

Terms and Conditions

1. Organiser

The Contest is organised by Etika Sdn. Bhd. (Co. No. 197401000305 (17296-P)) (“Organiser”).

2. Eligibility

2.1 The Contest is open to any person who fulfills the following criteria :

- (a) Residents of Malaysia; and
- (b) Parents with children who are between 7-14 years old.

2.2 The following person(s) shall not be eligible to participate in the Contest:

- (a) Employees of the Organiser and their immediate family members;
- (b) Employees of the Organiser’s affiliates and/or related companies and their immediate family members;
- (c) Business partners, suppliers/distributors of the Organiser; and
- (d) Promotion/advertising/public relations agencies involved in the Contest.

3. Contest Period

3.1 The Contest shall start at 00:00:00 on 22 November 2022 and shall close at 23:59:59 on 25 January 2023 (“Contest Period”). Any Contest entries received outside the Contest Period will automatically be disqualified.

3.2 The Organiser reserves the right to amend the Contest Period (“Amended Period”) at any time without any prior notice to any party. Any Contest Entries received outside the Contest Period or Amended Period (if any) shall be rejected.

4. Qualifying Criteria and Submission of Entries

4.1 To qualify, the Participant must:

- a) Record a short video of their child/ward in English OR Bahasa Malaysia. The video should consist of three (3) parts;
 - i. An introduction (i.e. Name, Age, Where you are from)
 - ii. Their inspiration to start a business
 - iii. The quick elevator pitch of their idea
- b) Send it via direct message to Goodday Milk Malaysia on Facebook, Instagram, OR via Google Form submission (<https://bit.ly/KidSTARTContestRegistration>) only. Contest submission via any other platform is considered as an invalid entry.

4.2 The child recorded in the video should be the child participating in the bootcamp - should the Participant be selected as one of the Shortlisted Entries.

4.3 This Contest is open for individual submissions only.

5. Shortlisting

5.1 A total of 20 Entries will be shortlisted by or before 5 February 2023 to join a TWO (2) day bootcamp which will be held on 11 & 12 February 2023 (“Bootcamp”). Such date is subject to change by the Organiser at its sole discretion and without prior notice to any party.

5.2 Each shortlisted Entry, who resides outside of the Klang Valley, will be provided with accommodation for up to TWO (2) Individuals (including Parent/Legal Guardian) for a maximum of ONE (1) night. For the avoidance of doubt, the Participant and the Participant’s guest will have to arrange for their own transportation to and from the Bootcamp.

5.3 The shortlisted Participants will be contacted via telephone (as per the contact number provided in the Contest Entry). Should the first attempt to contact the shortlisted Participants fail (e.g. no reply, telephone number not in service or no connection), TWO (2) further attempts will be made within the next twenty-four (24) hours of the first attempt. Where such further attempts are unsuccessful, the Organiser reserves the right to disqualify the Shortlisted Participant. The Organiser will not be held liable in the event a Shortlisted Participant cannot be contacted for any reasons whatsoever.

- 5.4 Upon being shortlisted, the Participant will be required to:
- provide original National Registration Identity Card for verification purposes;
 - provide personal details (including but not limited to full name as per IC, contact number & e-mail) for accommodation arrangement (for those resides outside of the Klang Valley only).
 - conduct a self-test at least 24 hours prior to the event, including all individuals accompanying the Participant to the event
 - participate in a short interview by the Organiser;
 - attend a 2-day bootcamp in February 2023; and
 - pitch their ideas to a panel of judges.

6. Bootcamp & Pitching event

- 6.1 Shortlisted Participants are required to send their child/ward to attend a 2-day bootcamp - which includes workshop modules, a sharing session as well as a pitch competition to pitch their business ideas to a panel of judges.
- 6.2 The winners will be selected based on a various criteria such as presentation skills, creativity and strength of the business idea.
- 6.3 Judges' decisions are final.

7. Prize/Funding for Winners

- 7.1 The Funding Prize for each Participants to kickstart the business are as follows:
- Funding given is subject to Terms & Conditions and monitoring by Etika Sdn Bhd.
 - The Funding shall be claimable based on Terms & Conditions that will be set out by the Organizer.
 - Should a recipient (winner) of the funding fail to be contacted and has not made any contact with Etika within a period of 30 days after the announcement of winners, the prize is deemed to be forfeited by the winner.

Category	Prize/Funding Amount
1 st Prize	RM20,000
2 nd Prize	RM10,000
3 rd Prize	RM5,000
4 th Prize	RM4,000
5 th Prize	RM3,000
Best Presenter	RM3,000
Most Innovative Idea	RM3,000
Young Emerging Star	RM3,000
Total	RM51,000

- 7.2 Each Participant is only allowed to win only ONE (1) prize through the contest period regardless of whether the prize is in the same category or different category.
- 7.3 The funding / prize is only claimable by the Participant and are non-transferrable.
- 7.4 Contest Winners will be responsible for any additional costs, duties, taxes and/or other incidental expenses, which may be incurred as a result and/or related to their acceptance of the Contest Prize.

