

## **Anchor Legendary: Feast for Treats - Terms and Conditions**

### **1. Organizer & Eligibility**

1.1. Anchor Legendary: Feast for Treats (“the Campaign”) is organized by Anchor Food Professionals, a division under Fonterra Brands Malaysia (“the Organizer”).

1.2. The campaign is open to all residing in Malaysia except for those stipulated in Paragraph 1.3 below. For Malaysians below the age of 18, prior consent from their legal guardian must be obtained (“Eligible Participant”).

1.3. The following group of people shall not be eligible to participate in the Campaign:

- a) Employees of the Organizer; and/or
- b) Any business within Fonterra Brands Malaysia, their affiliates or anyone else professionally associated with this Campaign; and/or
- c) Their immediate family members (children, parents, brothers, and sisters, including spouses); and/or
- d) Representatives, employees, servants, and/or agents of advertising and/or promotion service providers of the Organizer (including its affiliates and/or related companies), and their immediate family members (children, parents, brothers, and sisters, including spouses).

### **2. Campaign Duration**

The Campaign will be held in two phases:

Campaign 1: from 1 November 2024 at 12:00 am to 31 December 2024 at 11:59 pm

Campaign 2: from 1 February 2025 at 12:00 am to 31 March 2025 at 11:59 pm  
(together, the “Campaign Period”).

The Organizer may, at its sole and absolute discretion, amend the Campaign Period at any time without prior notice. Unless otherwise varied to the contrary by the Organizer, participation in the Campaign will be governed by the Terms and Conditions set out herein,

which shall always remain in full force and effect. Entries received outside the Campaign Period will automatically be disqualified.

### **3. How to Participate?**

To participate, Eligible Participants must comply with each of the following:

**Step 1:** Purchase any selected Anchor Signature Treats, with a minimum spend of RM 25 in a single receipt from Anchor Food Professional's participating F&B merchants.

List of participating merchants: <https://dreamwithanchor.com/>

**Step 2:** To join the campaign, simply scan the QR code from any of the following sources to access the official campaign WhatsApp channel.

- o Online Advertisement
- o QR Codes on Tent Cards, Posters, & Menu Leaflets displayed at Participating Outlets
- o QR Codes on Delivery Stickers
- o Referrals from Friends or Family

Once scanned, you'll be directed to the WhatsApp channel to participate!

**Step 3:** You will be prompted to register for the Anchor Legendairy: Feast for Treats campaign. To upload your dine-in or delivery receipt, simply click the "Upload Receipt" button in the WhatsApp menu. Make sure the participating dish/product name (e.g., the Anchor Cheesy Ball) is clearly listed on the official receipt, along with the receipt number and date of purchase during the campaign period.

**Step 4:** After submitting your official receipt and receiving approval, you will be sent a link to redeem your RM5 TnG PIN or Sarawak Pay code.

4.1 Limited Availability: Prizes are awarded on a first-come, first-served basis with a weekly allocation. Once the weekly allocation is exhausted, it will refresh every Thursday until the campaign ends. Availability is while stocks last.

4.2 One Redemption Per Receipt: Each receipt is eligible for only one redemption. If the weekly allocation is fully claimed, participants may submit their receipt again in the following week when the allocation refreshes.

4.3 Multiple Submissions: Participants are allowed to submit more than one receipt during the campaign period, provided that each receipt meets the eligibility requirements.

4.4 PIN Validity: The RM5 TnG PIN or Sarawak Pay code must be redeemed within [insert time frame] from the date of receipt.

Photo submission of Official Receipt must meet the following criteria:

- a) Photo must clearly show the transaction amount, date of purchase, name of outlet, Official Receipt number, and participating dish/product name (i.e., Anchor Dairy dishes).
- b) Photos must meet minimum visual quality standards. Visible mirroring, dithering, graininess, blurriness, overexposures, compression artefacts, or other degradations to image clarity will not be accepted and will be disqualified. The Organizer's decisions are final.

