

MARS WRIGLEY

Mars Foods Malaysia Sdn. Bhd.

CONTEST
TERMS & CONDITIONS

OFFICIAL CONTEST

SNICKERS

GOLDEN CHANCE

Organiser Mars Foods Malaysia Sdn. Bhd.	Contest Website www.snickersgoldenchance.com
Jurisdiction Malaysia	Contest Period 1 June 2026 – 31 July 2026

PLEASE READ CAREFULLY

By participating in the #SNICKERSGOLDENCHANCE Contest, you agree to be fully bound by these Terms and Conditions. If you do not agree, please do not participate.

1. DEFINITIONS

In these Terms and Conditions, unless the context otherwise requires, the following expressions shall have the meanings ascribed to them:

“**Contest**” means the #SNICKERSGOLDENCHANCE online penalty kick contest organised by the Organiser.

“**Contest Period**” has the meaning set forth in Section 4.

“**Contest Website**” means www.snickersgoldenchance.com.

“**Kick(s)**” means the penalty kick attempt(s) credited to a Participant’s account on the Contest Website upon completion of a Qualifying Purchase, also referred to as a “Kick Token”. Each Kick entitles the Participant to one (1) ten (10)-second active window to attempt a penalty kick in the online penalty kick game.

“**Organiser**” means Mars Foods Malaysia Sdn. Bhd. (Business Registration No. 200801011973), having its principal office at 1801, Level 18, Uptown 1, Jalan SS 21/58, Damansara Utama, 47400 Petaling Jaya, Selangor.

“**Participant**” means any individual who enters the Contest in compliance with these Terms and Conditions.

“**Leaderboard**” means the ranked scoreboard displayed on the Contest Website, showing each Participant’s Player Name, Total Score, and accumulated Play Time, updated in real time throughout the Contest Period.

“**Prize**” means each of the prizes described in Section 7.

“**Qualifying Purchase**” means a purchase of SNICKERS® branded products with a minimum cumulative spend of RM10.00 in a single transaction.

2. ORGANISER

The Contest is organised by the Organiser.

3. ELIGIBILITY

3.1 The Contest is open to individuals who, at the time of entry, are: (a) residents of Malaysia; (b) aged 18 years or above; and (c) in possession of a valid Malaysian Identity Card (NRIC) or passport.

3.2 The following persons are **not eligible** to participate:

- (a) employees, contractors, and agents of the Organiser, its holding company, subsidiaries, and affiliated companies;
- (b) employees of any advertising or promotional agency appointed by the Organiser in connection with the Contest;
- (c) employees of any third-party operator or vendor appointed to run the Contest;
- (d) immediate family members of any of the above (including spouse, parents, children, and siblings); and
- (e) any person involved in the conception, production, or administration of the Contest.

3.3 The Organiser reserves the right to verify the eligibility of any Participant at any time and to disqualify any Participant who does not satisfy the eligibility requirements.

4. CONTEST PERIOD

The Contest commences at 12:00 AM Malaysia Time (GMT+8) on 1 June 2026 and closes at 11:59 PM Malaysia Time (GMT+8) on 31 July 2026 (“Contest Period”). Entries submitted, or Kicks utilised, before or after the Contest Period will be automatically void and ineligible for any Prize.

5. HOW TO PARTICIPATE

- 5.1** During the Contest Period, make a Qualifying Purchase at any retail outlet or online store in Malaysia that issues valid, printed purchase receipts as proof of transaction.
- 5.2** There is no limit on the number of Qualifying Purchases a Participant may make during the Contest Period. Participants are entitled to make multiple separate Qualifying Purchases during the Contest Period, each of which shall independently generate Kicks in accordance with Clause 5.3. For the avoidance of doubt, a Participant who makes repeated Qualifying Purchases may continue to accumulate and utilise Kicks for as long as the Contest Period remains open, provided each Qualifying Purchase and is supported by a separate, valid receipt.
- 5.3** Visit the Contest Website at **www.snickersgoldenchance.com**, and register for or log in to your Participant account.
- 5.4** The number of Kicks allocated per Qualifying Purchase is calculated on an incremental basis of 2 Kicks for every RM10.00 spent. By way of illustration, a spend of RM100.00 on a single receipt will yield 20 Kicks. The applicable schedule is as follows:

Qualifying Purchase (single receipt)	Penalty Kicks Awarded
RM10.00 – RM19.99	2 Kicks
RM20.00 – RM29.99	4 Kicks
RM30.00 – RM39.99	6 Kicks
RM40.00 – RM49.99	8 Kicks
RM50.00 – RM59.99	10 Kicks
Incremental per receipt	Incremental per receipt

A single receipt may only be submitted once. Duplicate submissions will be automatically voided.

