

TERMS AND CONDITIONS OF DUTCH LADY MARVEL'S AVENGERS GOLDEN TICKET CONTEST

A. ELIGIBILITY

1. This Promotion is open to all Singapore citizens, residents, work permit holders, valid Singapore pass holders and is valid in Singapore only.
2. If you are below 18 years of age, you may participate in this Promotion only if the written consent of your parent or legal guardian is obtained and by participating in this Promotion such consent shall be deemed to have been obtained. The award of any prizes to you in this Promotion shall be subject to the production of the written consent to the Promoter who reserves the right not to award any prizes furnished in this Promotion to you in the event such written consent is not produced.
3. Persons ineligible and excluded from this Promotion are: (a) Employees of Promoter and Friesland FrieslandCampina (Singapore) Pte Ltd, and their advertising, fulfillment and promotion agencies; (b) Affiliates and subsidiaries and the immediate families (spouses, and parents, siblings, children and each of their spouses and household members) of each of (a); (c) Persons who are prohibited under the laws of their country of citizenship, residency or domicile to participate in any games of chance and/or skill, or this Promotion.

B. PROMOTION PERIOD

4. The Promotion starts from 00:00 on 14 March 2019 and ends on 23:59 on 1 June 2019 ('Promotion Period').

C. HOW TO PARTICIPATE

5. Purchase any Dutch Lady 125ml or 200ml with the Marvel's Avengers Mini Sticker Book Pack at participating retailers.
6. Look for the Golden or Silver Stickers under the pack for a unique 5- alphanumeric code.
7. Enter promotion via
 - a) Visit <http://www.littleheroesdrinkmilk.com/>
 - b) Answer a simple question and fill in the necessary fields for redemption of prizes
8. Personal information (including images) collected or received from the Participants may be used by FrieslandCampina (Singapore) Pte Ltd, the Promoter, and/or their respective agents and agencies (Momenntum Pte Ltd) for the purposes of administering the Promotion, including conducting background check on the Participant's identity and verifying their eligibility to participate and receive a prize. By participating in the Promotion, the Participant explicitly allows FrieslandCampina (Singapore) Pte Ltd, the Promoter, and/or their respective agents and agencies to contact the Participant via the Participant's particulars provided for such purpose.
9. FrieslandCampina (Singapore) Pte Ltd, the Promoter and their respective agencies value all personal information received and shall not disclose or furnish the Participant's personal

information to any unrelated third parties (save for their respective agents and agencies for the purposes of the Promotion or where required by law).

10. Each Entry via Website Platform shall be subjected to verification by the Promoter and/or its representatives. In the event that details are invalid as determined by the Promoter's sole discretion, the Entry will be disqualified.

D. PRIZES

1. Stand a chance to win:
 - a. Golden Tickets
 - Exclusive Marvel Hampers + Dutch Lady Hampers worth \$250 (4 sets)
 - b. Silver Tickets
 - Funko Pop Figurine worth \$27 (100 sets)
 - Pair of GV Movie Tickets worth \$28 (100 sets)
 - Dutch Lady Goodie Bag worth \$25 (200 sets)
2. Each unique code key in into the website is valid for one entry only and redemption of the prizes have to be at the appointed redemption house after the verification of the details.
3. Entries via website will be notified immediately on the Website on the prizes won. A notification email will then be sent to the prize winners, with details on how to redeem the Prizes. Winners must bring along the sticker, with the corresponding winning unique code, as Proof of Purchase for collection / redemption of prizes.
4. The total number and type of Prizes that will be awarded in this Promotion will not exceed those as stated in paragraph D (1). In participating in this Promotion, the Participant acknowledges and agrees that in no event will more than the stated number of Prizes will be awarded.
5. Prizes are available on an as-is basis and are not transferable, exchangeable or converted to monetary value. The Promoter reserves the right not to award any Prizes or any alternative prizes of equal or greater value, for any reason whatsoever to any person who fails to meet any stipulated requirement in order to claim the Prize.
6. Winners may be required to sign or acknowledge a Participation/Release Agreement in the form required by the Promoter in order to claim the prizes ("Prizes").
7. The Promoter reserves the right to substitute any winner subsequently found to be disqualified, for any reason whatsoever, with an alternative winner.
8. Unless otherwise specified, Prizes MUST be claimed by **30 June 2019**. Prizes not claimed within the stipulated date will be forfeited.
9. Prizes are subject to the terms and conditions of the respective sponsors and third party vendors, if any. The Promoter is not liable for these conditions and the use of Prizes.