#### **4. Retention of Original Official Receipt for Verification Purposes**

4.1. The Organizer, its related and associated companies, and its agencies and companies associated with the Campaign disclaim any and all liability arising from the Campaign and will not be responsible or held liable for any loss (including, without limitation, indirect, special or consequential loss or loss of profits), expense, damage, personal injury, or death which is suffered or sustained (whether or not arising from any person's negligence) resulting from any participant's participation in the Campaign, redemption and/or usage of the prize(s), except for any liability which cannot be excluded by law (in which case that liability is limited to the minimum allowable by law).

4.2. By participating in the Campaign, all Eligible Participants agree to defend, indemnify, and hold the Organizer harmless from and against any suits, claims, losses, damages, and expenses, including reasonable legal fees that may arise from or in connection with the Campaign.

#### **5. Right of the Organizer**

5.1. The Organizer reserves the right at its absolute discretion to substitute any of the prizes with alternative prizes of similar value, at any time without prior notice. All prizes are given on an "As is" basis and are non-transferable to any other person. In the event that the participant chooses not to accept a Prize, the Prize shall be forfeited and will be dealt with at the absolute discretion of the Organizer.

5.2. The Participant is responsible for any and all taxes payable as a result of a Prize being awarded or received, if applicable.

5.3. All entries will be the property of the Organizer, and Eligible Participants will not claim, use, or exploit the entries for any purpose by any means at any time. By entering the Campaign, each Eligible Participant agrees that the Organizer reserves the right to publish, use the names and/or photographs of the Eligible Participants and/or winners as material for advertising and/or publicity purposes without payment or prior notice, and further agree that by entering the Campaign, the Eligible Participants and/or the winners waive all rights

associated with the image they have submitted for the campaign. Eligible Participants shall not be entitled to claim ownership or other forms of compensation on the materials.

5.4. By entering the Campaign, each Eligible Participant is deemed to have read, understood, and fully agreed to be bound by these Terms and Conditions (as varied or changed). The Organizer reserves the right to amend these Terms and Conditions for legal, technical, or commercial reasons, and such amendments shall be effective upon posting on the Campaign website. Please check these terms and conditions regularly for updates.

5.5. The Organizer reserves the right to modify, suspend, or cancel the Campaign at any time without prior notice in the event that it becomes not capable of running as planned, due to technical interference or corruption, including but not limited to computer virus infections, bugs, tampering, unauthorized intervention, fraud, technical failures, or other causes beyond the control of the Organizer.

5.6. Any terms and conditions applicable to the Campaign which are illegal, prohibited, or unenforceable under any law or regulation shall be ineffective to the extent of such illegality, voidness, prohibition, or unenforceability without invalidating the remaining provisions.

5.7. These Terms and Conditions are governed by and construed under the laws of Malaysia. In the event of any inconsistency between the English version and the Bahasa Malaysia version, the English version shall prevail.

## **6. Participating Merchants**

- **KING'S CONFECTIONERY**
- **BARCOOK MALAYSIA**
- **LITTLE OVEN BAKERY**
- **AUSTRALIAN CONFECTIONERY**
- **HOGAN BAKERY**
- **NOON VIENNOISERIE CAFE**
- **TOUCHE PASTRIES AND MORE**
- **THE BAKER'S HUT**
- **PG SIGNATURE CAKE (FUSION)**
- **KIA LAI CAKE PASTRY**
- **MAPLE LEAF BAKERY & CAFE**
- **SANDOZA**
- **ANG ANG ROASTERY**
- **BREAD R US**
- **HAPPY ANGEL'S CAKE HOUSE**
- **MUHIBAH ANEKA CAKE HOUSE**
- **ORENS CAKE HOUSE**
- **MS ELLIOT**
- **SUNGAI WANG BAKERY**
- **SOMETHING BAKERY**
- **GOLDEN MOON ARTISAN SDN BHD**
- **ZOWA**
- **MOONLIGHT CAKE HOUSE**
- **CHEESETART BUNCIT FR  
ENTERPRISE**
- **KEDAI KEK EMAS (BREAD 9)**
- **TEAROOM BY AFTERS PASTRY**
- **TEA PACK**
- **BREADSMAN**
- **ECONOMY BAKERY**
- **COASTAL COFFEE HOUSE**
- **STRAWBERRY**