



Terms & Conditions

1. Contest

This Mountain Dew x HOK x 7-Eleven Contest (“**Contest**”) is organised by Etika Sdn. Bhd. (Co. No. 197401000305 (17296-P)) (“**Organiser**”). The mechanics of this Contest are explained below. By participating and entering this Contest, you (“**Participant**”) agree to be bound by the terms and conditions set out herein or as may be amended from time to time by the Organiser.

2. Eligibility

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

- 2.1.1. Citizen of Malaysia; and
- 2.1.2. Aged 18 years and above in the year 2026.

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

- 2.2.1. Employees of the Organiser;
- 2.2.2. Employees of the Organiser’s affiliates and/or related companies;
- 2.2.3. Business partners, suppliers/distributors of the Organiser; and
- 2.2.4. Employees of the promotion/advertising/public relations agencies involved in the Contest.

3. Contest Period

3.1 The Contest Period shall start at 00:00:00 on 1st May 2026 and shall close at 23:59:59 on 30th June 2026 (“**Contest Period**”).

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. Participating Account

4.1 The Contest is open exclusively to purchases made at 7-Eleven (“**Participating Account**”) outlets nationwide in Malaysia that display the relevant Contest materials, during the Contest Period or any amended period as determined by the Organiser.

5. Qualifying Criteria and Submission of Entries

5.1 To qualify, the Participant must purchase at least Ringgit Malaysia Five (RM5.00) and above worth of any Mountain Dew products (“**Qualifying Products**”) from any of the Participating Account in a **single receipt**.



5.2 Each valid receipt submitted shall constitute one (1) entry only, regardless of the amount of Qualifying Products purchased in that receipt.

5.3 All purchases must be made at the Participating Account within the Contest Period or Amended Period (if applicable). Any purchases made not from the Participating Account shall be disqualified.

5.4 To participate in the Contest, the Participant must submit the following to the Organiser (“the **Contest Entry/Entries**”):

- 5.4.1. Full name as per NRIC;
- 5.4.2. NRIC Number; and
- 5.4.3. Clear photo of the entire original receipt.

5.5 Each Contest Entry must be accompanied by the image of at least one (1) transaction receipt (“**Proof of Purchase**”) which clearly show the following details:

- 5.5.1 The name of the Participating Account;
- 5.5.2 The transaction ID;
- 5.5.3 The details of the Qualifying Products; and
- 5.5.4 Time and date of the transaction (which must be within the Contest Period or Amended Period (if applicable)).

Any handwritten Tax Invoice Receipt, Purchase Order, and/or Delivery Note will not be accepted and shall be disqualified automatically. Participants must retain the original Proof of Purchase submitted for verification purposes. In the event that the Participant is chosen as a winner and is unable to present the original Proof of Purchase, the Participant shall automatically be disqualified as a winner, and a new winner will be chosen.

5.6 Any Contest Entry/ Entries which are incomplete (e.g. missing information, missing Proof of Purchase) or are found to have been tampered with and any Participant who is suspected of or found to have committed fraud/hacked/tampered with the Contest Entry process in the sole opinion of the Organiser shall automatically be disqualified.

5.7 All Contest Entries are to be submitted strictly by **WhatsApp only to 011-2635 2582**. NO acknowledgement of receipt will be sent by the Organiser regarding all Entries submitted. For the avoidance of doubt, Contest Entry will be deemed accepted at the time of transaction of the Organiser and that the Organiser accepts no responsibility for any late, lost and/or misdirected Contest Entry/Entries for any reason whatsoever. Participants are permitted to participate in this Contest via Malaysian-registered mobile numbers and the use of mobile phones only.



5.8 Each Participant may submit multiple Contest Entry/Entries. However, each Contest Entry must be accompanied by a different Proof of Purchase. For the avoidance of doubt, a single Proof of Purchase cannot be used for two or more separate Contest Entries. Where multiple Contest Entries are found to be accompanied by the same Proof of Purchase, ALL Contest Entries submitted by the said Participant shall automatically be disqualified.

