

# KIRIN ICHIBAN “STAND TO WIN” CONTEST

## TERMS & CONDITIONS

### 1. ORGANIZER

The “Kirin Ichiban Stand to Win Contest” (“Contest”) is organized by Tong Woh Enterprise Sdn. Bhd. (“Organizer”). By participating in this Contest, participants agree to be bound by these Terms and Conditions (“Terms”). The Organizer reserves the right to amend, vary, or supplement these Terms at its sole discretion and without prior notice.

### 2. CONTEST PERIOD

The Contest will commence on 26 December 2025 at 12:00 a.m. and will conclude on 1 February 2026 at 11:59 p.m. (Malaysia Time) (“Contest Period”). The Organizer reserves the right to shorten, extend, suspend, or cancel the Contest Period at any time without prior notice. The Organizer’s decision on any changes to the Contest Period shall be final and binding.

### 3. ELIGIBILITY

The Contest is open to all **Malaysian citizens and permanent residents aged 21 years and above**, holding a valid National Registration Identity Card (NRIC). This Contest is only open to individuals who are legally permitted under the laws of Malaysia to purchase and consume alcoholic beverages. By participating, the participant declares and warrants that they meet this legal requirement. **This contest is open to residents of West Malaysia only.** The organizer may request relevant documents (including NRIC) for verification purposes, and the organizer’s decision regarding participant eligibility shall be final and binding.

The following individuals are not eligible to participate: employees of the Organizer, its distributors, agencies, affiliates, or partners; immediate family members of the above; and individuals found to have breached these Terms or any previous campaign rules of the Organizer. The Organizer reserves the right to verify participants’ eligibility and disqualify entries that do not meet the criteria.

### 4. PARTICIPATION

To participate in the Contest, participants are required to purchase a minimum amount of participating products in a single receipt during the Contest Period (as defined hereinafter) from any Participating Outlets (as defined hereinafter) **within West Malaysia only**. The participation requirements are as follows:-

Channel	Mechanics / Minimum Amount	Eligible Period
Hyper/Supermarkets (MOFT)	Purchase a minimum of <b>RM88</b> in a single receipt containing any Kirin Ichiban product(s) from participating outlets.	26 December 2025 to 1 February 2026
Convenience stores (CVS) / mini markets	Purchase a minimum of <b>RM88</b> in a single receipt containing any Kirin Ichiban product(s) from participating outlets.	26 December 2025 to 1 February 2026
E-Comm (Shopee / Lazada)	Purchase a minimum of <b>RM88</b> in a single receipt containing any Kirin Ichiban product(s) from <b>Tong Woh Official Store</b>	26 December 2025 to 1 February 2026

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	<b>(Shopee) or Tong Woh Liqour &amp; Wine (Lazada).</b>	
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### 5. CONTEST MECHANICS

