

## **Terms & Conditions**

### **1. Organizer**

The Dew Challenge (the "Dew Challenge") is hosted by Etika Sdn Bhd ("Host") and organized by TGC Marketing Sdn Bhd ("Event Organizer") along with its affiliates involved in the operation of the Dew Challenge.

The purpose of these Terms & Conditions is to provide guidelines for participation and interaction on [www.dewchallenge.com](http://www.dewchallenge.com) (the "Website").

### **2. Eligibility**

2.1 The Website is open to individuals who meet the following criteria:

- 2.1.1. Must be Malaysian citizens or residents of Malaysia; and
- 2.1.2. Must be aged 18 years and above.

2.2 The following individuals are not eligible to qualify for the Grand Finale and win prizes, including but not limited to Raffles Prizes, Exclusive Prizes:

- 2.1.1. Employees of the Host or Event Organizer and their immediate family members and
- 2.1.2. Employees of the Host's or Event Organizer's affiliates and/or related companies and their immediate family members.

### **3. Period & Validity**

3.1 The Website will be available until 31st May 2025.

3.2 The Website will host the following sections or features, each with varying validity periods:

- 3.2.1 Profile & Team
- 3.2.2 Tournament
- 3.2.3 Redemption Shop

3.3 The specific validity period for each section will be announced at a later date.

3.4 The Event Organizer may add further sections or features to the Website at its discretion.

3.5 The Event Organizer reserves the right to amend the periods and validity without prior notice. Any entries received outside the specified periods may be rejected or removed. Upon removal, all interactions associated with the account will be deemed null and void.

#### **4. Registration**

4.1 Account creation is completed by registering on the Website with the following personal details:

4.1.1 Full Name as per Malaysia National Identity Card (NRIC) or Passport

4.1.2 Email Address

4.2 Registration must comply with the Privacy Policy.

4.3 Accounts are non-transferable and personal to the Participant. Any infringement of registration, including but not limited to account transfers or provision of false information, may result in account suspension, and all prior interactions will be rendered null and void.

#### **5. Dew Points**

5.1 Dew Points ("Points") are the currency used on the Website.

5.2 Successful registration qualifies the account for the collection of Points.

5.3 Points can be collected through the following methods:

5.3.1 Code Redemption via Generic Codes in Participating Events, Stores, and Digital Posts.

5.3.2 Code Redemption via Unique Codes found in Special White Bottle Caps of Honor of Kings Mountain Dew 400ml Bottles.

5.4 Points collected are non-exchangeable for cash.

5.5 Points collected will expire on 31st May 2025. Any unused points remaining after this expiration period will be forfeited.

5.6 Points obtained through unfair means, including but not limited to botting, theft, or hacking, will result in account suspension, and all prior interactions will be deemed null and void.

## **6. Profile & Team**

6.1 Upon registration, a Profile Page will be created for each Participant.

6.1.1 The Profile Page will display the selected username ("Profile Name").

6.1.2 The Profile Page will feature a customizable Profile Picture.

6.2 The username selected cannot be changed after account creation.

6.3 Participants are responsible for ensuring that their Profile Name and Profile Picture are not inappropriate, offensive, or infringe any third-party intellectual property rights.

6.4 Each Participant may form or join one (1) Team.

6.5 Each Team will have a Team Page, which will display the Team Name and a customizable Team Logo and Team Banner.

6.6 Participants are responsible for ensuring that the Team Name, Team Logo and Team Banner are not inappropriate, offensive, or infringe any third-party intellectual property rights.

6.7 Teams created will participate in online tournaments organized on the Website for the game Honor of Kings.

6.8 Participation in online tournaments signifies acknowledgment and agreement to the Rules & Regulations stated.

6.9 Creation and customization of the Profile and Team Pages must adhere to the guidelines established above.

6.9.1 The Event Organizer reserves the right to review, edit, or remove any Profile or Team Page that violates these guidelines.

## **7. Tournament**

7.1 Tournament pages provide information and options for participation.

7.2 Joining any Tournament on the Website requires acknowledgment and agreement to the Rules & Regulations stated.

7.3 The Organizer reserves the right to amend any information, Rules & Regulations without prior notice.

## **8. Redemption Shop**

8.1 The Redemption Shop is a feature of the Website offering items redeemable with

Dew Points.

