

TERMS AND CONDITIONS

Organiser	Dutch Lady Milk Industries Berhad (196301000165/5063-V)
Promotion Name	Dutch Lady IFT Exclusive Campaign 2026
Promotion Period	The Promotion starts at 00:00:00 on 1 February 2026 and closes at 23:59:59 on 28 March 2026 .
Eligibility	<p>The Promotion is open to all Malaysian citizens and permanent residents in Malaysia aged 18 years and above with valid identification number (MyKad or MyPR) as on 1 February 2026.</p> <p>The following groups of persons shall not be eligible to participate in the Promotion:</p> <ul style="list-style-type: none"> (a) Employees of the Organiser and its group of companies and their immediate family members (spouse, children, parents, siblings, and their spouses). (b) Employees of the Organiser's agencies associated with the Promotion and their immediate families (spouse, children, parents, siblings, and their spouses).
Entry Method	<p>WhatsApp Entry</p> <ol style="list-style-type: none"> Purchase a minimum of Ringgit Malaysia Thirty [RM30] of any participating Dutch Lady GUM and/or MaxGro product(s) ("Dutch Lady Participating Products") in a single receipt ("Proof of Purchase" or "Receipt") during the Promotion period at any participating outlets from Independent Supermarket and General Trade (in-store only) in Nationwide. <p>The Participating Dutch Lady Products are as follows:</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Dutch Lady® 123 Plain (300g, 550g, 850g, 1.8kg) <input checked="" type="checkbox"/> Dutch Lady® 123 Honey (550g & 850g) <input checked="" type="checkbox"/> Dutch Lady® 123 Chocolate (850g) <input checked="" type="checkbox"/> Dutch Lady® 456 Plain (550g, 850g, 1.8kg) <input checked="" type="checkbox"/> Dutch Lady® 456 Honey (550g & 850g) <input checked="" type="checkbox"/> Dutch Lady® 456 Chocolate (850g) <input checked="" type="checkbox"/> Dutch Lady® 6+ Plain (850g) <input checked="" type="checkbox"/> Dutch Lady® 6+ Chocolate (850g) <input checked="" type="checkbox"/> Dutch Lady® MaxGro Plain (600g & 1.2kg) <ol style="list-style-type: none"> The NON-Participating Outlets are as follows: <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Lotus's <input checked="" type="checkbox"/> Mydin <input checked="" type="checkbox"/> Giant <input checked="" type="checkbox"/> Aeon <input checked="" type="checkbox"/> Aeon Big

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	<div><div><div><input checked="" type="checkbox"/> Econsave</div><div><input checked="" type="checkbox"/> TF Value-Mart</div><div><input checked="" type="checkbox"/> Billion</div><div><input checked="" type="checkbox"/> Manjaku</div><div><input checked="" type="checkbox"/> NSK</div><div><input checked="" type="checkbox"/> HERO</div><div><input checked="" type="checkbox"/> 99 Speedmart</div><div><input checked="" type="checkbox"/> Jaya Grocer</div><div><input checked="" type="checkbox"/> Village Grocer</div><div><input checked="" type="checkbox"/> E-commerce (Shopee / Lazada)</div><div><input checked="" type="checkbox"/> Grab / Foodpanda dark store</div></div></div>
	<div><div><div>3. Snap a clear picture of the receipt(s) and send the following information via WhatsApp to 012-825 5890.</div><div><div>a. Clear picture of the Proof of Purchase/Receipt</div><div>b. Full Name</div><div>c. MyKad/MyPR Number (e.g., Picture of Receipt, Amirah Binti Ashraf, 871108-19-5677) ("Qualified Entry")</div></div></div><div><div>4. Each Valid Entry, completed with the required picture of receipt, fulfilled purchase requirement and personal information received and approved by the Organizer during the Promotion Period will be serialized at the back end for winners' selection purposes ("Qualified Entry"). For every minimum RM 30.00 purchase of Dutch Lady participating product(s) in a single receipt, one (01) serial number will be allocated to the Entry. For example,</div><div><div>a) The single receipt of RM 60.00 of Dutch Lady participating products, two (02) serial numbers will be allocated.</div><div>b) The single receipt of RM 90.00 of Dutch Lady participating products, three (03) serial numbers will be allocated.</div></div></div><div><div>5. The serial number will not be given out as it is for internal usage of winner's selection.</div><div>6. Each Proof of Purchase is eligible for one (1) submission only. The Organiser shall reserve the right to disqualify any submission with duplicated Proof of Purchase.</div><div>7. Multiple entry(ies) by the same participant with different Proof of Purchase during the Contest Period is allowed in accordance with these Terms and Conditions.</div><div>8. Retain the Original Receipt or Proof of Purchase for verification purposes.</div><div>9. Notwithstanding any of the above, upon receipt of the Entry and/or upon selection of the winners, as the case may be, the Organiser shall reserve the right to request for further evidence in</div></div></div>

