

TERMS AND CONDITIONS

KickOff with Brunei Cement 2018

Entry

1. Butra HeidelbergCement Sdn Bhd (“**BHC**” or “**Organizer**”) is the organizer of the KickOff with Brunei Cement 2018 Contest (“**Contest**”).
2. By entering the Contest, participants agree to be bound by these terms and conditions (“**Conditions**”) and confirm that all information submitted or provided to the Organizer is true, accurate and complete. The Organizer reserves the right to verify the eligibility of any and all participants and may, in its sole discretion, disqualify any participants that fails to satisfy the eligibility requirement.
3. The Organizer also reserves the right to disqualify any participant that it believes, in its sole discretion, to be in breach of these Conditions or to act in an unsportsmanlike or disruptive manner, or to tamper with any tickets or documents issued pursuant to the Contest. Any disqualification by the Organizer shall be final and will not be explained.
4. Employees (permanent, part-time, and contract staff, including direct consultants) of BHC, D’Sunlit Sdn Bhd and Mix Media Worx Sdn Bhd (the affiliated Contest partners) and their immediate family members (being spouses, parents, children and siblings) are excluded from participating in the Contest.
5. Participation in the Contest is free. The Contest is open to all holders of Brunei Darussalam Identification Card aged 18 years or above on 1 February 2018. Holders of Green Identification Card shall ensure that his/her identification card is valid until 30 June 2018 in order to participate in the Contest.

The Contest

6. The Contest will be divided into two (2) stages as follows:
 - (a) Qualification rounds: Up to one hundred (100) participants will be chosen from three (3) contests (i) Stick & Win Contest; (ii) Snap & Win Contest; and (iii) Follow & Win Contest. The winners of the qualifying rounds will each receive a ticket to participate in the final round (“**KickOff Ticket**”).
 - (b) Final round: Recipient of the KickOff Tickets will be eligible to participate in the Score & Win event to be organized in April 2018.
7. The KickOff Ticket will only be valid for the participants who won the respective qualifying rounds and is not transferable. In the event where the participants are not able to attend or participate in the final round in April, the KickOff Ticket will be void.

8. Each participant is only entitled to one (1) KickOff Ticket. If a participant has received a KickOff Ticket from one of the qualifying rounds, he/she is no longer eligible to participate in the other qualifying rounds.
9. Prior to receiving the KickOff Ticket to participate in the final round event in April 2018, the recipients will be required to:
 - (a) fill in a disclosure form; and
 - (b) provide proof of identification (Identification Card and/or passport).
10. To the fullest extent permissible by law, BHC disclaims all responsibility for and shall not be liable for any failure to notify, damages suffered, loss, costs, unexpected events, accidents and/or injuries which may occur to any participants in the course of organizing the Contest, howsoever caused. Participation in the Contest is at the participants' own risk and cost.

Stick & Win Contest Rules

11. In order to participate in the Stick & Win Contest, participants must:
 - (a) stick the official "KickOff with Brunei Cement 2018" sticker on a registered motor vehicle (car, truck, lorry and motorcycles) registered in the name of the participants;
 - (b) ensure that the sticker is visible and is in good condition (not torn, tainted or scribbled on);
 - (c) ensure that the sticker is placed on the windscreen (front or back);
 - (d) ensure that the placement of the sticker does not obstruct the view of the driver and impose a safety risk; and
 - (e) park their motor vehicle(s) at the location and time to be announced by BHC on its official Instagram account @bruneicement.
12. The official "KickOff with Brunei Cement 2018" sticker can be obtained free of charge in the February issue of Butra Home Concept Magazine and from Hardware Stores selling Brunei Cement. The sticker will be made available on a first come first serve, while stock lasts basis.
13. During the Stick & Win contest, all participants shall ensure that their motor vehicle(s) are properly parked at the designated area(s) of the location selected by the Organizer without imposing any safety risk(s) to the driver, passenger(s), pedestrian(s) and/or any other third parties.
14. The winner of the Stick & Win contest will be the registered owner of the motor vehicle spotted at the designated location during the designated time. In the event that more than one (1) vehicle is spotted at a particular designated location, a draw will be made and the Organizer reserves the right to choose the winner that will receive the KickOff Ticket at its sole discretion.

15. Once in the vicinity of the location selected by the Organizer, the participants are not allowed to share the sticker with another incoming or parked vehicle. In such an instance, the Organizer reserves the right to eliminate the participant(s) and revoke/cancel the KickOff Ticket to participate in the final round, if already issued to the said participant(s).
16. Owners of registered vehicle(s) who have already won a KickOff Ticket in the Stick & Win contest are not eligible to further compete in the Stick & Win contest. Each participant is only entitled to one KickOff ticket.
17. Only thirty (30) winners will be selected from the Stick & Win Contest and be given a KickOff Ticket to participate in the final round in April 2018.