- 5.5** Upload a clear photograph or digital image of your proof of purchase (original receipt or order confirmation) via the Contest Website. Receipts will be validated by an automated AI and OCR system as described in Clause 6.3. Participants must ensure images are legible, unobstructed, and unaltered. The Organiser reserves the right to conduct manual review and to reject receipts that do not meet these requirements.
- 5.6** Upon verification of your Qualifying Purchase, Kicks will be credited to your account on the Contest Website. Each Kick entitles you to one (1) attempt in the online penalty kick game.
- 5.7** All credited Kicks must be used during the Contest Period. Unused Kicks shall expire at the close of the Contest Period and will be forfeited without compensation.
- 5.8** Participants are required to retain their original receipt(s) for a minimum of ninety (90) days after the close of the Contest Period. The Organiser reserves the right to request original proof of purchase at any time.

6. GAME MECHANISM

- 6.1** The Contest is an online penalty kick game accessible via the Contest Website. The game operates across three phases: Pre-Game, In-Game, and Post-Game, as set out below.
- 6.2 Pre-Game — Registration and Kick Token Check.** Upon visiting the Contest Website, a Participant must either register for a new account or log in to an existing account. Registration requires completion of the privacy consent form, submission of personal particulars and verification via a One-Time Password (“OTP”) delivered to the Participant’s registered WhatsApp number. Once authenticated, the system will check the Participant’s available Kick Token balance. If the Participant has no Kick Tokens, they will be directed to make a Qualifying Purchase and scan their receipt to obtain Kick Tokens before proceeding. Only Participants with a positive Kick Token balance may proceed to the In-Game phase.
- 6.3 Receipt Validation.** Where a Participant uploads a receipt to obtain Kick Tokens, the receipt shall be validated by an automated AI and Optical Character Recognition (OCR) system. Upon

successful validation, the corresponding Kick Tokens will be credited to the Participant's account. Receipts that fail validation will not generate Kick Tokens. The Organiser reserves the right to conduct manual review of any receipt and to reject receipts that are fraudulent, illegible, or otherwise non-compliant.

6.4 In-Game — Gameplay and Scoring. Each game session consumes one (1) Kick Token and grants the Participant a ten (10)-second active window to execute a penalty kick. During this window, the Participant must interact with the game interface to kick the ball. The outcome of each kick is either a Goal or No Goal:

- (a) **Goal:** The Participant's score increases by one (1) point. The Kick Token is consumed and the next Kick Token (if any) is automatically loaded.
- (b) **No Goal:** No points are awarded. The Kick Token is consumed and the next Kick Token (if any) is automatically loaded.

6.5 Idle and Disconnection Rules. The following rules apply where a Participant is idle or experiences a disconnection during a game session:

- (a) **Idle (10-second window expires without a kick):** The active Kick Token for that session is forfeited and void. No score is awarded. The game will end and the Participant's remaining Kick Tokens, if any, are preserved in their account for future use within the Contest Period.
- (b) **Disconnection or forced exit before the 10-second window expires:** Any Kick Tokens that had not been consumed at the point of disconnection (i.e., Kick Tokens remaining in the Participant's account, excluding the active session token) shall be retained and remain valid for use upon the Participant's return to the Contest Website. The Organiser shall not be responsible for any Kick Tokens or scores lost due to internet disruption, device failure, or circumstances beyond the Organiser's control.

6.6 Post-Game — Score Summary and Leaderboard. Upon completion of all Kick Tokens in a session, the Participant will be presented with a score summary reflecting total goals scored in that session. The Participant's cumulative score across all sessions is updated in the leaderboard database. The Leaderboard displays each Participant's Player Name, Total Score, and accumulated Play Time. Rankings are determined in accordance with Clause 8.1 and 8.2. Participants may view the Leaderboard on the Contest Website at any time during the Contest Period.

6.7 The determination of any game outcome and the computation of scores shall be conducted by the Contest Website's system. In the event of any technical discrepancy between a Participant's local device and the server-side record, the server-side record maintained by the Organiser's system shall prevail and be treated as final and conclusive.

