

TERMS AND CONDITIONS – Chinese New Year 2025 TONT Promotion

1. Organiser

1.1. The Organiser of the Promotion is Carlsberg Singapore Pte Ltd (RC No. 200104095R).

2. Eligibility

2.1. This Promotion is open to **all non-Muslims aged 18 years or over** in Singapore. All Participant are subject to the criteria set out below, the Standard Terms and Conditions, the terms and conditions herein and the relevant laws of Republic of Singapore (collectively “Terms and Conditions”).

3. Promotion Period

3.1. The validity period of this Promotion shall be from 23 December 2024 to 28 February 2025, or while stocks last



4. Participating Outlets

4.1. Traditional Coffee Shops, Food courts and Hawker Centers nationwide.

5. Promotion Mechanics

- i) Purchase ANY one (1) big bottle of “Carlsberg Danish Pilsner (640ml)” and/or “Carlsberg Smooth Draught (580ml)” from Participating Outlets.
- ii) Check underneath the crown cork/pull-off cap and refer to the information contained in Point Of Sales Materials on the Promotion at the Participating Outlets or on the back label of the product for the details of the type of Prize(s).
- iii) **Participant needs to safe keep the valid crown cork/pull-off cap for verification and to redeem the cash + cruise trip reward.**

6. Prize(s)

	<p><u>Cash of SGD888.00 + Cruise Trip Voucher</u></p> <ul style="list-style-type: none"> i) Participant Winners must submit their details and upload a picture of the winning crown cork/pull-off cap via the microsite that can be accessed through the QR link found on the promotional materials. The Organiser will reach out for the winners to redeem the Prize(s). ii) Failure to provide valid crown cork/pull-off cap for whatsoever reason shall result being disqualified and the Organiser shall be entitled to forfeit the Prize(s) from the Participant Winners. iii) Winners are required to upload the relevant personal particulars and other details (which outlet was the cap won at & to upload the picture of the winning cap) as requested. Participant Winners must ensure all details provided is true and accurate. The Organizer will then contact the Winner and arrange a suitable date and timing for the prize collection. Winner(s) who are unreachable or fails to respond to the Organiser’s call or messaes within any stipulated notification period and/or after reasonable efforts have been made by the Organiser to contact the Winner(s), shall be deemed uninterested in the Prize(s) and the Organiser shall disqualify the Winner(s) and/or forfeit Prize(s) without further notice.
	<p><u>\$0.50 discount on next Carlsberg bottle</u></p> <ul style="list-style-type: none"> i) Participant Winners who uncover the \$0.50 discount off the next Carlsberg bottle must present the cap to the Carlsberg Sales Promoter on duty or outlet staff on duty at the point of purchase. ii) The discount is not exchangeable for cash or any other item of value and is only valid as a discount of \$0.50 upon the next quart bottle of Carlsberg Danish Pilsner or Carlsberg Smooth Draught purchased at Participating Outlets.
<p>Redemption Period</p>	<p>On or before the expiry of the Promotion Period or while stocks last, whichever is earlier.</p>

7. Prize(s) terms and conditions

- i) The Organiser shall be entitled to request the original poster or the originals of other supporting documents/materials from the Winners for verification purposes.

- ii) The Organiser will immediately forfeit the rewards from any Participant should the bottle cap(s) be damaged, suspected to be not authentic or invalid and/or the security feature placed by the Organizer has been tampered with, without assigning any reasons whatsoever to the Participant(s).
- iii) The Organiser reserves the right to substitute the Prize(s) with a Prize of similar value, with or without notice.
- iv) All Prize(s) are non-refundable, non-transferrable and/or non-exchangeable or convertible to any other items.
- v) The crown cork/bottle cap is only valid for one-time redemption.
- vi) The Organiser shall not be liable for any loss or damage that occurs to the prizes during the redemption process. Any additional costs (i.e. not limited to travel expenses and applicable taxes) involved to redeem or collect the Prize(s) are to be borne solely by the Winner.
- vii) No substitution or transfer of Prize(s) by the Winners is permitted. The Organizer shall not be liable for any additional or incidental costs, taxes, expenses, charges, fees, losses or damage that may arise. The Organizer and its agent and employees shall not be liable for any loss or damage whatsoever suffered (including but not limited to indirect or consequential losses) or personal injury suffered or sustained in connection with or arising from the Prize(s).
- viii) The Organizer's decision on all matters relating to this Promotion shall be final, conclusive and binding. No further appeal or correspondence will be entertained.
- ix) To the fullest extent permitted by law, the Organiser expressly excludes and disclaims any representations, warranties, or endorsements, express or implied, written or oral, including but not limited to any warranty of quality, merchantability, or fitness for a particular purpose in respect of the Prize(s) and/or the Promotion/Campaign.
- x) Participants shall be subject to further terms and conditions of the participating outlets. The Organiser shall disqualify and remove any Participant(s) from the Promotion/Campaign without prior notification or disclosure of information should the Participant(s) be suspected of tampering with their entries, attempted to undermine the operation of the Promotion/Campaign in any way whatsoever, including but not limited to fraud, cheating or deception or breach the Terms and Conditions.
- xi) For the avoidance of doubt, the Organiser will determine, in its sole discretion, what constitutes a valid entry, and reserves the right to reject any submission it deems violate the Terms and Conditions.

8. Privacy Policy

By participating, 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 as stated below and by doing so, the Participant withdraws his or her participation from this Promotion. The Organiser will use its best endeavours to keep all personal data stored for this Promotion strictly confidential.

By submitting your entry for the Promotion, you agree that we may collect, use and disclose your personal data, as provided in this entry form, for the purposes of administering the lucky draw in accordance with the Personal Data Protection Act 2012.

9. Additional Terms

- i) By participating, Participant agree to the Terms and Conditions applied, including their name and likeness, may be used without restriction in any future publicity material by the Organiser.
- ii) 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.
- iii) The Organiser reserves the right to amend and/or vary any of the terms and conditions, terminate or suspend the Promotion/Campaign at any time at its sole discretions without prior notice.
- iv) All decisions made by the Organiser under these terms and conditions shall be final and no discussion or correspondence will be entertained. In the event of any discrepancies between these terms and conditions and any advertising, promotional, publicity and other materials relating to or in connection with this Promotion, the Terms and Conditions of this Promotion shall prevail.
- v) A person who is not a party to any of the agreement governed by these Terms and Conditions shall have no rights under the Contracts (Right of Third Parties) Ac (Cap. 53B), or any amendment thereto, to enforce any term of such agreement.
- vi) Should the Participant have any inquiry regarding the Promotion, he/she can call +65 6295 3395 for more information.