6. Contest Prizes

6.1 The Contest prizes (“Prize”) are as follows:

Participating Account	Prizes Category	Prize	Total Winners
7-Eleven	Grand Prize	ASUS ROG Phone 9 Pro	Two (2)
	Consolation Prize	Mountain Dew x Playaz Exclusive Jersey	Fifty (50)

7. Winners’ Selection

7.1 All Prize winners (“Winner”) must present the original Proof of Purchase when requested to do so, failing which the Prize Winner will be disqualified from redeeming the Prize.

7.2 Prize Selection: The selection of Winners shall be conducted strictly based on the total number of approved submissions received during the Campaign Period. The total approved submissions shall be divided by the total number of Prizes available to determine the allocation ratio for shortlisting purposes.

Following the shortlisting process, the Organizer shall conduct a randomised selection procedure (using any method deemed appropriate by the Organizer) to determine the final Winners. All decisions made by the Organizer in respect of the selection process shall be final, binding, and shall not be subject to appeal or correspondence.

For illustration purposes:

Where the total number of approved submissions amounts to 10,000, and the total Prize allocation is 169 units, the total number of approved submissions shall be divided by 169. This calculation yields 59.17, which shall be rounded down to the nearest whole number, resulting in a Multiplier Number of 59. Accordingly, the Winning Entries shall be identified by selecting every 59th approved submission (i.e., 59, 118, 177, 236, 295, and so on) until all 169 prizes have been duly allocated.



- 7.3 The Prize Winners will be contacted via WhatsApp (as per the contact number provided in the Contest Entry). If the first attempt is unsuccessful after twenty-four (24) hours (e.g. no response, invalid number, or no connection), a second attempt will be made within the next twelve (12) hours. If the Winner remains uncontactable after both attempts, the Organiser reserves the right to forfeit the prize and select a replacement Winner. The Organiser shall not be held liable if a Winner cannot be reached for any reason.
- 7.4 The Participant may be required to correctly answer a contest-related question before being declared a Winner. In the event the Participant fails to correctly answer the question, the Organiser reserves the right to disqualify the Participant, and a new Eligible Prize Winner will be selected accordingly.
- 7.5 The Organiser's decision to select the Prize Winners shall be final, and no further appeal or correspondence will be entertained.
- 7.6 The Organiser reserves the right to substitute any of the Prize with a prize of equivalent value in the event the original Prize offered is as is deemed appropriate for any reason whatsoever, including if the Prize(s) are no longer available.
- 7.7 The Prizes are non-transferable, non-refundable and non-exchangeable for cash. Prize 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 Prize.
- 7.8 Each Participant is entitled to win only one (1) Prize during the Contest Period.

8. Winner Announcement and Delivery of Prizes

- 8.1 All Prize Winners will be announced on Etika Sdn. Bhd.'s website (<https://www.etikaholdings.com/campaigns>).
- 8.2 The Prize Winner announcement will be made on 31st July 2026. Such announcement date is subject to change at the sole discretion of the Organiser without prior notice to any party.
- 8.3 All Prizes will be delivered/shall be collected by the Prize Winners within 8 weeks from the date of the Winner Announcement. In the event of any delay in the delivery due to unforeseen circumstances or any situation beyond the Organiser's control, the Organiser reserves the right to arrange for the delivery of the Prizes to the Contest Winner in any manner that it deems fit.
- 8.4 All Prizes that remain unclaimed as of 31st August 2026 shall be forfeited, and



no further appeals will be entertained.

9. Personal Data and Privacy Policy

- 9.1 By participating in the Contest, the Participants hereby certify that all information provided by them is accurate and 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.

10. Other Terms and Conditions

- 10.1 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.
- 10.2 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 discretion and 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 of 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.
- 10.3 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.
- 10.4 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:

11.1.1 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

11.1.2 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 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 Prizes. To the extent permitted by law, the Organiser shall have no liability to the Participants in any respect whatsoever.

11.3 The Organiser makes no representation and/or warranties with respect to any Contest Prizes, including but not limited to the merchantability, quality or their suitability of the Contest Prizes for any purpose.