

Digital Media Activation Campaign - Hello, Play & Win (“Contest”)

The Contest is organised by **LBS BINA GROUP BERHAD** (hereinafter known as “the Organiser”).

By participating in the Contest, you agree to be bound by the following terms and conditions as stipulated herein (consisting of the General Terms and Conditions and the Specific Terms and Conditions) between you and the Organiser (“**Contest Terms**”). By participating in this Contest, you are deemed to have read and agree to the Contest Terms herein mentioned. You agree that the Organiser may include additional terms to and/or vary the Contest Terms at our sole discretion at any point of time and any additional and/or variation of the terms shall be incorporated by reference immediately at the point of time in which it is implemented. You are advised to visit this page from time to time to be updated of the latest Contest Terms.

In the event of any inconsistency between any terms and conditions stipulated in any of the Organiser’s marketing brochures, leaflets, buntings, or otherwise any other platforms and the Contest Terms stipulated herein, the latest Contest Terms shall prevail.

A. GENERAL TERMS & CONDITIONS

1. CAPACITY AND REPRESENTATION

- 1.1 To be eligible to participate in the Contest, you must be aged eighteen (18) and above, and no more fifty (50) years old, in Malaysia or have attained an age of majority in the jurisdiction in which you are domiciled to enter legally binding contracts.
- 1.2 You acknowledge and agree that all information provided by you which will be relied upon by the Organiser is true, accurate, and not misleading. The Organiser reserves the right to request for more information from you in the event the information provided by you is deemed insufficient failure by which may result in your disqualification from the Contest.
- 1.3 You shall be responsible to update us immediately in the event that you discover that any information made by you is erroneous, outdated, or insufficient. Kindly note that failure by you to provide the necessary information to us may result in your disqualification from the Contest.
- 1.4 You further acknowledge that we will rely on any information provided by you and that any false, inaccurate, and/or misleading information may cause losses and damage to us. As such, you agree to hold harmless and indemnify us, our directors, our employees, our agents, our

affiliates, and any other third parties facilitating the Contest from the losses and damage suffered as a result of the false, inaccurate and/or misleading information provided by you.

1.5 You shall not use the Contest as a means or manner to facilitate or promote any illegal, immoral, violence, hate speech, racially disparaging, defamatory and/or fraudulent content (hereinafter be referred to as "**Refrained Content**") wherein any evidence of such Refrained Content occurring out of this Contest, the Organiser shall not be made responsible whatsoever and you will be subjected to a disqualification by the Organiser.

1.6 By participating or entering this Contest, you are not violating any constitutive documents, applicable law, policies, regulation, rules, other terms, and conditions, and/or contracts that you have entered, agreed, or bound into with any third parties in any jurisdiction.

1.7 You will comply with all applicable laws, by-laws, rules, regulations, policies, instructions, directions, orders and/or directives from the Organiser, any governmental organization, and/or relevant authorities.

2. PRIVACY

2.1 All information provided by you shall be collected, stored, used, and retained by us in accordance with our Personal Data Protection Act Notice. You are to read, acknowledge and accept our Personal Data Protection Act Notice which is incorporated by reference herein and can be found at <https://lbs.com.my/pdpa-notice/>

3. TAX AND DISBURSEMENTS FEES

3.1 You shall bear all expenses including but not limited to transportation, personal expenses, insurance, stamp duties, transfer fees, taxes, any other duties and/or any other costs, fees and/or related expenses incurred pertaining to the Prize (hereinafter defined).

3.2 You shall be solely responsible to declare your Prize winnings with the relevant tax authorities and pay for any levy, duty, charges, and tax that is imposed (if any). The Organiser shall not in any way be held liable to pay any charges, tax, levy, fines and/or duty that are imposed on the Winners by the relevant tax authorities for the Prize winnings.

4. PRIZES

4.1 The Organiser and/or Sponsors ("**Sponsors**") shall not assume any liability and responsibility whatsoever in the event of any mishaps, injuries, damages, death, claims and/or accidents suffered by your participation in the Contest and/or from the use of the Prizes ("**Prizes**").

- 4.2 You shall hold the Organiser harmless against any liability and claims and agree to indemnify the Organiser completely for any claims, damages, losses, and liability arising from and/or in relation to your use of the Prizes.
- 4.3 You agree and acknowledge that the Organiser and/or Sponsors provides no representation or warranty of any kind whatsoever in respect of any defect or other faults in relation to the Prize, and that the Prize displayed in any marketing or promotional materials are for illustration purposes only which may not depict the actual color, material, model, and/or specification of the actual Prize.
- 4.4 The Organiser and/or Sponsors shall not be liable to compensate and/or rectify any defect or other faults in the Prizes. You shall contact and refer to the supplier, manufacturer, distributor and/or reseller of the Prizes in the event that you have any queries, concerns, and issues regarding the Prizes.
- 4.5 You agree that the Prize is non-transferable, non-refundable, non-exchangeable for cash without the Organizer's express written consent. The Organiser reserves the right to substitute any Prize with that of a similar value without prior notice to you.

5. INDEMNITY

- 5.1 You agree to indemnify and keep indemnified the Organiser, its directors, employees, agents, affiliates, and any other third parties facilitating the Contest against all liabilities, losses, damages, and expenses which the Organiser may incur or suffer as a result of or in connection with and any breach and violation of Contest Terms herein or any representation or warranty given by you.

