

McDONALD'S MALAYSIA – CREAMY CHEESE SPICY CHICKEN BURGER 'TASTE THE ENTERTAINMENT' CONTEST TERMS AND CONDITIONS

1. Participation in the 'McDonald's Malaysia – Creamy Cheese Spicy Chicken Burger 'Taste The Entertainment' Weekly Contest ("the Contest") constitutes the participant's full and unconditional agreement to and acceptance of these Terms & Conditions. Gerbang Alaf Restaurants Sdn Bhd (Company Registration No: 198001011565 (65351-M)) Licensee of McDonald's (hereby known as "McDonald's Malaysia") reserves the right to amend the Terms & Conditions at its sole discretion without prior notice.
2. The Contest is open to all Malaysian citizens residing in Malaysia age 18 and above. Participants below the age of 18 years old are required to seek parental or guardian consent.
3. The Contest will run for 21 days, starting from 7 October 2021 10:30:00 to 27 October 2021 23:59:59 following (UTC+08:00) Kuala Lumpur, Malaysia time zone ("Contest Period").
4. Entries received outside the Contest Period are invalid and will not be entertained.
5. Employees of McDonald's Malaysia, their immediate families, affiliates, subsidiaries, related agencies and suppliers and/or persons living in the same household are ineligible to join the Contest.

CONTEST MECHANICS

Week 1: 'Guess The Movie' (Submission Period 7 October – 13 October 2021)

1. Participants are required to comment what are the 3 movies featured in the video and include a creative explanation to *'How do the flavours of the Creamy Cheese Spicy Chicken Burger entertain you?'*
2. To participate in the contest, participants must have a registered account on Facebook and must set their privacy to "Public".
3. Submission must be received by 13 Oct 2021 11:59:59.
4. Incomplete entry or entries that do not adhere to the rules and deadline will automatically be disqualified.

Week 2: 'Spot & Name' (Submission Period 14 October – 20 October 2021)

1. Participants are required to spot and name the 5 hidden movies in the layers of the burger and include a creative slogan for the entertaining Creamy Cheese Spicy Chicken Burger.
2. To participate in the contest, participants must have a registered account on Facebook and must set their privacy to "Public".

3. Submission must be received by 20 Oct 2021 11:59:59.
4. Incomplete entry or entries that do not adhere to the rules and deadline will automatically be disqualified.

Week 3: 'Spoof The Titles' (Submission Period 21 October – 27 October 2021)

1. Participants are required to rename three movie titles, each with a Creamy Cheese Spicy Chicken Burger keyword.
2. Participants with the most likes will win the Grand Prize.
3. To participate in the contest, participants must have a registered account on Facebook and must set their privacy to "Public".
4. Submission must be received by 27 Oct 2021 11:59:59.
5. Incomplete entry or entries that do not adhere to the rules and deadline will automatically be disqualified.

HOW TO WIN

1. McDonald's Malaysia shall have the absolute discretion to select winners with the most creative submissions. Eligible winners will be awarded a prize.
2. McDonald's Malaysia's decision on the winners list is final. No further correspondence or appeal will be entertained.

PRIZES

1. Weekly prizes and number of winners are as follows:
 - i. Grand Prize (x1): LUMOS Ray Home Cinema Smart Projector + RM500 McDonald's Cash Voucher
 - ii. Second Prize (x35): 2x GSC Aurum Theatre Tickets + RM200 McDonald's Cash Voucher
 - iii. Consolation Prize (x500): 3 Months FREE subscription to VIU Malaysia
2. The eligible winners (as identified by NRIC No) shall only be entitled to one (1) Prize per winner. Prizes are not transferable or exchangeable for cash, in part or in full. McDonald's Malaysia reserves the right to substitute the prize with that of a similar value at any time without prior notice.
3. Winners will be listed in a Facebook post and must message McDonald's to claim their prize. Should there be no response from the winner by the

specified date below, McDonald's Malaysia reserves the right to disqualify the winner.

- a. Week 1: 27 October 2021, Friday 11:59:59
 - b. Week 2: 3 November 2021, Friday 11:59:59
 - c. Week 3: 10 November 2021, Friday 11:59:59
4. Prizes will be sent to the winners via courier to the delivery address provided by the winners. McDonald's Malaysia will not be responsible for any loss or damages during prize delivery.

SELECTION CRITERIA

1. In determining whether an Entry is a valid Entry, McDonald's Malaysia's decision shall be final and conclusive. McDonald's Malaysia will take into account all factors deemed relevant by McDonald's Malaysia which may include but not limited to the following criteria:-
 - a. The Entry needs to be original and not a material duplication, copy or reproduction of other entries;
 - b. The Entry is not offensive, illegal or insensitive to any segment to the society, etc.
2. McDonald's Malaysia will inspect and filter each Entry submitted by participants to ensure compliance with the requirements above. McDonald's Malaysia reserves the right, at its sole discretion, to remove, reject or disqualify the Entry if it finds it violating any of the terms or any applicable laws or regulation.

WINNER ANNOUNCEMENT

Winners announcement will be made on McDonald's Malaysia Facebook Page (<https://www.facebook.com/My.McDonalds>) via Facebook post. Winners will be mentioned in the Facebook post. Upon being selected as winners, McDonald's Malaysia will contact winners via Facebook DM to obtain personal particulars.

