

Terms and Conditions

1. Organiser

1.1 The **KidSTART** contest ("**Contest**") is organised by Etika Sdn. Bhd. (Co. No. 197401000305) ("**Organiser**") in partnership with Measat Broadcast Network Systems Sdn Bhd (Co. No. 199201008561) ("**Partner**").

1.2 The Organiser, in its sole discretion, reserves the right to modify the Terms and Conditions set herein without any prior notice, if required for the smooth running of the Contest.

2. Eligibility

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

- (a) Malaysian students with a valid MyKid or MyKad and address in Malaysia ("**Participants**"); and
- (b) Between the ages of 7-14 years old as at the year of 2025.

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

- (a) Employees of the Organiser and Partner 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 their immediate family members; and
- (d) Promotion/advertising/public relations agencies involved in the Contest and their immediate family members.
- (e) Past winners from the 2023 and 2024 KidSTART Contest. Should any of the Participants are discovered to have been past winners, irrespective of the category won in the 2023 or 2024's Contest, the entry by the said Participant will not be shortlisted to proceed further in the Contest.

3. Contest Period

3.1 The Contest shall start at 00:00:00 on 1 July 2025 and shall close at 23:59:59 on 30 September 2025 ("**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 automatically.

4. Qualifying Criteria and Submission of Entries

4.1 To qualify, the Participant must:

- a) Record a short video in English OR Bahasa Malaysia. The video shall consist of THREE (3) parts;
 - i. An introduction (i.e. Name, Age, School, City/ Town of Residence)
 - ii. Their inspiration to start a business
 - iii. The quick elevator pitch of their idea
- b) Submit it via Goodday KidSTART website at (www.gooddaykidstart.com) only. Contest submission via any other platform will automatically be considered as an invalid entry.

4.2 The Participant recorded in the video shall be the Participant who will be participating in the Goodday KidSTART recordings (if any) - 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 twenty (20) Participants will be shortlisted in batches on or before **3 October 2025**, based on the evaluation criteria from earlier stages. The judging panel's decision is final and not subject to appeal.

5.2 The twenty (20) selected Participants are to further participate in the event as appearing under Clause 5.4 (d) below. All Participants must complete their submissions and meet all requirements within the timeline specified by the Organiser. Failure to do so may result in disqualification and replacement at the Organiser's discretion.

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:

- a) provide a copy of the original National Registration Identity Card (MyKid/MyKad) for verification purposes;
- b) provide personal details along with that for the accompanying adult ("**Accompanying Adult**") (including but not limited to full name as per MyKid/MyKad, contact number & e-mail) for accommodation arrangement (for those residing outside of the Klang Valley only).
- c) participate in a short interview by the Organiser
- d) participate in "**Reality TV Programme**"; and
- e) pitch their ideas to a panel of judges.

5.5 Shortlisted Participants must be available to fully participate in the scheduled activities of the Reality TV Programme between **23 October 2025 - 28 November 2025**. If any shortlisted Participant is unable or unwilling to comply with the programme schedule for any reason, the Organiser reserves the right to disqualify the Participant and select an alternate without prior notice.

6. Media Production and Use of Participant entries.

6.1 The Partner will be engaged for the recording and production of media contents ("**Media Contents**") in relation to the Contest and during the entire duration of the KidSTART event. By entering this Contest, the Participants acknowledge and agree that they may be filmed, photographed and/ or interviewed. Participants also grant the Organizers and their authorized agents the right to use any media content submitted as part of their entry, including but not limited to videos, still images, audio recordings and excerpts thereof, in the production of the media contents and related materials in any format and through any medial channels, without further notice, approval or compensation. Participants (and their parent(s) or guardian(s), if required) agree to be considered for inclusion and shall cooperate in good faith should they be selected.

6.2 The winners ("**Winner**") will be selected based on various criteria such as presentation skills, creativity and strength of the business idea.

6.3 Organiser' decisions are final.

7. Prize/Funding for Winners

7.1 The Prize/Funding for each Winner are as follows:

- a) The Prize/Funding given is subject to Terms & Conditions and monitoring by the Organiser.
- b) The Prize/Funding shall be claimable based on Terms & Conditions that shall be set out by the Organizer.
- c) Should the Winner of the Prize/Funding fail to be contacted and has not made any contact with the Organizer within a period of thirty (30) days after the announcement of Winners, the Prize/Funding is deemed to be forfeited by the Winner.

Category	Prize/Funding Amount
1 st Prize	RM20,000.00
2 nd Prize	RM10,000.00
3 rd Prize	RM5,000.00
Best Social Impact	RM3,000.00
Most Innovative Idea	RM3,000.00
Best Presenter (10 years old & below)	RM3,000.00
Best Presenter (above 10 years old)	RM3,000.00
Rising Star	RM3,000.00
School with Highest Participants	RM10,000.00

7.2 Each Participant is allowed to win only ONE (1) Prize/Funding.

7.3 The Prize/Funding is claimable by the Winner only and is non-transferrable.

7.4 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/Funding.

