**Terms and Conditions of KEWPIE Malaysia 100th Year Anniversary (the "Contest")**

## Contest Period:

1. This contest is valid from **31th May 2025, 00:00:00** to **24th August 2025, 11:59:59** following (UTC+08:00) Kuala Lumpur, Malaysia time zone ("Contest Period").

## Contest Eligibility:

2. Entries must be submitted within the respective qualifying date otherwise, the entry will be disqualified. KEWPIE Malaysia Sdn Bhd ("the Organizer") may at its sole discretion, amend, change or extend the qualifying dates for any of the qualifying weeks.

3. The Contest is open to all Malaysian residents aged 18 years old and above and foreigners who will be staying in Malaysia until December 2024, except employees and immediate family members of the Organizer") and their affiliates, subsidiaries, advertising/PR agencies, elected printing vendors and digital technology providers and other suppliers.

## Contest Prizes:

4. The Contest offers Weekly, Special, and Grand Prizes ("the Prize") as stipulated below. Winners will be selected based on their contest entry submissions.

- **Grand Prize**
  KEWPIE Japan Adventure x 2 winners

- **Special Prize**
  Panasonic Oven Worth RM500 x 5 winners

- **Weekly Prizes**
  RM50 Touch 'n' Go eWallet Reload Pin x 80 winners

## Contest Submission:

5. Contestants can enter the contest by following the steps below:

   **a. Cook a recipe:**

   Create a dish using Kewpie Mayonnaise Japanese Style ONLY and take a photo and a short video (30–45 seconds) of your recipe, making sure the Kewpie product is clearly shown.

   **b. Share the recipe:**

   Post the photo and video on Instagram, Facebook, or TikTok with the hashtag #KewpieIt100 and tag @KewpieMalaysia. (Make sure your account is set to public.)

   **c. Entry confirmation:**

   Send us a DM (direct message) on Instagram or Facebook with the link to your post so we can confirm your entry.

6. Recipes submitted may be used for future posts or other marketing activities on KEWPIE's social media platforms.

## Contest Winner Selection:

7. Only contestants who meet the Contest Eligibility and Contest Submission requirements as stated above will be eligible to win prizes. Incomplete entries or entries that do not comply with the Contest rules will be disqualified without notice. A panel of judges will choose winners for the Weekly Prizes, Special Prizes, and Grand Prizes. The list of winners and the decisions the panel of judges make are final, and no correspondence regarding the selection process will be entertained.

8. Winner announcements for weekly prizes will be made as per the table below:

   Week 1 – 4 winners will be announced on **4 July 2025.**
   Week 1: 31 May 2025 – 6 June 2025
   Week 2: 7 June 2025 – 13 June 2025
   Week 3: 14 June 2025 – 20 June 2025
   Week 4: 21 June 2025 – 27 June 2025

   Week 5 – 8 winners will be announced on **1 August 2025.**
   Week 5: 28 June – 4 July 2025
   Week 6: 5 July – 11 July 2025
   Week 7: 12 July – 18 July 2025
   Week 8: 19 July – 25 July 2025

   Week 9 – 12 winners will be announced on **3 September 2025.**
   Week 9: 26 July - 1 August 2025
   Week 10: 2 August - 8 August 2025
   Week 11: 9 August - 15 August 2025
   Week 12: 16 August - 24 August 2025

   Special & Grand Prize winners will be announced on **11 September 2025** via **KEWPIE Malaysia's Facebook:** KewpieMalaysia and **Instagram:** kewpie_malaysia. Winners will be selected at the sole discretion of KEWPIE Malaysia Sdn. Bhd., based on criteria deemed appropriate by the Organizer. The Organizer reserves the right to use any other method or platform it deems suitable, at its sole and absolute discretion, for the purpose of announcing weekly, special, and grand prize winners.

9. Winners will be announced on KEWPIE Malaysia's official Facebook and Instagram accounts. KEWPIE Malaysia Sdn. Bhd. shall not be held liable if the contest winner(s) cannot be contacted for any reason, or in the event of non-receipt or delayed delivery of any winner notification.

10. Unclaimed prize or complimentary gift shall be withdrawn by the organizer and the Winner shall no longer be entitled to claim any prize in any form fourteen (14) days after the announcement. The organizer will not be held liable in the event of non-receipt or delayed delivery of the prizes to the winner(s).

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## Other Terms & Conditions:

11. The Organizer reserves the right to appoint a third party to conduct the verification of Winners and to fulfill the delivery of prizes. Winners agree that the Organizer may provide all necessary information of Winners to such third parties to facilitate such service.

12. All Prizes and complimentary gifts are given on an "As Is" basis and are not exchangeable, transferable or redeemable for cash, credit, other items or vouchers, in part or in full.

13. Eligible contestants may submit more than one entry for the prizes. Each participant can win one Weekly Prize per month (for a total of two months) and one Special Prize.

14. The Organizer reserves the right to substitute any one of the prize(s) with items of equivalent value at any time without prior notice.

15. The Organizer reserves the right to withdraw the prizes if the contest winners do not comply with the contest terms and conditions.

16. The Organizer reserves the right to change, cancel, terminate and/or suspend this Contest, without the need to provide any prior notice.

17. The Organizer's decision on all matters relating to the Contest shall be final and binding and no further correspondence or attempt to dispute such a decision would be entertained.

18. The Organizer shall reserve the right to use the names and/or photographs of the Contestants as materials for the purposes of advertising, trade and/or publicity, without any prior notice to the Contestants. The Contestants shall not be entitled to claim ownership or other forms of compensation on the materials.

19. By participating in the Contest, Contestants hereby give their consent to and authorize the Organizer to utilize their photos/videos and recipes for Marketing usage and purposes.

20. By participating in the Contest, Contestants hereby give their consent to and authorize the Organizer to disclose their particulars to third party service providers and/or partners engaged by the Organizer for purposes of the Contest and/or any customer survey in understanding Contestants' purchasing behavior.

21. By participating in this Contest, Contestants agree to be bound by the Terms and Conditions of the Contest and the decision of the Organizer.

22. An individual who participates in the Contest may be required to submit personal or confidential information about himself or herself (including without limitation his or her name, address, telephone number, e-mail address, marital status, occupation, spending preferences or any other such information) ("Personal Information") to the Organizer. The Organizer will treat any Personal Information obtained from an individual who participates in the Contest in accordance with the Legislation on the Protection of Personal Data Policy.

23. In the case where the organizer suspects the participation post(s) result is not genuine or unethical as such ;- (a) fake receipts (b) plagiarism (c) usage of non-original photo(s) , the organizer has full rights to disqualify those contestants. Fraudulent activities will be monitored and will lead to disqualification if found any. The judges' decisions are final, conclusive and binding. No further correspondence will be entertained.

For more information and enquiries, please contact KEWPIE Malaysia at +03-2287 2577 from Monday to Friday (9am - 5pm).