6. PROMOTIONAL MATERIALS

- 6.1 You agree that the Organiser and/or Sponsors shall have the right to interview you, take photographs, and videos as well as use your personal details which shall include your name(s) for our marketing campaign materials for the purposes of advertising, trade and/or publicity in accordance to the Privacy clause above. You acknowledge that any interview results, photographs and videos shall be solely owned by us.

7. MISCELLANEOUS

- 7.1 The Organiser reserves the right at its sole discretion to suspend, modify, extend, delay, or terminate the Contest at any time without prior notice to you.

- 7.2 Any decisions taken by the Organiser are final and binding on you and the Organiser shall not be obliged to entertain any queries, claims, requests, or correspondences after the decision of the Organizer has been made.
- 7.3 The Organiser shall have the absolute right to disqualify any individual that it determines to be tampering with and/or disrupting the operations of the Contest, and/or to be acting in breach or potential breach of these Contest Terms.
- 7.4 Any provisions applicable to this Contest which is 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.

8. **DISCLOSURE**

- 8.1 This Contest is in no way sponsored, endorsed or administered by, or associated with Meta Platforms, Inc (formerly known as Facebook, Inc). The Organiser expressly excludes any losses, claims, and/or actions arising from any glitch, malfunction, shut down, and/or otherwise use arising specifically from Facebook, Instagram or any platform (whether or not derivative) from Meta Platforms Inc.

B. SPECIFIC TERMS AND CONDITIONS

“Digital Media Activation Campaign - Hello, Play & Win.” Contest

The Contest Period

The Contest period shall commence from 1st March – 29th May 2026 at 11:59 PM (“Contest Period”). The Organiser in its sole discretion reserves the right to extend or vary the Contest Period. All entries received before or after the Contest Period shall be invalid and will not be entertained.

Method of Participation

This Contest is open to the general public. The Organiser shall officially announce the Contest on or before **30th June, 2026**, via the Organiser’s mobile application platform.

To enter the contest, participants must:

Part 1: Getting Started

1. Download the "Hello by LBS" App and complete the profile registration to be eligible for all prizes.

Part 2: Playing & Earning (Internal Loop)

1. Open the App and tap the special campaign banner to access the Campaign Microsite.
2. Play the Interactive Game inside the microsite repeatedly to earn points. Submit the scores.
3. Win Monthly by achieving the highest cumulative score.
4. Eligible participants who downloaded and registered in the app during the campaign period is eligible for the Lucky Draw.

Contest Visual / Posting

Prizing	
Grand Prize Lucky Draw Items	1 x Apple Iphone 17 256GB RM4,000 3 x KODAK Charmera Keychain (Digital Camera) RM750
Monthly E-Vouchers (RM100 x 3 winners x 3 months)	RM900
Grand Prize Lucky Draw Items	1 x Apple Iphone 17 256GB RM4,000

	3 x KODAK Charmera Keychain (Digital Camera) RM750
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Contest Prizes

The Organiser shall announce the winners of the Contest by **30th June 2026** or any other date of the Organiser's choosing after the Contest Period ends ("**Winner Announcement Date**").

Selection of Winners

Monthly Top Tier Winners (Highest Cumulative Score) The Monthly Winners shall be determined based on the highest cumulative scores recorded at the end of each calendar month. This category is designed to reward sustained engagement and repeated play. The top three (3) monthly participants who have fulfilled all required contest mechanics shall be declared the winners of their respective tiers.

Tie-Breaking Mechanism for Monthly Winners In the event that two (2) or more participants achieve the same cumulative score and have fulfilled all contest mechanics, the winner shall be determined by the chronological order of score achievement. The participant who first reached the winning score, as recorded by the Organizer's server timestamps, shall be awarded the higher rank.

Grand Prize Winner (Random Draw)

To reward broad participation, the Grand Prize Winner(s) shall be selected via a random draw from the pool of all eligible participants who have completed at least one (1) qualifying session during the Contest Period. A participant's leaderboard ranking does not influence their eligibility or odds in this random draw.

Prize Redemption Details

- E-vouchers will be delivered via email to the address provided by the winners in the Submission Form within seven (7) working days following the official Winner Announcement Date.
- Grand Prize (Physical Collection): The Grand Prize winner(s) must collect their prize in person at a specified location determined and communicated by the Organiser. The winner will be notified of the exact collection details (location, date, and time) via the contact information provided during submission.
- Identification: For the collection of the Grand Prize, winners must present a valid government-issued photo identification (e.g., IC or Passport) that matches the details in the Submission Form for verification purposes.

- The Organiser will not be held responsible and reserves the right to forfeit and/or assign the prizes to another participant should the initial winner(s) fail and/or neglects to collect the prizes and/or provide their respective contact details via direct message within 60 days from date of Winner Announcement Date.

DISQUALIFICATION

The Organiser reserves the right to disqualify: -

- a) Any submissions in the above-mentioned terms and conditions in the event that; the submission of any photo(s), screenshot(s) and/or image(s) relevant are manipulated, blur, unclear, and/or containing inappropriate content, including but not limited to vulgarity, obscenity, lewd, pornographic or violent material, or materials which promote violence or which disparages the Organiser or any other person or entity, or contain trademarked or copyrighted material.
- b) Any entry which the Organiser considers to have been made in breach of this Contest terms and conditions.
- c) Any entry which the Organiser suspects and/or determines to have been submitted via the assistance, facilitation and/or instruction by any programs, software, application and/or otherwise technological function (whether malicious or otherwise) including but not limited spamware and malware such that distorts the Contest, and/or is otherwise unethical, illegal, and immoral.