1.	<b>Brief Description of Contest</b>	<p>1. <b>Kirin Ichiban Stand and Win</b> is organized with the intention to reward non-Muslim resident in West Malaysia above the age of 21 who have participated in the contest with purchase on-ground.</p> <p>2. The Organizer reserves the right to vary, withdraw or re-schedule the Contest Period or any dates thereof at its sole discretion.</p>
2.	<b>Mechanism of Contest</b>	<p>1. The method of participation in the Contest is via microsite submission upon purchase of the minimum amount of participating products (as per paragraph above (Participation)), throughout the Contest Period (as per paragraph above (Contest Period)) and to be redeemed on the Contest Period / Redemption Period (if applicable) from any of the following participating outlets within West Malaysia. The Receipt as Proof of Purchase (“POP”) for each entry is a photo of the receipt.</p> <p><b>Participating Hyper/Supermarket (MOFT):-</b></p> <ul style="list-style-type: none"> <li>a) Isetan</li> <li>b) Aeon</li> <li>c) Aeon Big</li> <li>d) Giant</li> <li>e) Jaya Grocer</li> <li>f) Village Grocer</li> <li>g) Bens Independent Grocer</li> <li>h) Other outlets that Kirin Ichiban products with the Contest Point of Sales Material displayed. (collectively referred to as “Participating Outlets”)</li> </ul> <p><b>Participating Convenient Store (CVS):-</b></p> <ul style="list-style-type: none"> <li>a) Mix Store</li> <li>b) KK Mart</li> <li>c) Other Convenient Store that Kirin Ichiban products with the Contest Point of Sales Material displayed. (collectively referred to as “Participating Outlets”)</li> </ul> <p><b>Participating E-Comm:</b></p> <ul style="list-style-type: none"> <li>a) Tong Woh Official Shopee (Tong Woh Official Store)</li> <li>b) Tong Woh Official Lazada (Tong Woh Liqour &amp; Wine)</li> </ul> <p><b>Participating Products:-</b></p> <ul style="list-style-type: none"> <li>a) Kirin Ichiban Single Pint (330ml)</li> <li>b) Kirin Ichiban Single Can (330ml)</li> <li>c) Kirin Ichiban 4-Pint Pack (4x330ml)</li> <li>d) Kirin Ichiban 4-Can Pack (4x330ml)</li> <li>e) Kirin Ichiban 24-Can Pack (24x330ml)</li> </ul>

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	<p>2. To participate, participants must complete all the following steps during the Contest Period and ensure their purchase is made from participating in off-trade outlets (including but not limited to supermarkets, hypermarkets, convenience stores, mini markets, liquor stores, and wine shops):</p> <ol style="list-style-type: none"><li>Purchase a minimum of RM88 in a single receipt containing any Kirin Ichiban product(s) from participating outlets.</li><li>Submission of Entry is through scanning of QR code on the POSM or submit via <a href="http://kirin-promotion.tongwohgroup.com">http://kirin-promotion.tongwohgroup.com</a>.</li><li>Complete the <b>Online Submission Form</b> in full by providing the following required information:<ul style="list-style-type: none"><li>• Full Name (as per NRIC)</li><li>• NRIC Number</li><li>• Mobile Contact Number</li><li>• Email Address</li><li>• Residential Address</li><li>• Receipt Number</li><li>• Receipt Date</li><li>• Upload a clear and legible image of the proof of purchase (“Receipt”) showing all of the following details:<ol style="list-style-type: none"><li>Outlet name</li><li>Date of purchase</li><li>Kirin Ichiban product(s) purchased</li><li>Total amount</li></ol></li></ul></li></ol>
	<p>3. One receipt per entry for the Contest. Participant(s) may submit more than one (1) entry. The Organizer reserves the right to reject any entry that does not meet the submission requirements, including e-commerce receipts without a “Delivered” status, or entries with incomplete or incorrect details (e.g. receipt date, number, outlet name, or purchased item), or where the POP is altered, duplicated, defective, is invalid and will be automatically disqualified from the Contest without notice.</p>
	<p>4. Participants MUST keep the original POP for verification and prize redemption purposes. Failure to do so will result in disqualification and forfeiture of prize won.</p>
	<p>5. The Organizer does not charge for Contest entries submitted by the participants.</p>
	<p>6. The participants must adhere to the mechanism of the Contest as may be notified or communicated by the Organizer during the Contest Period.</p>
	<p>7. Only the original copy of the receipt showing the purchase made between 26 December 2025 to 1 February 2026 (MOFT, CVS &amp; E-Comm) is accepted as Proof of Purchase (POP). Any damage or torn; photocopies of Proof of Purchase will be automatically disqualified.</p>

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### 6. VALID AND INVALID ENTRIES