Snap & Win Contest Rules

18. In order to participate in the Snap & Win Contest, participants must:
 - (a) have an Instagram account;
 - (b) follow BHC's official Instagram account @bruneicement;
 - (c) ensure that their Instagram account is made public;
 - (d) take a picture of themselves (not more than one person in a picture) at all of the locations to be announced by BHC at its official Instagram account (self-taken or other);
 - (e) post the pictures to their Instagram account with the hashtag #bhcworldcup18; and
 - (f) answer all of the riddles and submit all the pictures in accordance with the timeframe and requirements which will be published on BHC's official Instagram account and the official website of the Contest (<http://www.kickoff2018.bruneicement.com>).
19. Instagram accounts that are set private and pictures that do not contain the correct hashtag or are of another person that is not the actual owner of the Instagram account will not qualify for the Snap & Win Contest.
20. By entering the Snap & Win Contest, participants give BHC, its respective affiliated contest partners and its representatives, the irrevocable right and license to use, reproduce, disseminate, publish, distribute, represent publically, edit and modify the pictures submitted in this contest in perpetuity, with no remuneration whatsoever and, where appropriate, for all purposes related to BHC's activities, including but not limited to dissemination through various media platforms.
21. Multiple entries per Instagram account are allowed. However, BHC will determine the winners in its sole discretion based on the speed, accuracy, quality and creativity of the content and/or pictures that are submitted.

22. The closing date for the Snap & Win Contest entries will be specified on the official website of the Contest (<http://www.kickoff2018.bruneicement.com>) and BHC's official Instagram account @bruneicement. Any late entries will not be accepted and/or entertained.
23. BHC Sdn Bhd accepts no responsibility for entries that are delayed or which are not received for any reason and also has no liability in respect of any incomplete entries that are received. Incomplete entries will not be counted and will be discarded. BHC Sdn Bhd has no responsibility to inform any participant(s) that their entry is incomplete and/or invalid.
24. The winners of the Snap & Win Contest will be publicly announced on BHC's official Instagram account @bruneicement and/or on the official website of the Contest (<http://www.kickoff2018.bruneicement.com>) and the participants agree to such publication of their Instagram account name, names and identity card numbers by entering this contest. The announced winners shall confirm their final round participation within fourteen (14) days of announcement, and collect the KickOff Ticket at the headquarters of BHC in Serasa.
25. The Organizer reserves the right to award an alternative participant(s) with a KickOff Ticket and be one of the winners of the Snap & Win Contest at its sole discretion should any of the winners fail to confirm their attendance and collect the KickOff Ticket within 14 days.
26. Only twenty (20) winners will be selected from the Snap & Win Contest and be given a KickOff Ticket to participate in the final round in April 2018.

Follow & Win Contest Rules

27. In order to participate in the Follow & Win Contest, participants must:
 - (a) register at the designated area during the designated time to be announced;
 - (b) have an Instagram account;
 - (c) follow BHC's official Instagram account @bruneicement; and
 - (d) kick the target to the best of participants ability to obtain a special edition Brunei Cement stress ball.
28. Each participants are restricted to only one (1) attempt per day and shall only be entitled to obtain one (1) Brunei Cement stress ball. Participant(s) who have obtained a stress ball are not eligible to further participate in the Follow & Win Contest.
29. There will be fifty (50) "Lucky" Brunei Cement stress balls from all of the stress balls available to be won. Only the fifty (50) participants who obtain the "Lucky" Brunei Cement stress balls will be

selected from the Follow & Win Contest and be given a KickOff Ticket to participate in the final round in April 2018.

Score & Win Contest Rules

30. The final round: Score & Win Contest will be held on a date to be announced by the Organizer.
31. All participants of the final round: Score & Win Contest must show either of the following proof of identification during registration:
 - (a) KickOff Ticket received during the qualifying rounds; or
 - (b) Identity card and/or passport.
32. The KickOff Ticket to be shown must:
 - (a) be in a good condition (not wet and/or torn); and
 - (b) contain BHC's official stamp.
33. In the event where any participant(s) are to be found out to have tampered, forged and/or duplicated the KickOff Ticket(s), the participant(s) will automatically be disqualified to participate in the Score & Win Contest without any prior notice or explanation.
34. The Score & Win Contest will be subject to the rules and regulations to be determined by D' Sunlit Sdn Bhd ("**Event Manager**"). BHC and the Event Manager reserves the right and obligation to change the rules and regulations of the Score & Win Contest, forfeit and/or withdraw the participant(s) without any prior notice at their sole discretion.
35. On the day of the Score & Win Contest, participants will be given a specified number of attempts to score goal(s) which will be determined by the Event Manager. Participant(s) will not be allowed to change their number of attempts without prior agreement from both the Event Manager and the Organizer.
36. The Score & Win Contest will be refereed by judges appointed by the Organizer and the Event Management. The judges' decision is final and binding in all matters regarding the Score and Win Contest (including in the event of a dispute). BHC and the Event Management will not enter into any correspondence or discussion with participant(s) including but not limited in relation to the judges' decision and the conduct of the Score & Win Contest.

Prizes

37. The prizes for the Score & Win Contest are:

- (a) Grand Prize: Two (2) tickets to watch a match at the 2018 FIFA World Cup™ in Russia, return economy class flight tickets and accommodation.
 - (b) Second Prize: One (1) unit of Microsoft Surface Pro.
 - (c) Third Prize: One (1) unit of Garmin Watch Vivoactive 3.
38. BHC reserves the right to substitute any of the prizes with another of a similar nature at any time. The Prizes are non-transferable and there is no cash alternative.
39. BHC reserves the right to cancel or amend the Contest or these Conditions without notice when reasonably necessary for the purpose of administering the Contest.
40. The Contest, together with these Conditions, is governed by the laws of Brunei Darussalam.