

Dutch Lady Growing Up Milk (GUM) and MaxGro Touch 'N Go New User eWallet Redemption

TERMS & CONDITIONS (EN)

Eligibility Period

1. The Dutch Lady Growing Up Milk (GUM) and MaxGro Touch 'N Go New User eWallet Redemption will run from 1st March 2025 (12:00 a.m.) – 31st August 2025 (11:59 p.m.) (“Redemption Period”). Dutch Lady Milk Industries Berhad (Registration No. 196301000165 (5063-V) (“Organiser”) reserves the right to shorten or extend the Redemption Period without prior notice. Participants agree to be bound to any such changes. All entries received outside the Redemption Period shall be automatically disqualified. The Organiser’s decision shall be final and binding, therefore no correspondence shall be entertained.

2. This Program is open to all residents of Malaysia aged 18 years and above (as at 1 January 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 and promotion agencies. The Organiser shall reserve the right to request for evidence of identification documents. By participating in this Program, you understand and agree without condition to comply with these Terms and Conditions. The Organiser shall not be liable for any loss, damage and/or expense arising from or in connection with your participation in this Program, howsoever arising including but not limited to indirect or consequential loss, as well as the redemption and/or utilisation of any Prize won.

Participation

3.1 Participant must be a first-time buyer for Dutch Lady Growing Up Milk (GUM) or MaxGro products and have never registered under any Dutch Lady GUM or MaxGro Nutri Advisors or through any retailers’ recommendation program.

3.2 Buy any unit of Dutch Lady GUM 123/456/6+ (850g) or Dutch Lady MaxGro (900g) in a single receipt from the participating stores within the Redemption Period and keep the aforesaid original receipt (“Proof of Purchase”) for verification purposes.

3.3 Entry submission via Promotion Website:

3.3.1 Scan the QR Code shown on the Point of Sales Material or visit the Promotion Website at: <https://www.smartmoments.com/DLnewusercampaign>

3.3.2 Complete all the mandatory details required i.e.: Full Name, Mobile Number (WhatsApp activated), Email Address, and purchase Outlet type (“Personal Details”) in the web form provided on the Promotion Website.

3.3.3 Snap one (1) clear and legible picture/image in jpeg format of one (1) Receipt complete with your Receipt Details (“Image”). Upload the Image on the web form and submit.

Touch 'N Go eWallet Redemption

4.1 There is only one (1) type of redemption submission which is via the Promotion Website only, with one (1) unique receipt submission.

4.2 As described in paragraph 3 above, Participants can submit the Proof of Purchase by uploading it to the promotion website.

4.3 Each participant is eligible for one entry. The Organiser will extract all Entries received for further processing, verification and qualifying. The Organiser shall reserve the right to disqualify any Entries with incomplete Personal Details, unclear and/or illegible Images and/or containing more than one (1) Receipt and/or Invoice Images. All Entries that do not meet the requirements stated herein shall be disqualified by the Organiser without further notification to the Participants.

4.4 Participants are required to keep the original receipt being the Proof of Purchase for verification and redemption purposes, failing which, the Organiser shall forfeit the Touch 'N Go eWallet redemption. Each Participant must have a valid Touch 'N Go eWallet account.

4.5 The Organiser reserves the right to disqualify any incomplete and late entries. The Organiser and the companies involved in this Program shall not be held liable in any way for delays, non-deliveries and/or interruptions of technical malfunction of telecommunications network or lines, computer online systems, servers or providers and/or computer equipment. Any persons and/or Participants who violate any rule, gain unfair advantage in participating in this Program, or obtain winner status using fraudulent means will be disqualified. Unsportsmanlike, disruptive, annoying, harassing or threatening behavior is strictly prohibited.

Redemption of Prizes

Product	Redemption Amount
One (1) unit of Dutch Lady GUM 123/456/6+ (850g) or Dutch Lady MaxGro (600g)	RM5 Touch 'N Go e-Wallet reload PIN, a purchase of Dutch Lady GUM 123/456/6+ (850g) or Dutch Lady MaxGro (600g) in a receipt

IMPORTANT NOTICE: We believe that breastfeeding is the best nutritional start for babies and we fully support World Health Organizations recommendation of exclusive breastfeeding for the first six months of life followed by the introduction of adequate nutritious complementary foods, along with continued breastfeeding up to two years of age. Dutch Lady GUM 123/456/6+ (850g) or Dutch Lady MaxGro (900g) are not breastmilk substitutes. We recommend that you speak to your healthcare professional about how to feed your child and seek advice on when to introduce these products.