8.2 The Redemption Shop is open weekly from Friday, 12:00 AM to Sunday, 11:59 PM, or until items are fully redeemed for that period.

8.3 Each item in the Redemption Shop will have a specified Dew Points value required for redemption.

8.4 Any item redeemed will result in the corresponding Dew Points being deducted from the Participant's account.

8.5 Item(s) may include additional restrictions attached to it.

8.6 All items in the Redemption Shop are subject to availability, and the Event Organizer does not guarantee that items will be in stock at all times.

8.7 If a redeemed item is unavailable, the Event Organizer reserves the right to substitute it with an equivalent item or refund the Dew Points used for redemption.

8.8 Items redeemed and fulfilled are non-refundable.

8.9 The Event Organizer reserves the right to impose limits on the quantity of items that can be redeemed by each Participant.

## **9. Intellectual Property**

9.1 All content, materials, and intellectual property related to the Dew Challenge and the Website, including but not limited to logos, graphics, text, software, and proprietary information, are the sole property of the Host and/or its affiliates, including the Event Organizer.

9.2 Participants agree not to use any content from the Website in a manner that infringes on the intellectual property rights of the Host and/or its affiliates.

9.3 Participants grant the Event Organizer a royalty-free, perpetual, and irrevocable license to use, modify, publish, and distribute any user-generated content submitted, including but not limited to Profile Pictures and Team Logos.

## **10. Privacy Policy**

10.1 By participating in the Dew Challenge, Participants declare that all information provided is accurate and that they have read and understood the Host's Privacy Policy.

10.2 Participants consent to the Host and/or its affiliates, including the Event Organizer,

using their data, including but not limited to names, photographs, profile information, and team information, for marketing, advertising, and publicity purposes without compensation.

10.3 The information collected during registration will also be used for communication, Website improvement, and to provide updates and relevant information.

10.4 The Host is obligated to provide information to relevant parties when required by law or to comply with legal processes, or to protect the rights, property, or safety of the Host, Event Organizer, Participants, or others.

## **11. Limitation of Liability**

11.1 To the fullest extent permitted by applicable law, the Organizer shall not be liable for any direct, indirect, incidental, special, consequential, or punitive damages arising out of or related to participation in the Dew Challenge, the use of the Website, or any related activities.

11.2 The Event Organizer does not guarantee that participation in the Dew Challenge will result in any rewards, benefits, or success. Participants acknowledge that all activities are undertaken at their own risk.

11.3 Participants assume full liability for any costs incurred due to accidents, injuries, damages, or claims arising from participation in the Dew Challenge.

11.4 Participants agree to indemnify, defend, and hold harmless the Host, its affiliates, including the Event Organizer, and their respective officers, directors, employees, and agents from any claims, damages, losses, liabilities, and expenses (including reasonable legal fees) arising out of or related to their participation in the Dew Challenge or violation of these Terms & Conditions.

## **12. Governing Law**

12.1 These Terms & Conditions, and any disputes arising out of or related to them, shall be governed by and construed in accordance with the laws of Malaysia.

12.2 The Event Organizer shall adhere to all applicable laws and regulations and is obligated to report any violations that may constitute a breach of Malaysian law to the appropriate authorities.

12.3 Participants agree that any legal action or proceeding arising out of or related to these Terms & Conditions shall be brought exclusively in the courts of Malaysia.

12.4 Any provision of these Terms & Conditions that is held to be invalid or unenforceable by any court, governmental department, body, or tribunal shall be ineffective to the extent of such invalidity or unenforceability, without affecting the remaining provisions, which shall remain in full force and effect.

### **13. Miscellaneous**

13.1 By participating in the Dew Challenge, Participants are deemed to have read, understood, and agreed to be bound by these Terms & Conditions. The Event Organizer reserves the right to vary and/or delete any of the Terms & Conditions at any time without prior notice. Participants agree to be bound by such variations and deletions.

13.2 The Event Organizer reserves the right to modify, vary, suspend, or cancel any part of the Website or any aspects of the Dew Challenge. Any modification, variation, suspension, or cancellation shall not entitle Participants to claim compensation against the Host or the Event Organizer for any expenses, losses, or damages incurred.

13.3 The Event Organizer reserves the right, at its sole discretion and at any time, to amend, vary, suspend, or cancel any part of these Terms & Conditions without prior notice.