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	<p>the processing of the Entry including the original Proof of Purchase (hardcopy for physical purchase(s)) and the identification documents for verification prior to the delivery of the Prizes. Failure to produce any of the foregoing documents within the stipulated time frame will result in disqualification and forfeiture of the Prizes.</p>
Entry Deadline	<p>All entries must be received by the Organiser on or before 23:59:59 on 28 March 2026.</p> <p>For the weekly submissions, the Organiser shall receive the submission of Entries on or before 23:59:59 of the last date of each Promotion Week as tabulated below.</p> <p><u>Promotion Week Schedule</u></p> <ul style="list-style-type: none"> ➤ WEEK 1: 01 February 2026 – 07 February 2026 ➤ WEEK 2: 08 February 2026 – 14 February 2026 ➤ WEEK 3: 15 February 2026 – 21 February 2026 ➤ WEEK 4: 22 February 2026 – 28 February 2026 ➤ WEEK 5: 01 March 2026 – 07 March 2026 ➤ WEEK 6: 08 March 2026 – 14 March 2026 ➤ WEEK 7: 15 March 2026 – 21 March 2026 ➤ WEEK 8: 22 March 2026 – 28 March 2026
Judging Details	<p>Verification of Entries</p> <ol style="list-style-type: none"> 1. Original Tax Invoice receipt indicating the Product(s) and Values, Receipt Number, Valid Purchase Date and Outlet Name 2. Valid required Personal Details 3. No Duplication of Proof of Purchase 4. No alteration of receipt in any form; store name, items purchased, prices and transaction time 5. E-commerce receipts are <u>NOT</u> accepted 6. Handwritten Receipt, Purchase Order and Delivery Note will <u>NOT</u> be accepted as proof of purchase. 7. Any receipt from the Non-Participating Outlets will <u>NOT</u> be accepted as Proof of Purchase 8. Disqualified receipt/document as proof of purchase includes: <ol style="list-style-type: none"> i. Credit Card Slips ii. Handwritten Receipts iii. Refund/Return of Purchase Slips iv. Delivery Note v. Receipts Not Printed from a Cash Register (POS system for physical purchase(s))

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Winner Selection

Each participant is eligible to win a maximum of **two (02)** prizes during the Promotion Period.

- **1x Weekly Prize and 1 x Grand Prize, or**
- **1 x Weekly Prize and 1 x First Prize**

The Organiser will contact all shortlisted Winners via WhatsApp from the Promotion number **012-825 5890** to the winner's WhatsApp number submitted during the Promotion entry submission to answer a simple Question.

Question: "Dutch Lady® Formulated Milk Powder for children is enriched with 5X DHA, protein, calcium, Omega 3 & 6, and vitamin C & D3." (True/False)

Shortlisted winners must reply and provide the correct answer within **two (2) days** from the Contest Question Notification to be eligible to win the prize. Failing which will result in forfeiture of the prize. The Organiser will not be held liable in the event the shortlisted entries cannot be contacted for whatever reasons.

Upon receipt of the correct answer, **Qualified Winners** will be contacted via WhatsApp to confirm their correct answer and to request their delivery address for prize fulfilment. In the event the Qualified Winners cannot be contacted for any reason, **the Organiser reserves the right to select the next eligible shortlisted entry as a replacement winner**. The Organiser will not be held liable for any failure to contact the Qualified Winners.

Grand Prize: 6 x Dutch Lady Limited Edition Gold Bar (5 grams) worth RM3,450 each

There are six (6) x Dutch Lady Limited Edition Gold Bar (5 grams) worth RM3,450 each to be won throughout the Promotion Period.

The winner will be determined based on the serialized number of qualified entries received during the Promotion Period, for example: if there are 9,900 eligible entries/serial numbers received during the Promotion Period, this number will be divided by the allocated prizes [6]. The illustration of computation is as follows:

$$9,900 \div 6 = \underline{1650^*}$$

A total of six (6) participants with entry serial number **1650*** as the Grand Prize winners.

