

OREO DUNK N WIN PROMO

Type of Promotion: Sales Promotion
Promo Period: March 1, 2017 to July 15, 2017
Coverage: All residents of the Philippines nationwide

1. HOW TO JOIN

- a) The OREO Dunk & Win promo is open to all residents of the Philippines who are at least 18 years old and above.
- b) Participants may join by buying specially marked OREO Packs (OREO Vanilla and Chocolate 9x29.4g, OREO Vanilla and Chocolate 137g and OREO Vanilla 68.5g). A unique code will be located on each specially marked OREO pack together with the phone number and contact details to SMS.
- c) Participants need to SMS "OREOPH Unique Code/Name/Age/City/Mobile #" to 3456 to join the raffle for a chance to win. All entries will be part of our internal database. Consumers will be charged P2.50/ text. Consumers should keep pack as proof of purchase.
- d) The electronic raffle draw will be done on the following weeks:

Raffle Draw	Total # of Winners
Week of April 12, 2017	17
Week of May 17, 2017	18
Week of June 14, 2017	18
Week of July 12, 2017	18
TOTAL	71

- e) A total of seventy one (71) prizes to be given away:

One (1) Winner of Trip Ticket to USA with 3 friends (approximately worth PhP500,000; inclusive of airfare, a 5 day/4 night accommodation for four (4) to Los Angeles, CA, USA, ground transportation to and from OREO events, and allowance for the winner)

Five (5) Winners of TV (approximately worth PHP30,000 each)

Sixty-five (65) Winners of Php 1,000 Gift Certificate

- f) Prizes are tax-free and non-transferable.
- g) Promo duration is from March 1, 2017 to July 15, 2017 only. Prize announcement date: Week of July 15 2017.

2. HOW TO CLAIM

Claiming of prizes will be as follows:

- a) Winners will receive a notification text informing them of their win, as well as the next steps for claiming the prize.
- b) For winners residing within Metro Manila
 - i. Prizes will be redeemed from the redemption specialist located in GMA with the scheduled redemption day/s indicated in the notification text.
 - ii. Upon claiming, the winning participant will need to present the following documents before the prize is awarded:
 - the untampered specially marked OREO pack with the winning code as proof of purchase.
 - One of the following Valid IDs: Passport, SSS, GSIS, Driver's License or current Student's ID for identification and verification purposes.
 - The text message notifying the winner of the win and the process to receive the prize.
- c) For winners residing outside Metro Manila
 - i. Prizes will be redeemed from the redemption specialist located nearest to the residence of the winner and during the scheduled redemption day/s indicated in the notification text.
 - ii. Upon claiming, the winning participant will need to present the following documents before the prize is awarded:
 - the untampered specially marked OREO pack with the winning code as proof of purchase.
 - One of the following Valid IDs: Passport, SSS, GSIS, Driver's License or current Student's ID for identification and verification purposes.
 - The text message notifying the winner of the win and the process to receive the prize.
- d) The winners must sign the required acknowledgement and quit claim documents before receipt of their prizes. Failure to sign the required documents will result in the disqualification of the participant from the promotion.
- e) In the event that the winner is unable to personally claim the prize, the winner may appoint a representative. The winner's representative must present a signed authorization letter, a photocopy of one (1) valid ID of the winner and the representative's valid ID along with the original package of OREO containing the winning unique code and text message notifying the winner of the win and the prize.
- f) All prizes not claimed within sixty days (60) days from receipt by the potential winner of the notification shall be forfeited and returned to MDLZ. Specially marked OREO pack with the winning code not claimed within the specified period will be considered null and void.

3. TERMS AND CONDITIONS

- a) By participating in this promo, only participants that are able to present proof of their identification (valid ID), the specially marked OREO pack with the winning unique code, and the text message notifying the winner of the win and the process to receive the prize, can redeem the respective prize.
- b) All prizes are non-transferable and not convertible to cash and are limited to one prize per one phone number and/or one person.