Valid Entries	Invalid Entries
<ul style="list-style-type: none"><li>Entries submitted by participants who meet the eligibility requirements in Clause 3 (ELIGIBILITY).</li></ul>	<ul style="list-style-type: none"><li>Entries submitted by participants who do not meet the eligibility requirements in Clause 3 (ELIGIBILITY).</li></ul>
<ul style="list-style-type: none"><li>Receipt showing purchase of RM88 or more in Kirin Ichiban products within Contest Period.</li></ul>	<ul style="list-style-type: none"><li>Receipt without Kirin Ichiban product clearly listed.</li></ul>
<ul style="list-style-type: none"><li>Clear, unedited photo showing full receipt details.</li></ul>	<ul style="list-style-type: none"><li>Cropped, blurred, edited, or duplicated images.</li></ul>
<ul style="list-style-type: none"><li>One (1) entry per unique receipt.</li></ul>	<ul style="list-style-type: none"><li>Multiple entries using the same receipt.</li></ul>
<ul style="list-style-type: none"><li>Purchase from participating outlets only.</li></ul>	<ul style="list-style-type: none"><li>Purchases from non-participating outlets or outside Contest Period.</li></ul>

### 7. WINNER SELECTION

7.1 All entries received during the Contest Period will undergo an eligibility and validation process to ensure full compliance with all participation requirements stated in these Terms and Conditions.

7.2 Each Qualified Entry (i.e., entries that meet all requirements and contain valid, original purchase receipts) will be assigned a unique serial number in sequential order according to the date and time of entry submission as recorded by the Organizer’s system. If the selection interval calculation results in a fraction, it will be rounded up to the next whole numbers.

7.3 Upon completion of the validation process, the total number of Qualified Entries for each batch (Week 1 and Week 2) will be used to determine the winner selection interval using a systematic, pre-determined mathematical formula, as illustrated below:

Example	Calculation Method
Total number of Qualified Entries = 3,888	Total Qualified Entries ÷ 100 Prizes = 38.88
Selection Interval = 39	Every 39th Qualified Entry (i.e., 39th, 78th, 117th, 156th, etc.) will be shortlisted as a Winner Finalist.

7.4 A total of one hundred (100) winners will be selected across two (2) batches throughout the Contest Period:

- Batch 1:** Week 1-2 (26 December 2025 – 10 January 2026) – fifty (50) winners
- Batch 2:** Week 3-4 (11 January 2026 – 1 February 2026) – fifty (50) winners

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7.5 The above formula ensures that winner selection is conducted in a fair, transparent, and systematic manner, based solely on entry sequence and validation order, not on chance or skill.

7.6 In the event any shortlisted Winner Finalist is found to be ineligible, uncontactable, or disqualified (e.g., invalid receipt, incorrect details, or failure to respond), the next sequential Qualified Entry (e.g., 40th, 79th, 118th, etc.) will be selected as replacement.

7.7 The Organizer’s decisions on all matters relating to the Contest shall be final and binding. No correspondence or appeals shall be entertained, except in cases where the Organizer, as its sole discretion, determines that an error has occurred.

7.8 The Organizer reserves the right to withhold prize allocation if fraud, tampering, or non-compliance with these Terms is suspected.

## 8. WINNER NOTIFICATION

8.1 The list of confirmed winners will be announced in two (2) batches as follows:

- **Batch 1 Winners:** Announced by 16 January 2026.
- **Batch 2 Winners:** Announced by 5 February 2026.

on the Organizer’s official Kirin Ichiban Malaysia social media pages and/or website.

8.2 In addition to public announcement, each shortlisted Winner Finalist will be contacted directly by the Organizer or its appointed agency via email and/or mobile phone number provided during entry submission.

8.3 If a Winner Finalist:

- Fails to respond within seven (7) calendar days;
- Cannot be contacted after three (3) separate attempts (via phone, SMS, or email);
- Fails to provide complete verification documents; or
- Is found to have submitted an invalid, tampered, or duplicate Receipt;

then such Winner Finalist shall be automatically disqualified, and the Organizer reserves the right to select the next sequential Qualified Entry (as per Clause 6.6) as a replacement winner.

