

TERMS AND CONDITIONS OF “Dutch Lady FairPrice Exclusive Gift with Purchase Promotion” (“PROMOTION”)

A. ELIGIBILITY

1. This Promotion is open to all residents of Singapore except employees and immediate families of DKSH Singapore Pte Ltd (“DKSH”), its associated agencies involved, distributors and trade retailers and is valid in Singapore only.
2. By participating in the Promotion, each Participant represents and warrants that he or she has met the eligibility criteria set out under these Contest Terms and Conditions. Each Participant also consents to the use by, DKSH of his or her personal information for feedback, promotional and marketing purposes.

B. PROMOTION PERIOD

1. The promotion starts from 00:00 on 12th May 2025 and ends at 23:59 on 30th June 2025 (“Promotion Period”), across all FairPrice retails and FairPrice Online in Singapore only.

C. HOW TO PARTICIPATE

STEP 1: PURCHASE \$8 WORTH OF DUTCH LADY PRODUCTS

1. Purchase \$8 worth of Dutch Lady products (“Participating Products”) in a single receipt (“Proof of Purchase”) from any FairPrice stores or FairPrice Online in Singapore and redeem a **Free Shio Pan Bread from BreadTalk (worth \$2.20)**
2. Participating retailers are: FairPrice Xtra, FairPrice Hyper, FairPrice Finest, FairPrice Supermarket and FairPrice Online

STEP 2: GO TO WWW.DUTCHLADYREDEMPTION.COM AND ENTER DETAILS

1. Key in ALL required fields.
2. Upload receipt (Do ensure full receipt is captured), only upload JPEG images and up to 1mb per upload.
ONLY RECEIPTS DATED FROM 12 MAY 2025 WILL BE ACCEPTED. Original valid receipt should include clearly the date of purchase, store name, receipt number and a description of purchased Dutch Lady products.
3. Get an acknowledgement prompt and SMS after submitting entry.
4. Entries will take 1 to 3 working days before approval.
5. Receipt must be submitted before 30th June 2025 23:59

6. All Entries (including the Proofs of Purchase) submitted shall be classified as the property of DKSH and will not be returned.
7. DKSH reserves the right to reject any photo entry which the receipt has been tampered, modified or viewed, in its sole discretion, as invalid.
8. DKSH may disregard or disqualify any entry, in such manner as DKSH deems fit, without giving notice or reason, and without any liability to any person. In particular, no participant shall, or procure another person to, (i) tamper with the operation of the Promotion or any relevant website, (ii) participate in the Promotion in any manner which may create any prejudice to or anomaly in the scoring system or operation of the Promotion; and (iii) breach these Promotion Terms and Conditions or any other applicable law or regulation.

STEP 3: CLAIM PREMIUM

1. Upon approval of entry, you will receive an SMS on the QR code for redemption.
2. **Participants must present the QR code at all participating BreadTalk stores for the redemption.**
3. Redemption is available from 12 May to 30 June 2025 or while stocks last. DKSH and BreadTalk reserves the right not to award any Premium or award any alternative premium of equal or greater value, for any reason whatsoever to any person who fails to meet any stipulated requirement in order to redeem the premium.
4. All premiums are strictly not exchangeable, transferable or redeemable in any other form for whatever reasons.
5. All premiums are available on a first-come-first-served, while stocks last basis and not stackable.

E. OTHER CONDITIONS

1. Participants shall participate in the Promotion on his/her own account, and shall not submit entries or participate on behalf of other persons. Each Participant represents and warrants that where applicable:
 - (i) he/she has obtained all necessary consents, licenses and approvals required in connection with the Promotion and his/her participation, and
 - (ii) all materials, documents and forms submitted or created by him/her in connection with the Promotion are original and do not infringe on the rights of any party, including but not limited to any intellectual property rights, patent, trademark or brand name registered or enforceable anywhere in the world.
2. Phone data usage to participate in this Promotion may be subject to charges by your service provider / carrier.

3. DKSH collects personal identifiable information to provide services or correspond with you. This information is stored in a manner appropriate to the nature of the data by the DKSH and is used to fulfil your request(s). By taking part in this contest, you understand and accept without condition that DKSH may elect to use this information for the purpose of present and/or future marketing and promotional purposes.
4. This Promotion is for promotional purposes only and you accept that there is no intention to create legal relations between yourself and DKSH.
5. All promotional materials, including details on Participation and Premiums 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.
6. DKSH 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.
7. Notwithstanding any of the foregoing, DKSH may at its discretion, at any time replace or substitute the premiums with any other of equal value, and 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.
8. DKSH's decisions in all matters relating to this contest are final and no correspondence will be entertained.
9. For more details, refer to in-store posters and communication or visit Dutch Lady Singapore on Facebook. All calls or data to this number /website from your mobile phone may be subject to airtime charges by your service provider.