USE OF PERSONAL DATA

All personal data provided by the Participant via online registration to McDonald's Malaysia for the purpose of this Contest, shall be deemed to have given with consent by the Participant. McDonald's Malaysia may disclose or share your personal data, gathered from such information provided by Participants via this website, to our business partner and associates. McDonald's Malaysia makes it a priority to keep secure the personal data of individuals and the said personal data will be processed in relation to their participation in the Contest.

Please visit <https://www.mcdonalds.com.my/support-privacy/eng> to review and read the McDonald's Malaysia Privacy and PDP Policy. Participants acknowledge that they have read and accepted the McDonald's Malaysia Privacy and PDP Policy.

OWNERSHIP/USE RIGHTS

1. The Participants grant to McDonald's Malaysia the right to use any photos and/or other material received during the Contest (including consents to the use by McDonald's of the Participants' personal information such as name, email addresses, contact numbers, etc.) for feedback, promotional, advertising, marketing and communication purposes without compensation to the Participant, his or her successors or assigns, or any other entity.
2. McDonald's Malaysia reserves the right to reject any entries that are incorrect, incomplete, suspicious or invalid. The Participant agrees not to knowingly damage or cause interruption to the Contest and/or prevent others from entering the Contest.
3. McDonald's Malaysia and its respective parent companies, affiliates, subsidiaries, licensees, directors, officers, agents, independent contractors, advertising, promotion, and fulfilment agencies, and legal advisors are not responsible for and shall not be liable for: -
 - i. disruption, network congestion, malicious virus attacks, unauthorized data hacking, data corruption and server hardware failure or otherwise; any technical errors, whether due to inaccessibility of internet network
 - ii. telephone, electronic, hardware or software program, network, internet, server or computer malfunctions, failures, interruptions, miscommunications or difficulties of any kind, whether human, mechanical or electrical, including, without limitation, the incorrect or inaccurate capture of entry information online;
 - iii. late, lost, delayed, misdirected, incomplete, illegible or unintelligible communication including but not limited to e-mails;
 - iv. failed, incomplete, lost, garbled, jumbled, interrupted, unavailable or delayed computer transmissions;
 - v. any condition caused by events beyond the control of the McDonald's® Malaysia that may cause the Contest to be disrupted or corrupted;
 - vi. any injuries, losses, or damages of any kind arising in connection with or as a result of the gift, or acceptance, possession, or use of the Prize, or from participation in the Contest; or
 - vii. any printing or typographical errors in any materials associated with the Contest
4. By participating in the Contest, each participant agrees to release and hold McDonald's Malaysia and its employees, officers, directors, shareholders, agents, representatives, parent companies affiliates, subsidiaries, licensees, advertising, promotion, and fulfilment agencies, and legal advisors, harmless from any and all losses, damages, rights, claims and actions of any kind in connection with the Contest or resulting from acceptance, possession, use or misuse of the Prize, or travel to or from any gift-related activity, including without limitation, personal injury, death, and property damage, and claims based on publicity rights, defamation, or invasion of privacy.
5. McDonald's Malaysia and its respective parent companies, subsidiaries, affiliates, licensees, directors, officers, employees, agents, independent

contractors and advertising/promotion agencies make no warranties, express or implied, in fact or in law, relative to the use or enjoyment of the Prize, including, without limitation, their quality, merchantability or fitness for a particular purpose.

6. Winners will be required to sign and return a release of liability, declaration of eligibility, and where lawful, publicity consent agreement, from McDonald's® Malaysia. By participating in the Contest, winners agree to grant McDonald's® Malaysia and their respective parent companies, subsidiaries, affiliates, licensees, directors, officers, agents, independent contractors and advertising/promotion agencies the use of data collected through the Contest website, likeness, biographical data and statements for purposes, including, without limitation, advertising, trade, or promotion, in perpetuity, in any and all media now known or hereafter devised, without compensation, unless prohibited by law. If the winners cannot be contacted and/or the registration is ineligible and/or fails to claim a Prize and/or fails to timely return the completed and executed declaration and releases as required, the Prize may be forfeited and an alternate winner may be selected. Refusal or return of the winners' notification as undelivered will also result in disqualification and an alternate winner may be selected. Appeals to check the status of entries will not be entertained.
7. McDonald's Malaysia reserves the right to end the Contest earlier or extend the Contest Period at its own discretion.
8. All costs, fees and/or expenses incurred or to be incurred by the Winners in relation to the Contest and/or to claim the Prize(s), which shall include but not limited to the costs for transportation, postage/courier, personal costs and/or any other costs, are the sole responsibility of the Winners.
9. For the avoidance of doubt, the Prizes are provided by McDonald's Malaysia's suppliers. The Participant and/or Winner hereby acknowledge and agree that McDonald's Malaysia excludes all warranty and/or liability in connection with the awarded Prizes and/or the Contest. The Participant shall assume full liability and responsibility in case of any liability, mishap, injury, loss, damage, claim or accident (including personal injury and/or death) resulting from their participation in the Contest, redemption and/or usage of the Prizes. McDonald's Malaysia shall not be held responsible for any loss, damage or injury (including death) in any manner whatsoever suffered by the Participant as a result of the participation in the Contest and/or the use of the Prizes.