10. FrieslandCampina (Singapore) Pte Ltd the Promoter, its affiliates, subsidiaries and related companies shall not be liable for warranties, maintenance, taxes or any additional costs of the Prizes. Prizes will be awarded only in Singapore.

E. VERIFICATION

1. Entries submitted are subject to verification. Any Entry that is illegible, mutilated, altered, duplicated, tampered with, not obtained legitimately, contains printing typographical, mechanical or other errors or the printing is unclear or does not contain information or proof of purchase required in the Participating Form is invalid.
2. All Entries (including the Proofs of Purchase) submitted shall be classified as the property of the Promoter and will not be returned.
3. The Promoter's decision on all matters relating to the Promotion is final, conclusive and binding. No correspondence will be entertained.

F. OTHER CONDITIONS:

1. All promotional materials, including details on Participation and Prizes form part of these Terms and Conditions. In the event of any inconsistency between these Terms and Conditions with any advertising, promotional or publicity materials in relation to or in connection with the Promotion, these Terms and Conditions shall prevail.
2. FrieslandCampina (Singapore) Pte Ltd and/or the Promoter is not and shall not be held responsible for any delay, error or any other problems in the operation of the Promotion caused by or arising from breakdown, technical malfunction of any telephone network or lines, computer on-line-systems, servers or providers, computer equipment, software, failure of e-mail on account of technical problems and/or traffic congestion on the Internet and/or at any web site or the telecommunication service or a combination thereof, including injury or damage to any participants or to any other person's computer or mobile phone related to and/or resulting from participating or downloading materials in or in connection with the Promotion.
3. In no event will FrieslandCampina (Singapore) Pte Ltd, the Promoter and their respective parents, affiliates, subsidiaries and related companies, their respective advertising or promotion agencies or their respective officers, directors, employees, members, shareholders, attorneys, representatives and agents (collectively, "Affiliates"), be responsible or liable for any damages or losses of any kind, including but not limited to direct, indirect, incidental, consequential, special or punitive damages arising out of any the Participant's acceptance of the Prizes (if selected as winner), or their entry into the Promotion. By entering into the Promotion, participants hereby release and agree to hold harmless FrieslandCampina (Singapore) Pte Ltd, the Promoter and their Affiliates from and against any and all rights, demands, claims, causes of action, losses, damages, costs and expenses whatsoever that they may have, or which may arise, whether in whole or in part, and whether directly or indirectly.
4. FrieslandCampina (Singapore) Pte Ltd, the Promoter and their Affiliates make no warranty of any kind, either express or implied, including but not limited to, the implied warranties of merchantability or fitness for a particular purpose of any of the prizes. Without limiting the

generality of the foregoing or anything in these Terms and Conditions, FrieslandCampina (Singapore) Pte Ltd, the Promoter and their Affiliates are not liable for any defect in the Prizes. For the avoidance of doubt, no provision in these Terms and Conditions shall be construed as limiting the liability of any party for death or personal injury caused by such party's negligence or any liability which cannot be excluded under the laws of Singapore.

5. Notwithstanding any of the foregoing, the Promoter reserves the right to amend, add, replace, vary and/or modify these Terms and Conditions without giving prior notice. Entry into this Promotion confirms acceptance of these Terms and Conditions and any amendments, additions, replacements, variations and modifications hereto, which shall be final and binding in all respects.
6. 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.
7. This Promotion and the Terms and Conditions shall be governed by the laws of Singapore. The parties hereby submit to the exclusive jurisdictions of the courts in Singapore.
8. The Promoter is FrieslandCampina (Singapore) Pte Ltd, 80 Anson Road, Fuji Xerox Towers, #26-02, Singapore, 079907
9. For details, refer to in-store posters, logon to <http://www.littleheroesdrinkmilk.com/> or call 6419 8448 (Monday – Friday, between 9am and 5pm, excluding public holidays). All calls to this number from your mobile phone may be subject to airtime charges by your service provider.