- c) Winners shall be responsible for any (if any) additional costs, relevant duties, taxes and/or other incidental expenses which may be incurred as a result of and/or related to the winners' claiming and/or acceptance of the prize.
- d) No substitution or transfer of prize shall be permitted except at the option of MDLZ. MDLZ reserves the right to substitute a prize for equal value in place of advertised prizes that are unavailable.
- e) In no event shall MDLZ, its affiliates or subsidiaries be liable to the participants for any monetary amount greater than the value of the prizes due to the prize winner under the rules and regulations of this promotion.
- f) Mondelez Philippines, Inc., its affiliates and subsidiaries shall not be liable to the participants in contract, tort or negligence or otherwise for any loss, damage, costs or expense of any nature whatsoever incurred or suffered by the participant and which is of indirect or inconsequential nature, including without limitation any economic loss or other loss.
- g) MDLZ reserves the right to use the winners' names, photos and/or likeness for consumer research, publicity, promotion, advertising and marketing purposes without the need to provide any reimbursement to the winners.
- h) By participating in the Contest, the participants agree to the use of their names, photos and/or likeness by MDLZ for the purposes stated herein Clause "h" above.
- i) The grand prize winner of the trip to the USA will receive a roundtrip economy class air travel for four (winner and three guests) from major airport nearest winner's residence to US location designated by Sponsor on designated dates in 2017; 5 days/4 nights hotel accommodations (one room, quad occupancy); roundtrip ground transportation between airport/hotel and the Celebrity OREO Dunk Event, a gift bag, and allowance for the winner only.
- j) For the grand prize, the winner and their chosen beneficiaries shall be responsible for their own visas and travel documents and such other similar documents or materials necessary to travel to, from and within the USA. MDLZ shall in no way be responsible or liable in the event that the winner and his/her beneficiaries shall fail to avail of the grand prize trip due to a lack of necessary visas and/or travel documents or requirements or such other actions which are the sole responsibility of the winner and the beneficiaries.
- k) Trip to the USA must be taken during the specified dates as provided by MDLZ. MDLZ shall be responsible for booking the flights and hotel accommodations of the winners and the beneficiaries. Failure to avail of and use the round trip prize will result in the return of the relevant prize to MDLZ and MDLZ shall have no further obligation and/or liability to the prize winner for such prize.
- l) All employees of Mondelez Philippines, Inc., its affiliates, distributors, alliance partners, their advertising promotions and third party agencies, spouses and their relatives up to the 2nd degree of consanguinity or affinity are disqualified from joining the promotion.
- m) MDLZ reserves the right to amend the Terms and Conditions of this Promotion, as well as to suspend, modify or cancel the Promotion at any time with no prior notice.

- n) Acceptance of any prize shall constitute a full release and discharge of MDLZ by each winner from any and all liability, claims, demands, causes of action, and/or damages which the winner may have, whether known or unknown at the present time, of any nature whatsoever, arising out of or relating to: (i) the Contest, (ii) personal injury and/or property damage, theft or loss suffered by the winner as a result of the use and/or enjoyment of the prize, and/or (iii) any tax liabilities in the relation to the Contest, prize and/or use or enjoyment of the same.
- o) If MDLZ fails to contact any winner for any reason whatsoever, it shall, at its sole discretion, elect to determine another winner in accordance with the Contest mechanism.
- p) Mondelez Philippines, Inc. is not responsible for technical, hardware or software malfunctions, lost or unavailable network connections, undeliverable email, or failed, incorrect, inaccurate, incomplete, garbled or delayed electronic communications, telephone, telephone line or other telephone, electronic device or network related problems or errors, whether caused by the sender or by any of the equipment or programming associated with or utilized in this Promotion, or by any human error which may occur in the processing of the entries in this Promotion.
- q) If in the opinion of MDLZ, there is any suspected or actual evidence of tampering with any portion of the Promotion, or if technical difficulties compromise the integrity of the Promotion, MDLZ reserve the right to terminate the Promotion and determine a winner using all eligible entries received as of the date of termination or to modify the Promotion in a manner deemed appropriate by MDLZ.
- r) All users shall hold MDLZ free and harmless from any liability in case an entry is found to have infringed upon any third party's rights, including copyright, publication right, or any other intellectual property or proprietary right.
- s) By participating in this promotion, you agree to be bound by the Terms & Conditions contained herein. Failure to comply with the said terms, conditions, rules, regulations, instructions or methods will result in your disqualification.
- t) The promotion shall in all respects be governed by the laws of the Republic of the Philippines. However, it shall be your sole responsibility and obligation to ensure that you comply with and do not contravene any laws to which you may be personally subjected to.

4. RIGHTS IN SUBMISSIONS

In consideration of participant's submission being reviewed and evaluated for this Promotion, each participant hereby grants to Mondelez Philippines, Inc. a non-exclusive, irrevocable, fully paid, universal license to use, copy, sublicense, transmit, distribute, publicly perform, publish, delete or display such submission, or any portion

thereof, in any media now known or hereafter devised including, but not limited to, all forms of television and all forms of internet and wireless protocol without any further right of approval. Each participant authorizes Mondelez Philippines, Inc. and any entities affiliated or in privity with Mondelez Philippines, Inc. to utilize, for eternity and in any manner they see fit, the submission submitted to Mondelez Philippines, Inc. and to make derivative works from such material. Each participant agrees that the results and proceeds of such use shall become the property of Mondelez Philippines, Inc. and/or Mondelez Philippines, Inc.'s licensees, and shall be

freely assignable by Mondelez Philippines, Inc. and that the Promotion Entities and their assignees and licensees shall have no obligations whatsoever to participant. Each participant releases Mondelez Philippines, Inc. and other Promotion Entities, and their assignees and licensees, from any and all claims or liability (now known or hereafter arising), including but not limited to any claims for defence and/or indemnity, in connection therewith. Each participant also grants permission for the Promotion Entities to use participant 's name and likeness, for the purpose of advertising, trade, or promotion without further notice, permission, compensation or consideration in any and all media, unless prohibited by law.

5. PRIVACY POLICY

Any personal information supplied by you to this promotion will be the property of Mondelez Philippines, Inc. Mondelez Philippines, Inc. will not sell, rent, transfer or otherwise disclose your personal data to any third party other than as explicitly described herein.

Should there be any questions regarding the promotion, you can reach us at our consumer hotline 815-7238, email phconsumercare@mdlz.com.