

1664 Rosé Fly Me To Paris Contest Terms & Conditions

1. Organiser

The Organiser of the Promotion is Carlsberg Marketing Sdn Bhd [198501008089(140534-M)].

2. Contest Period

The Contest period is from 19 November 2021 (12.01am GMT+8:00) and will close on 31 December 2021 (11.59pm GMT+8:00).

3. Eligibility

This Contest is open to all non-Muslims aged 21 years or above who are residents in Malaysia. All Participants are subject to the criteria set out below, Carlsberg Standard Terms and Conditions, the terms and conditions herein and the relevant laws of Malaysia.

Employees of the Organiser, its associate agencies, affiliates, distributors, dealers, sponsors, advertising and promotional agencies, and members of their immediate families are not eligible to participate in this promotion.

4. How to participate in the contest

To participate in the contest, participants need to follow the following steps and submit an Instagram or a Facebook posting. Profile must be set to public.

Step 1: Take a selfie using 1664 Rosé filter.

Step 2: Post the selfie on your Instagram or Facebook with a caption. In the caption, say 'Bonjour' to 1664 Rosé in the most creative way and tag 3 friends to share good taste.

Step 3: Tag @1664BlancMy and hashtags #Bonjour1664Rose #GoodTasteWithATwist in the caption.

5. Only entries following all the above steps posted between 19 November 2021 (12.01am GMT +8:00) and 31 December 2021 (11.59pm GMT+8:00) will be considered as valid entries.

6. Winners, Prizes, and Terms and Conditions of Prizes

- a. All qualified entries received will be serialized based on the date & time of submission successfully received by the Organiser.
- b. Participants must use the 1664 Rosé AR filter in order to be eligible. Profile must be set to public.
- c. Winner selection are based on the following criteria:
 - i. Creativity of entries submission: photo/video and caption
 - ii. Instagram or Facebook post engagement

- d. There are total of sixty one (61) prizes (“Prizes”) to be won throughout the contest period based on internal judging on winner selection criteria above.

Grand Prize x 1	Return economy class air ticket from Kuala Lumpur to Paris and hotel accommodation at Paris for two worth up to RM10,000
Weekly Prizes x 60	1 carton of 1664 Rosé (24s) x 10 winners/week x 6 weeks Week 1: 19 November to 25 November 2021 Week 2: 26 November to 2 December 2021 Week 3: 3 December to 9 December 2021 Week 4: 10 December to 16 December 2021 Week 5: 17 December to 23 December 2021 Week 6: 24 December to 31 December 2021

- e. Entries that contain inappropriate or unlawful elements will immediately be disqualified, including but not limited to profanity, nudity, violence, tobacco and/or any other forms of community violation.
- f. Participants may submit more than 1 entry and is only allowed to win one (1) grand prize and maximum three (3) weekly prizes throughout the Contest Period.
- g. The Prizes are non-refundable, non-transferrable and non-exchangeable for cash credit or any other items. Prizes not redeemed within the notified period will be forfeited.
- h. The Organiser shall not be liable for any loss or damage that occurs to the Prizes during the delivery process. Any additional costs (including but not limited to travel expenses and applicable taxes) involved for redemption or collection of the Prizes are to be borne solely by the winner.
- The Organisers reserve the right to the final and ultimate interpretation and decision in this Contest. No correspondence or appeals, whether written or verbal, will be entertained.

7. Notification of Winners and Redemption of Prizes

- a. The Organiser will notify the winners through Facebook or Instagram. The winners must ensure that the data details provided to the Organiser are true, accurate, current and complete. Winners will be informed of their win and advise on what prizes that they have won as well as the verification and mode of fulfilment of the Prizes.
- b. The winners must respond within three (3) days from the time when the Organiser sent the notification via Facebook/Instagram Direct Message. If the winner fails to respond within three (3) days, the Organiser reserves the rights to substitute the winner with subsequent name on the list.
- c. Once the winner has been verified and confirmed, prize fulfilment will be sent via courier service to the winners’ full mailing address as provided to the Organiser’s

appointed agent upon details confirmation (within 60 working days from the winners' notification).

- d. The Organiser reserves the absolute right to substitute the Prizes with that of similar value at any time with or without prior notice.
- e. The Organiser shall reserve the right to select an alternative winner at its sole discretion at any time.

8. Privacy Policy

By participating, the Participant explicitly consents that the Organiser shall store the necessary personal data of the Participant. The Participant is free to revoke his or her consent to the storage of data by sending an email to the Organiser and by doing so, the Participant is withdrawing his or her participation in this Promotion. The Organiser will use its best endeavours to keep all personal data stored for the purpose of this Promotion strictly confidential.

9. Additional Terms

- a. The Contest Terms and the Carlsberg Standard Terms and Conditions (collectively "Terms and Conditions") shall be binding on all Participants who participate in this Promotion. The definitions in the Carlsberg Standard Terms and Conditions shall apply unless otherwise expressly stated in the Promotion Terms. In the event of any discrepancies between the Contest Terms and any advertising, publicity and other materials relating to or in connection with this Contest, the Carlsberg Standard Terms and Conditions shall prevail.
- b. Each Participant agrees that he/she has read and understood these Terms and Conditions and by participating in the Contest, each participant will be deemed to have read, understood and agreed to each of the Terms and Conditions.
- c. The Organiser is also not responsible for any error, omission, interruption, deletion, defect, delay, failure in operation or transmission, communications line failure, theft or destruction, unauthorized access to, or alteration of, user or member communications, or any problems or technical malfunction of any telephone network or lines, the website, computer online systems, servers or providers, computer equipment, system, apparatus, software, failure of e-mail or receipt of entry on account of technical problems or traffic congestion on the internet and/or telecommunication services.
- d. The Organiser reserves the right to amend the Terms and Conditions without prior notice.
- e. Should the Participant have any inquiry regarding the Contest, he/she can send a message to 1664 Blanc on Instagram or Facebook for more information.