5. The Organiser will give out the redemption via:

5.1 Touch 'N Go eWallet reload PIN with redemption amount will be provided to the shortlisted Participant(s) via Whatsapp within fifteen (15) working days from notification of the submission. The shortlisted Participant(s) shall claim their redemption amount by keying in the reload PIN into their personal Touch 'N Go eWallet account.

5.2 The Organiser will allocate one [1] redemption for each Entry received and approved by the Organiser irrespective of the total of quantity of purchase made [each a “Qualified Entry” and collectively the “Qualified Entries”]. For example:

5.2.1 If you purchase one (1) Dutch Lady GUM 123 (850g) in a single Receipt during the Promotion Period, the Organiser will allocate one [1] redemption to your qualified Entry.

5.2.2 If you purchase three (3) Dutch Lady GUM 123 (850g) in a single Receipt during the Promotion Period, the Organiser will allocate one [1] redemption to your qualified Entry.

6. In the event that the Organiser finds the presented receipt or Proof of Purchase is not authentic or invalid then the Organiser shall be entitled to disqualify the shortlisted Participant(s) and forfeit the Redemption(s) from the shortlisted Participant(s) without assigning any reasons whatsoever.

7. Participants shall assume full liability and responsibility in case of any accident, injury, damage and/or claim resulting from their participation in this Program and from redemption and usage of the Redemption.

8. By participating in this Program, Participants consent to give their personal information and the Organiser and/or its affiliates reserves the right to publish, use the participants’ and winners’ names and/or photographs and videos plus their entries and interviews for purposes of publicity, advertising and/or trade without further compensation or notice and each participant is not entitled to make any claims, monetary or otherwise, for the use of their entries by the Organiser.

9. The Organiser collects personal identifiable information to provide services or to correspond with the Participant(s). This information is stored in a manner appropriate to the nature of the data by the Organiser and is used to fulfil the Participant’s request(s). By submitting their personal information, each Participant is deemed to have given permission to the Organiser and/or its authorized agents to use this information for the purpose of present and future marketing and promotional purposes and to improve its products and services. If a Participant informs the Organiser via Careline at 1-800-81-3855 or at dutchladycareline@frieslandcampina.com that the above information should not be used as a basis for further contact, the Organiser will respect such Participant’s request. A Participant’s 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.smartmoments.com.my/en/privacy-policy/>

10. By participating in this Program, Participants agree to be bound by these Terms and Conditions and decisions of the Organiser.

11. The Organiser reserves the right in its sole discretion, without any liability to any person, at any time to amend, delete or add to these Terms and Conditions including to change the Redemption Period, make Prize substitutions, cancel, terminate or suspend the Program in whole or in part. In the

event of any changes to the Terms and Conditions, Participants agree that their continued participation in the Program will constitute their acceptance to such changes.

12. In the event of any inconsistency or conflict between the English version and the Bahasa Malaysia version of this Terms and Conditions, the English version shall prevail.

Additional notes

13.1 The Organiser will not be held responsible if any of the RM5 Touch 'n Go eWallet Reload PIN codes cannot be delivered to the Participants due to any change, error and/or difference in the mobile number submitted to the Organiser in the Entry.

13.2 The Organiser reserves the right at its absolute discretion to extend the timeline as the Organiser deems necessary. The Organiser will not be held liable in the event of non-receipt or delayed delivery of the Touch 'n Go eWallet Reload PIN(s) to the Participant(s).

13.3. All Participants must abide by the terms and conditions of the party(ies) arranging and/or providing for the Touch 'n Go eWallet Reload PIN(s). Usage of the Touch 'n Go eWallet Reload PIN is subject to Touch 'n Go Sdn Bhd (TNG Digital Sdn Bhd) Terms & Conditions;

<https://www.touchngo.com.my/assets/pdf/user-tnc.pdf>.

13.4 The Organiser shall reserve the right at its absolute discretion to substitute any of the Touch 'n Go eWallet Reload PIN(s) stated with another premium of similar value, at any time without prior notice. All Touch 'n Go eWallet Reload PIN(s) are provided on an "as is" basis and are not exchangeable for credit, other items or voucher in part or in full.

13.5. All unclaimed RM5 Touch 'n Go eWallet Reload PIN after the deadline set by the Organiser as stated in the WhatsApp messages will be forfeited.

13.6. The Organizer excludes its responsibilities and all liabilities arising from any postponement, cancellation, delay or changes or modification to the Promotion or prizes or due to any other unforeseen circumstances beyond the Organizer's control such as governmental interference, civil commotion, riot, war, strikes, act of terrorism (including but not limited to any act of violence, hostility, national emergency, occurrence of any epidemic/pandemic outbreaks) and for any act or default by any third-party suppliers or vendors.