3 OFF logo



c. One (1) crown cap bearing the S\$3 OFF logo as stated in paragraph 2(ii)(b) above of this Schedule 1 (the "Winning S\$3 Cash Price Off Crown Cap") will entitle participants to receive S\$3 OFF **next purchase** of any of the participating products (Tiger 633ml quart(s), Tiger silver 550ml quart(s)) ("S\$3 Cash Price Off") .

d. To redeem the S\$3 Cash Price Off from any of the Participating Outlets, the participant shall produce to the Participating Outlet where redemption is being made the original Winning S\$3 Cash Price Off Crown Cap before the TOP Promotion Period ends (i.e. 31 May 2017). APBS and/ or its authorized representatives shall reserve the rights to validate the crown caps before giving the S\$3 Cash Price Off. The Winning S\$3 Cash Price Off Crown Caps shall be retained by the Participating Outlet upon redemption.

iii. TOP Portfolio Credentials Promotion

a. To participate in the TOP Portfolio CNY Promotion, participants are required to purchase any of the participating brands with promotional stocks of Tiger 633ml quart(s), Tiger silver 550ml quart(s), Heineken 640ml quart(s) and Guinness 640ml quart(s) (as defined below) at participating coffeeshops and hawker stalls (the "Participating Outlets") during the TOP Promotion Period.

b. The crown caps of promotional stocks of Tiger 633ml quart(s), Tiger silver 550ml quart(s), Heineken 640ml quart(s) and Guinness 640ml quart(s) sold at the Participating Outlets during the TOP Promotion Period shall bear the following marking: 50¢ OFF logo



- c. One (1) crown cap bearing the 50¢ OFF logo as stated in paragraph 2(iii)(b) above of this Schedule 1 (the “Winning 50¢ Cash Price Off Crown Cap”) will entitle participants to receive 50¢ OFF **next purchase** of any of the participating brands (Tiger 633ml quart(s), Tiger silver 550ml quart(s), Heineken 640ml quart(s) and Guinness 640ml quart(s)) (“50¢ Cash Price Off”).
- d. To redeem the 50¢ Cash Price Off from any of the Participating Outlets, the participant shall produce to the Participating Outlet where redemption is being made the original Winning 50¢ Cash Price Off Crown Cap before the TOP Promotion Period ends (i.e. 31 May 2017). APBS and/ or its authorized representatives shall reserve the rights to validate the crown caps before giving the 50¢ Cash Price Off. The Winning 50¢ Cash Price Off Crown Caps shall be retained by the Participating Outlet upon redemption.
3. APBS reserves the right to vary these terms and conditions at any time in its sole discretion without notice.