

Terms & Conditions (Pepsi x IVE)

1. Campaign

This Pepsi x IVE Photocards Gift with Purchase (GWP) Campaign (“**Campaign**”) is organised by Etika Sdn. Bhd. (Co. No. 197401000305 (17296-P)) (“**Organiser**”). The mechanics of this Campaign are explained below. By participating and entering the Campaign, 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. Campaign Period & Participating Accounts

- 2.1 The Campaign shall start on the dates following the respective accounts and is open to all purchases made from the participating accounts (“**Participating Accounts**”) with campaign material (i.e., Wobbler) or any other promotional materials authorised by the Organiser during the Campaign Period.
- 2.2 The Organiser reserves the right to amend the Campaign Period (“**Campaign Period**”) at any time without any prior notice to any party. Any redemption made outside the Campaign Period or Amended Period (if any) shall be rejected automatically

Participating Channels	Participating Accounts	Campaign Period
On Premise	The Chicken Rice Shop	01/10/2026 - 31/10/2026
Convenience Store	7-ELEVEN	05/10/2026 - 30/11/2026
	MyNEWS & CU	01/11/2026 - 30/11/2026

3. Qualifying Criteria and Redemption

- 3.1 To qualify, the Participant must purchase based on the following mechanic with any Pepsi products (“**Qualifying Products**”) from the Participating Accounts in a single receipt.

Participating Accounts	Mechanic
The Chicken Rice Shop	FREE 1 pack of Pepsi x IVE photocards (With purchase of 3 bottles of Pepsi 500ml assorted)
7-ELEVEN	FREE 1 pack of Pepsi x IVE photocards (With purchase of any set meal with Pepsi 12oz drink)
MyNEWS & CU	

- 3.2 Each valid receipt is entitled to one (1) redemption only, regardless of the number of Qualifying Products purchased on that receipt. Upon fulfilling the qualifying purchase, the Participant is entitled to redeem one (1) pack of Pepsi x IVE photocards. Each pack

contains three (3) photocards packed at random.

3.3 The Participant must present the original transaction receipt at the cashier or customer service counter to redeem the photocards.

3.4 All purchases must be made at the Participating Accounts within the Campaign Period or Amended Period (if applicable). Any purchases made outside the Participating Accounts shall be disqualified.

4. Participating SKU

4.1 Qualifying Products are as stated below:

Participating Brand	Participating SKU	Packsize	Product Barcode	Carton Barcode
Pepsi	Pepsi Regular	500ml x 24	9556404001057	9556404001989
	Pepsi Zero Sugar Original	500ml x 24	9556404120222	9556404120239
	Pepsi Zero Sugar Lime	500ml x 24	9556404122523	9556404122530
	Pepsi Zero Sugar Vanilla	500ml x 24	9556404120949	9556404120956
	Pepsi Drink	12oz	NA	NA

5. Proof of Purchase

5.1 Each redemption must be accompanied by at least one (1) transaction receipt ("**Proof of Purchase**") which clearly shows the following details:

- 5.1.1. The name of the Participating Accounts;
- 5.1.2. The transaction ID;
- 5.1.3. The details of the Qualifying Products; and
- 5.1.4. Time and date of the transaction (which must be within the Campaign 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.

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

6. Campaign Prizes

6.1 The Photocards visuals (“Prize”) are as follows:



7. Personal Data and Privacy Policy

7.1 By participating in the Campaign, 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**”).

7.2 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.

8. Other Terms and Conditions

8.1 By participating in the Campaign, Participants are taken to have read, understood and agreed to be bound by the Campaign Terms & Conditions. The Organiser reserves the right to vary and/or delete any of the Campaign 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.

8.2 The Organiser reserves the right to, at its sole discretion, modify the Campaign mechanism, vary, withdraw, suspend or terminate this Campaign 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 Campaign 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.

8.3 Any Terms and Conditions applicable to this Campaign 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.

- 8.4 By participating in the Campaign, 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 Campaign and his/her acceptance, redemption or use of any of the Campaign Prizes.

9. Disclaimer of Liability

- 9.1 The Organiser will not be responsible or liable for any loss or damage of whatsoever nature suffered by the Participants in connection with the Campaign (including the Participants' failure to participate in the Campaign)
- 9.2 The Organiser makes no representation and/or warranties with respect to any Campaign Prizes, including but not limited to the merchantability, quality or their suitability of the Campaign Prizes for any purpose.
- 9.3 The Campaign Prizes are subject to availability and while stocks last.
- 9.4 The Campaign Prizes is non-exchangeable for cash or other items and is subject to the redemption conditions stated herein.