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8.4 The Organizer will not be responsible for any failure to contact a winner due to inaccurate, incomplete, or outdated contact information submitted in the entry form.

8.5 All verified and confirmed winners will receive a Prize Confirmation Notice via email or WhatsApp containing delivery or collection details.

8.6 All verification results, eligibility decisions, and notifications by the Organizer are final and binding. No appeal, correspondence, or dispute will be entertained.

### 9. PRIZES AND FULFILMENT

9.1 Each confirmed winner will receive **one (1) unit of the limited-edition Kirin Ichiban Mahjong Set** (“Prize”).

9.2 The total number of Prizes available throughout the Contest Period is **one hundred (100)** sets only. Prizes are strictly non-exchangeable, non-transferable, and non-redeemable for cash or other items, in full or in part.

9.3 All visual representations of the Prize shown in promotional materials are for illustration purposes only. Actual design, colour, or specifications of the Prize may vary due to circumstances beyond its control.

9.4 The Organizer reserves the right to substitute the Prize (or any part thereof) with another item of similar value with a recommended retail value that is equal to or greater than the original prize without prior notice, should circumstances beyond the Organizer’s reasonable control require such substitution.

9.5 The Organizer and/or its appointed fulfilment partner will arrange for Prize delivery to each verified winner via courier service or other method deemed appropriate. Winners will be required to provide their full delivery address and ensure availability to receive the Prize during the specified period.

9.6 The Organizer shall not be held liable for:

- Any delay, damage, or loss of the Prize during delivery or collection;
- Any inaccurate information provided by the winner that results in delivery failure; or
- Any cost, tax, or incidental expense not expressly stated as part of the Prize.

9.7 Prizes that are undeliverable due to incorrect address, unclaimed after thirty (30) days from the date of the Prize Confirmation Notice or returned to sender will be considered forfeited without compensation. The Organizer reserves the right to allocate forfeited Prizes to replacement winners, if necessary.

9.8 All risks associated with the use, enjoyment, or ownership of the Prize shall be borne solely by the winner upon delivery or collection. The Organizer makes no warranties, express or implied, regarding the merchantability, suitability, or fitness of the Prize for any purpose.

### 10. DISQUALIFICATION

The Organizer reserves the right to disqualify any participant who submits fraudulent, duplicated, or invalid receipts, provides false information, or tampers with the entry process. Entries from automated or third-party systems, or those that breach these Terms, will also be disqualified without notice.

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### 11. ORGANIZER’S RIGHTS

11.1 The Organizer reserves the absolute right, at its sole and absolute discretion, to:

- Amend, vary, suspend, postpone, or terminate the Contest, in whole or in part, at any time without prior notice or liability;
- Modify, add to, or delete any of these Terms and Conditions or the Contest mechanics, including the Contest Period and Prize details;
- Reject, disqualify, or invalidate any entry or participant that does not comply with these Terms, or who engages in any fraudulent, dishonest, or unlawful conduct, or acts to disrupt or undermine the Contest;
- Refuse participation or prize awards to any individual who tampers with the entry process, attempts to gain unfair advantage, or breaches any applicable laws or regulations;
- Substitute any Prize with another item of equal or greater value without prior notice;
- Use participants’ names, photographs, images, voice recordings, statements, and likeness for advertising, publicity, and promotional purposes in any media worldwide, without additional compensation or prior notice, subject to compliance with the Personal Data Protection Act 2010 (“PDPA”);
- Engage third-party agents or service providers to administer any aspect of the Contest and related activities;
- Maintain the confidentiality of the Contest results and the selection process as necessary to protect the integrity of the Contest.

11.2 The Organizer’s decisions on all matters relating to the Contest, including eligibility, entry validation, winner selection, and Prize fulfilment, shall be final, conclusive, and binding on all participants. No correspondence or appeals will be entertained.