8. Winner Announcement

- 8.1 The Winner will be announced on the final day of the 2-day bootcamp.
- 8.2 All Contest Winners will be announced on Goodday Malaysia's Official Facebook Page (<https://www.facebook.com/gooddaymilkmalaysia>) and on the Etika Holding Sdn. Bhd.'s website (<https://www.etikaholdings.com/campaigns>).

9. Personal Data and Privacy Policy

- 9.1 By participating in the Contest, the Participants hereby certifies that all information as provided by them are accurate and that that they have read and understood the Organiser's privacy policy ("Privacy Policy").
- 9.2 The Participants hereby agree and consent to the collection and processing of their personal data in accordance with the Privacy Policy. Kindly refer to the Privacy Policy located at <https://www.etikaholdings.com/privacy>. The Organiser reserves the right to update and amend the Privacy Policy from time to time.
- 9.3 The Participants also further consent for the Organiser and any of its holding, subsidiary or related companies and its service providers, agents and/or contractors who provide administrative and business support to the Organiser and act on the Organiser's behalf ("Authorised Third Parties") to collect and process the Participants' Personal Data as provided pursuant to this Contest. The use of the Participants' Personal Data included but is not limited to the disclosure of the Participants' name to the general public by publishing the Participants' names, video recordings, photographs and other Personal Data for advertising and publicity purposes without compensation or any other payment to the Participants.

10. Other Terms and Conditions

- 10.1 By submitting their entries for this Contest, the Participant agree and acknowledge that all intellectual property rights thereto shall belong to the Organiser. The Organiser shall have the exclusive right to use, edit, modify and publish the entry submitted by the Participants, publish the names of the Participants, in any way it deems fit for any advertising, trade, promotional purpose and for any other reason whatsoever, without any further notice to the Participants and the Participants shall not claim ownership or any payment or compensation on the materials.
- 10.2 By participating in the Bootcamp, Participants agree to have themselves and their kids recorded during the 2-day event. The Organiser shall have the exclusive right to use, edit, modify and publish the recording taken during the workshop, in any way it deems fit for any advertising, trade, promotional purpose and for any other reason whatsoever, without any further notice to the Participants and the Participants shall not claim ownership or any payment or compensation on the materials.
- 10.2 By participating in the Contest, Participants are taken to have read, understood and agreed to be bound by the Contest Terms & Conditions. The Organiser reserves the right to vary and/or delete any of the Contest Terms & Conditions at any time without prior notice to any party and the Participants hereby agree to be bound by such variation and/or deletion.
- 10.3 The Organiser reserves the right to, at its sole discretion, modify the Contest mechanism, vary, withdraw, suspend or terminate this Contest at any time at its sole a without prior notice to any party. For the avoidance of doubt, any variation, withdrawal, suspension or termination of the Contest or any part thereof shall not entitle the Participants to any claim any compensation against the Organiser (in cash or in kind) for any expenses, loss or damage suffered or incurred by the Participants as a direct or indirect result of the act of variation, withdrawal, suspension or termination.
- 10.4 Any Terms and Conditions applicable to this Contest which is 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 hereof.
- 10.5 By participating in the Contest, all Participants agree to defend, indemnify and hold the Organiser harmless from and against any suits, claims, losses, damages and expenses, including reasonable legal fees arising from or in connection with the Participant's

participation in the Contest and his/her acceptance, redemption or use of any of the Contest Prizes.

11. Disclaimer of Liability

- 11.1 The Organiser will not be responsible or liable for any loss or damage of whatsoever nature suffered by the Participants in connection with the Contest (including the Participants' failure to participate in the Contest), which may occur or arise as a result of the following events:
- (a) Any delay and/or failure in receiving and sending the Contest Entries as a result of any network, communication or system error, interruption and/or failure or outage caused by the participating internet service provider, or the uploading of any materials related to the Contest; and
 - (b) Any technical error (including error in notification of Contest Winners), omission, interruption, deletion, defect, delay in operation or transmission, internet line failure, the theft, destruction of, and/or unauthorized access to the Contest Entries, or any malfunction of any computer hardware or software whether or not the same is due to viruses, bugs or other causes beyond the Organiser's control.
- 11.2 By participating in the Contest and by allowing their child/ward to attend the Bootcamp in the event that the child/ward was shortlisted for the same, the parent/legal guardian of the Participant hereby agree not to hold the Organiser responsible for the safety and security of their child/ward while attending the Bootcamp. The safety and security of their child/ward will be the sole responsibility of the adult accompanying the child/ward to the Bootcamp and the aforementioned adult shall at all times throughout the duration of the Bootcamp be responsible for the same.
- 11.3 All Participants shall assume full liability and responsibility for any costs incurred due to any accident, injury, damage or claims whether directly or indirectly caused by their participation in the Contest, attending the Bootcamp, attending publicity programs or prize presentation ceremony (if applicable) and from the redemption/usage of the Contest Prizes. To the extent permitted by law, the Organiser shall have no liability to the Participants in any respect whatsoever.