

## **TERMS & CONDITIONS: TIGER UNCAGE STREET FOOD 2018– TAKE HOME CONTEST (“Contest”)**

### **GENERAL**

1. Only persons aged 18 years old and above are eligible to participate in this Contest as hereinafter defined.
2. Subject to clause 1 above, this Contest 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 Contest.

### **AGREEMENT TO TERMS, CONDITIONS, RULES AND REGULATIONS**

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

### **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 Contest without prior notice or reason.
6. All decisions made by APBS in relation to the Contest, 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 Contest (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 the use of his/ her personal information for sales and marketing communications relating to APBS Products (including but not limited to events and promotions) and/or marketing analysis by APBS and/ or by the Permitted Parties (the "Purpose").

For the purposes of these Terms & Conditions, "Permitted Parties" shall refer to our affiliate companies, agents, agencies, service providers, and outlets selling APBS Products.

In this regard, we will not disclose a participant's personal information to third party organisation(s) **other than** the Permitted Parties.

9. By participating in this Contest, 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 Contest.
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 Contest (the "Goods and Services").

## CONTEST DETAILS

15. The details of the Contest 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 Contest, 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 Contest 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

#### Participation in the Contest:

1. The Promotion will run from 1 May 2018 to 30 June 2018 (the “**Contest Period**”).
2. For the purposes of this Contest, “**Participating Supermarket**” means any of the following brick-and-mortar supermarket, hypermarket, convenience store and/or petrol mart outlets: Fairprice, Sheng Shiong, Giant, Cold Storage, Jason’s, Marketplace, Prime, Meidi-ya, Isetan, 7-Eleven, Cheers, Caltex, SPC. For the avoidance of doubt, online purchases are not eligible for participation in this Contest.
3. To participate in this Contest, participants must:
  - (a) purchase at least S\$25 of Tiger beer products in single receipt at any Participating Supermarket during the Contest Period;
  - (b) send the following message via SMS to 90102322:

Tiger <space> Name <space> Receipt no. <space> Amount Spent on Tiger beer products; and
  - (c) provide his/her personal particulars and upload a picture of his/her relevant receipt via the web link provided to him/her via SMS upon completion of the steps as set out in Paragraph 3(b) above

(“**Registration**”).

#### Selection of winners

4. The first one thousand and five hundred (1500) participants to complete the Registration will receive via [SMS] one (1) Voucher (as defined herein below), provided always that each participant shall only receive a maximum of one (1) Voucher per unique mobile phone number.
5. Each participant who completes the Registration will receive one (1) chance at winning the Grand Prize (as defined herein below) for every S\$25 spent in a single receipt on Tiger beer products at any Participating Supermarket during the Contest Period.
6. The winner of the Grand Prize will be selected by way of a lucky draw to be conducted on [9<sup>th</sup> July 2018] at APBS’ registered address at 459 Jalan Ahmad Ibrahim, Singapore 639934 (“**Grand Prize Winner**”).
7. One (1) Grand Prize Winner will be selected.

8. The Grand Prize Winner will be announced on the Tiger beer Facebook page on 12<sup>th</sup> July 2018 and will also be contacted via mobile/ email (“**Confirmation Message**”). If the Grand Prize Winner fails to respond within one (1) week from the first notification attempt, the said Grand Prize Winner shall be deemed to have forfeited his/her right to claim the Grand Prize and another winner of the Grand Prize will be selected in a manner to be announced by APBS.
9. For the purposes of this Contest:
  - (a) “**Voucher**” shall mean a voucher for the redemption of one (1) meal free of charge from participating hawker stalls listed on [www.tigerbeer.com.sg](http://www.tigerbeer.com.sg) (each a “**Tiger Street Fest Hawker Stall**”) while stocks last; and
  - (b) “**Grand Prize**” shall mean Singapore dollars one hundred thousand (S\$100,000) in cash.

#### **Use of Voucher**

10. Vouchers can be used by presenting it at any Tiger Street Fest Hawker Stall during its operating hours, while stocks last.
11. All Vouchers must be used by 31<sup>st</sup> July 2018.

#### **Redemption of Grand Prize**

12. To redeem the Grand Prize, the Grand Prize Winner shall be required to bring to APBS’s registered address at 459 Jalan Ahmad Ibrahim, Singapore 639934 (attention: Vasugi Sakaran) no later than two (2) weeks from the first notification attempt the following:
  - the Confirmation Message;
  - such Grand Prize Winner’s original identification card (and thereafter submit a copy for APBS’s retention) for APBS to verify such Grand Prize Winner’s identity; and
  - original receipt that was submitted pursuant to the Grand Prize Winner’s winning Registration.
13. Without prejudice and in addition to the generality of the terms and conditions of this Contest, winners must be agreeable to conduct interviews with media as may be required by APBS and be subject to coverage in the media. Any contact initiated by external parties with regards to the Contest or APBS must not be entertained without prior APBS’ approval.