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	<p>The Grand Prize shortlisted winners are the serial numbers 1650*, 3300*, 4950*, 6600*, 8250*, and 9900*.</p> <p>Total of 6 winners will be selected throughout the Promotion Period.</p> <p>The rounding formula will be performed if the winning number of entries arises the decimal value, the number will be rounded down to the nearest single digit number, and the multiplied serial numbers will be selected as the winner.</p> <p>First Prize: 12 x Senheng Vouchers worth RM1,500 each</p> <p>There are twelve (12) x Senheng Vouchers worth RM1,500 each to be won throughout the Promotion Period.</p> <p>The winner will be determined based on the serialized number of qualified entries received during the Promotion Period, for example: if there are 9,900 eligible entries received during the Promotion Period, this number will be minus (Grand Prize winners' entries) and divided by allocated prizes [12]. The illustration of computation is as follows:</p> <p>Assuming Grand Prize winner's entries = 30* entries.</p> $9,900 - (30) = 9,870 \div 12 = \underline{822.5^*}$ <p>A total of twelve (12) participants with entry serial numbers with a multiple of 822* will be selected as the First Prize Winners.</p> <p>Example of the First Prize shortlisted winners are the serial numbers: 822*, 1644*, 2466*, 3288*, 4110*, 4932*, 5754*, 6576*, 7398*, 8220*, and so forth.</p> <p>Total of 12 winners will be selected throughout the Promotion Period.</p> <p>The rounding formula will be performed if the winning number of entries arises the decimal value, the number will be rounded down to the nearest single digit number, and the multiplied serial numbers will be selected as the winner.</p> <p>Weekly Prizes: 60 x Touch 'n Go eWallet Reload PIN worth RM100 each</p> <p>There are sixty (60) x Touch'n Go Reload PIN worth RM100 each to be won for each Weekly Promotion Period.</p> <p>The winners will be determined based on the serial number of qualified entries received during the Promotion Weekly Period. For example, if there are 600 eligible entries/serial numbers received during the</p>
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	<p>Promotion Week Period, this number will be divided by 60. The illustration of computation is as follows:</p> <p>$600 \div 60 = \mathbf{10^*}$</p> <p>A total of sixty [60] participants with entry serial number with a multiple of 10* will be selected as the Weekly Prize Winners.</p> <p>Example of the Weekly Prize shortlisted winners are the serial numbers: 10*, 20*, 30*, 40*, 50*, 60*, and so forth.</p> <p>Total of 60 winners will be selected for EACH Promotion Week.</p> <p>The rounding formula will be performed if the winning number of entries arises the decimal value, the number will be rounded down to the nearest single digit number, and multiple serial numbers will be selected as the winner.</p> <p>Winner Announcement</p> <p>The list of winners will also be announced on the Organiser's social media page at Facebook https://www.facebook.com/DutchLadyKidsNutrition and official website at http://www.smartmoments.com.my/</p> <p>The announcement of winners will be as per schedule below:</p> <ul style="list-style-type: none">❖ Week 1 & 2: 27 February 2026❖ Week 3 & 4: 13 March 2026❖ Week 5 & 6: 27 March 2026❖ Week 7 & 8: 14 April 2026❖ Grand & First Prizes: 14 April 2026 <p>The Organiser shall reserve the right to request for evidence of the original Proof of Purchase (hardcopy for physical purchase(s)) for verification and prize redemption. Failure to produce the hard copy of the Proof of Purchase (for physical purchase(s)) upon request will result in disqualification and prize forfeiture.</p>
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Prizes	<p>Grand Prizes Dutch Lady Limited Edition Gold Bars (5 grams) worth RM3,450 x 6 Winners</p> <p>First Prizes Senheng Vouchers worth RM1,500 x 12 Winners</p> <p>Weekly Prizes Touch 'n Go eWallet Reload PIN worth RM100 x 60 Winners each (Total of 480 Weekly Prizes throughout promotion period)</p>
Prize Claim/Delivery Date	<ol style="list-style-type: none"> 1. The Organiser, its agents, sponsors and representatives shall have no liability to any Participant who defaults in collecting the Prizes in accordance with the Prize Claim/Delivery Date in any respect whatsoever. 2. Prizes are strictly not transferable, assignable, exchangeable or redeemable by the Participant in any other form or manner other than that specified by the Organiser. 3. All prizes will be processed for collection within 30 working days from the end of the Promotion Period, 28 March 2026. The Organiser reserves the rights to extend the timelines stated under this clause owing to reasons beyond the control of the Organiser. 4. Failure to provide the required details within the stipulated time frame for prize fulfilment will result in forfeiture of the prize. The Organizer will not be held liable in the event the winners cannot be contacted for whatever reasons. 5. The Organiser reserves the right to substitute any prize with that of similar value at any time without prior notice. The Prize must be claimed within three [3] months from the date of the letter or announcement or notice of the claim of the prize whichever is earlier. 6. The Prize shall be used/taken entirely at the risk of the Participants and the Organiser excludes all warranties and liabilities in connection with the Prize to the fullest extent permitted by law. 7. The Organiser reserves the right to determine how uncollected Prizes will be dealt with. 8. For Grand Prize - Dutch Lady Limited Edition Gold Bar (5g), winners are required to self-collect the prizes at the appointed agency's office. Winners are solely responsible for the collection of the Prize and the Organiser shall not be obliged to give extension