11.3 The Organizer shall not be liable for any failure or delay in performing its obligations under this Contest where such failure or delay results from any cause beyond its reasonable control, including but not limited to acts of God, war, strikes, pandemics, government regulations, or technical failures.

11.4 By participating, participants agree to release, indemnify and hold harmless the Organizer and its affiliates, directors, officers, employees, agents and assigns from and against any and all claims, damages, liabilities, costs, and expenses arising out of or related to their participation in the Contest or the use of any Prize, or the Organizer's use of their name, photo or entry for announcing or promoting the Contest, in compliance with the PDPA.

### 12. LIABILITY AND INDEMNITY

12.1 Participation in this Contest is at the participant’s own risk. The Organizer, its affiliates, employees, agents, and partners shall not be liable for any loss, damage, injury, or expense of any kind arising out of or in connection with the Contest or the use or misuse of any Prize.

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12.2 The Organizer shall not be responsible for any failure or delay in conducting the Contest, winner notification, or Prize delivery caused by events beyond its reasonable control, including but not limited to technical failures, network issues, acts of God, or government restrictions. This includes any errors, technical failures, delays, or actions by third-party service providers used in connection with the Contest.

12.3 Participants agree to indemnify and hold harmless the Organizer and its affiliates from any claims, damages, losses, liabilities, costs, or expenses arising from their participation in the Contest, violation of these Terms, or acceptance and use of the Prize.

### **13. PERSONAL DATA PROTECTION**

13.1 By participating in the Contest, participants consent to the Organizer’s collection, use, and processing of their personal data for the purposes of administering the Contest, verifying entries, winner selection, prize fulfilment, and marketing communications related to the Contest.

13.2 The personal data collected includes but is not limited to:

- Name (as per NRIC)
- NRIC Number
- Contact Number
- Email Address
- Residential Address
- Channel Purchased At
- Receipt Number
- Receipt Date
- Proof of Purchase (Receipt image)
- Any other information submitted by participants in connection with the Contest

13.3 All personal data will be handled in accordance with the Personal Data Protection Act 2010 (PDPA) and other applicable data protection laws in Malaysia. The Organizer may share data with third-party service providers for the administration of the Contest.

### **14. FORCE MAJEURE & PUBLICITY**

14.1 The Organizer shall not be liable for any failure or delay in the Contest or Prize fulfilment caused by circumstances beyond its reasonable control, including but not limited to natural disasters, war, strikes, pandemics, government orders, or technical failures, without being liable to the participants; participants shall have no right to claim or seek compensation in such circumstances.

14.2 By participating, participants grant the Organizer the irrevocable right to use their names, photographs, likeness, voice, and any submitted content for advertising, publicity, and promotional purposes without additional compensation or prior notice, subject to compliance with applicable laws.

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14.3 All entries and submitted materials become the property of the Organizer and may be used, reproduced, or adapted for marketing purposes at the Organizer's discretion. Participants also confirm that all entries and submitted materials are original, do not infringe the intellectual property or rights of any third party, and are lawfully owned or created by them.

### **15. GOVERNING LAW AND JURISDICTION**

These Terms are governed by the laws of Malaysia. Any disputes shall be subject to the exclusive jurisdiction of the Malaysian courts.

### **16. CONTACT INFORMATION**

For inquiries, please contact [enquiry@twe.my](mailto:enquiry@twe.my).

### **17. ACKNOWLEDGMENT AND ACCEPTANCE OF TERMS**

17.1 By participating in the Contest, participants confirm they have read, understood, and accepted all these Terms and Conditions.

17.2 Participation in the Contest constitutes unconditional acceptance of all provisions herein.

17.3 Participants waive any right to claim they were unaware of, did not receive, or did not read these Terms.

17.4 The Organizer's decisions on all Contest matters, including eligibility, entry validation, winner selection, and Prize fulfilment, are final, conclusive, and binding.

17.5 No correspondence, dispute, or appeal will be entertained.