7.5 By participating in the competition, all Participants agree that any ideas, concepts, business plans, products, or creative works submitted ("**Ideas**") and any associated intellectual property shall become the sole property of the Organiser upon submission. The Organiser reserves the exclusive right to own, purchase, acquire, modify, develop, commercialise, or transfer any Ideas and its intellectual property at any stage of the competition or thereafter, with or without compensation, as determined at the Organiser's sole discretion. Participants waive all claims to rights, ownership, or future profits arising from their Ideas and intellectual property, and the Organiser's decision on the use, ownership, and any compensation related to the Idea and its intellectual property shall be final and binding.

8. Winner Announcement

8.1 The Winner will be announced on the final day of the Reality TV Programme.

8.2 All Winners name will be announced on Goodday Milk Malaysia's social media page (Facebook & Instagram) and on the Goodday KidSTART's website (www.gooddaykidstart.com).

9. Programme Recognition and PAJSK Marks

9.1 Following the Ministry of Education's guideline and subject to MOE's consideration and approval, at the completion of the Contest, the Organiser shall release the official letter and announcement for the programme recognition and PAJSK marks.

9.2 The PAJSK marks shall only be awarded to eligible Participants aged 10 to 14 registered with government schools.

9.3 The Organiser neither has any access to the such points system nor can they impose any influence on the schools/teachers to submit the PAJSK marks for the students/Participants. Reference or enquiry to such mentioned points shall be directed to the Participant's school only after the entire Contest ends, upon the official announcement by the Organiser via the teacher's Telegram groups or on the official microsite.

9.4 The announcement period for programme recognition may take up to 3 months subject to MOE's approval.

10. Eligibility for E-Certificate

10.1 Participants are eligible for an E-Certificate upon their submission of the short video.

10.2 Details such as registered name as appearing on MyKid/ MyKad, school name, and any other information submitted on Goodday KidSTART website (www.gooddaykidstart.com) will be inserted on the E-Certificate. If any of the details on E-Certificate is inaccurate due to the submission of wrong information, the Organiser will neither be held liable nor responsible to revise the E-Certificate.

10.3 Regardless of the amount of times an entry has been submitted, each Participant shall only be eligible to receive one (1) E-Certificate.

11. Personal Data and Privacy Policy

11.1 By participating in the Contest, the Participants and their parent/legal guardian/ Accompanying Adult hereby certify that all information as provided by them are accurate and that they have read and understood the Organiser's privacy policy ("**Privacy Policy**").

11.2 The Participants and their parent/legal guardian/ Accompanying Adult 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.

11.3 The Participants and their parent/legal guardian/ Accompanying Adult 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' and their parent/legal guardian/ Accompanying Adult's Personal Data as provided pursuant to this Contest. The use of the Participants' and their parent/legal guardian/ Accompanying Adult's Personal Data included but is not limited to the disclosure of the Participants' and their parent/legal guardian/ Accompanying Adult's name to the general public by publishing the Participants' and their parent/legal guardian/ Accompanying Adult's names, video recordings, photographs and other Personal Data for advertising and publicity purposes without compensation or any other payment to the Participants and their parent/legal guardian/ Accompanying Adult.

12. Other Terms and Conditions

12.1 By submitting their entries for this Contest, the Participant agrees and acknowledges 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.

12.2 By participating in the Reality TV Programme, Participants and their Accompanying Adult agree to attend and to be further be recorded throughout a minimum of **four (4) days** of rehearsals and filming. The Organiser shall have the exclusive right to use, edit, modify, and publish any recordings captured during this period in any manner it deems appropriate, including but not limited to advertising, trade, promotional purposes, or any other use. No further notice will be given to the Participants or their Accompanying Adult, and they shall not claim any ownership, payment, or compensation for the use of such materials.

12.3 By participating in the Contest, Participants and their Accompanying Adult are deemed 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 and their Accompanying Adult hereby agree to be bound by such variation and/or deletion.

12.4 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.

12.5 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.

12.6 By participating in the Contest, all Participants and their Accompanying Adult 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.

13. Disclaimer of Liability

13.1 The Organiser will not be responsible or liable for any loss or damage of whatsoever nature suffered by the Participants and/ or their Accompanying Adult 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 entry 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 entry, 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.

13.2 By participating in the Contest and by allowing their child/ward to attend Reality TV Programme in the event that the child/ward was shortlisted for the same, the parent/legal guardian/ Accompanying Adult of the Participant hereby agree not to hold the Organiser responsible for the safety and security of their child/ward while attending Reality TV Programme. The safety and security of their child/ward will be the sole responsibility of the parent/ legal guardian/ Accompanying Adult of the child/ward to the Reality TV Programme and the aforementioned parent/ legal guardian/ Accompanying Adult shall at all times throughout the duration of the Reality TV Programme be responsible for the same.

13.3 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 publicity programs or prize presentation ceremony (if applicable) and from the redemption/usage of the Contest Prize/ Funding. To the extent permitted by law, the Organiser shall have no liability to the Participants and/ or their parent/ legal guardian/ Accompanying Adult in any respect whatsoever.