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	<p>notice of the Prize Collection Period. For outstation winner not be able to self-collect the Prize at the appointed agency's office, any additional costs of hand delivery by the appointed agency will have to be borne by the winner at their own expense (i.e., travel expenses, transportation cost, duties, taxes, accommodation and/or any other related expenses) or winner may authorize third party collection of the Prize with a written consent and authorization letter to the Organiser. A redemption letter will be issued by the appointed agency for prize collection to the winner. The original redemption letter must be presented to the Tomei outlet for the Prize collection.</p> <p>9. Terms and Condition for Senheng Voucher:</p> <ul style="list-style-type: none"> • Voucher is valid for 12 months from the issuance date. • Voucher is valid only for purchases at Senheng or SenQ in-store purchase only. • Voucher may be used for delivery service charges of purchased goods from Senheng or SenQ store. • Usage of the Senheng Voucher is subject to Senheng Electric (KL) Sdn Bhd Terms & Conditions: https://www.senheng.com.my/terms-of-use <p>10. All Touch 'n Go eWallet Reload PIN Prizes worth RM100 will be processed to be sent to winners via WhatsApp from the Promotion Official WhatsApp number 012-825 5890 to the winner's phone number submitted during the Promotion Entry submission. Usage of the Touch'n Go Reload PIN is subject to Touch'n Go Malaysia's Terms & Conditions, including expiry and non-refundable provisions as outlined in the User Terms.</p> <p>User Terms: https://www.touchngo.com.my/assets/pdf/user-tnc.pdf Full policy reference: https://www.touchngo.com.my/policies/terms-conditions</p>
<p>Additional Terms</p>	<p>1. The Organiser reserves the right in its sole discretion, without prior notice, and without any liability to any person, at any time to change the Terms and Conditions, including to change the Promotion Period, make Prize substitutions, cancel, terminate or suspend the Promotion in whole or in part. In the event of any changes to the Terms and Conditions, Participants agree that their continued participation in the Promotion will constitute their acceptance of the Terms and Conditions.</p> <p>2. The Organiser, and/or representatives shall not be liable to any Participant in respect of any loss or damage whatsoever which is suffered, including but not limited to indirect or consequential loss, or for personal injury suffered or sustained by the Participant arising out of or in connection with the participation by the Participant in</p>

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	<p>the Promotion, as well as the redemption and/or utilization of any Prize won.</p> <p>3. The Organiser's decision on all matters relating to the Promotion, including judging and selection of winners will be final, binding and conclusive on all Participants, and no correspondence or appeals will be entertained.</p> <p>4. By participating in this Promotion, participants consent to give their personal information, and the Organiser reserves the right to publish, use the participants and winners' names and/or photographs plus their entries for purposes of publicity, advertising and/or trade without further compensation or notice and each participant is not entitled to make any claims for the use of their entries by the Organiser.</p> <p>5. By submitting an entry to the Promotion, Participants are deemed to have understood and agreed to be bound by the Terms and Conditions.</p> <p>6. For a more detailed description of our privacy practices, please refer to our Privacy Policy at https://www.dutchlady.com.my/campaigns-promotions/</p> <p>7. You may access and request for correction of your personal data, to limit the processing of your personal data, or contact us with any enquiries in respect of your personal data as follows:</p> <p>Dutch Lady Careline Telephone No. : 1800-81-3855 E-mail address: dutchladycareline@frieslandcampina.com</p> <p>8. 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.</p>
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