6.8 Any attempt to manipulate, exploit, or interfere with the game mechanism or the Leaderboard — including through the use of automated bots, scripts, modified clients, or third-party tools — will result in immediate disqualification and may be referred to the relevant authorities.

7. PRIZES

7.1 The following Prizes are available under the Contest:

Prize Tier	No. of Winners	Prize Description
Grand Prize	1	15g Gold Football Coin (999 gold purity)
2nd Prize	2	7g Gold Jersey Pendant (999 gold purity) each
Consolation	100	RM50.00 Touch 'n Go eWallet Credit each

7.2 Each Participant is entitled to win only one (1) Prize. Where a Participant qualifies for more than one Prize, only the highest-tier Prize shall be awarded.

- 7.3** All Prizes are: (a) non-transferable; (b) non-assignable; (c) non-negotiable; and (d) non-exchangeable for cash or any other alternative, unless expressly stated otherwise.
- 7.4** The Organiser reserves the right, at its sole discretion, to substitute any Prize with a prize of equivalent or higher value, without prior notice.
- 7.5** The gold prizes described in Clause 7.1 are subject to availability at the time of procurement. The 999 designation refers to the gold purity specification of the relevant product as supplied by the Organiser's appointed supplier. The Organiser makes no representation as to the investment, resale, or intrinsic value of any gold Prize.
- 7.6** Touch 'n Go eWallet credit is subject to the terms and conditions of Touch 'n Go Digital Sdn. Bhd. and must be redeemed within any validity period stipulated by Touch 'n Go Digital Sdn. Bhd. The Organiser shall bear no liability for the Participant's inability to redeem the credit for any reason beyond the Organiser's control.

8. WINNER SELECTION AND NOTIFICATION

- 8.1** Winners are determined based on their ranking on the Leaderboard at the close of the Contest Period, as described in Section 6.6. Leaderboard rankings are determined first by total score and, in the event of equal scores, by accumulated Play Time as provided in Clause 8.2. All rankings remain subject to verification of each winner's Qualifying Purchase(s) and full compliance with these Terms and Conditions.
- 8.2** In the event of a tie (where two or more Participants achieve an identical total score as reflected on the Leaderboard), the tie-breaker shall be the Participants' respective accumulated Play Time as recorded by the Contest Website's system. The Participant with the shorter accumulated Play Time (i.e., who achieved the same score more quickly) shall be ranked higher and awarded the higher-tier Prize. Each Kick carries a maximum active window of ten (10) seconds which counts towards accumulated Play Time regardless of whether a kick is executed. Where accumulated Play Time is also identical, the Organiser reserves the right to resolve the remaining tie by random draw at its absolute discretion.
- 8.3** Prospective winners will be notified via the contact details provided upon registration (email and/or mobile number) within ten (10) business days following the close of the Contest Period.
- 8.4** To claim a Prize, a prospective winner must respond to the notification and furnish the following within five (5) calendar days of notification:
- (a) full name as per NRIC or passport;
 - (b) NRIC number or passport number;
 - (c) contact telephone number;
 - (d) email address;
 - (e) delivery address within Malaysia (for physical Prizes); and
 - (f) Touch 'n Go eWallet registered mobile number (for Consolation Prize winners).
- 8.5** Failure to respond within the stipulated timeframe, or failure to provide satisfactory verification, will result in disqualification. The Organiser reserves the right to select an alternate winner or to withdraw the Prize at its absolute discretion, with no obligation to re-award the Prize.

9. PRIZE DELIVERY

- 9.1** Physical Prizes (gold coins and pendants) will be dispatched to the address provided by the winner via a registered courier service. Delivery is restricted to addresses within Malaysia only.
- 9.2** Winners bear sole responsibility for the accuracy of the delivery address provided. The Organiser shall not be liable for any loss, damage, or delay arising from an incorrect or inaccessible address.
- 9.3** Risk and title in physical Prizes shall pass to the winner upon delivery to the specified address.
- 9.4** Touch 'n Go eWallet credit will be disbursed to the winner's registered account within fourteen (14) business days of successful verification.
- 9.5** All applicable taxes, duties, customs charges, or levies (if any) arising from the receipt or use of any Prize shall be the sole responsibility of the winner.

10. DISQUALIFICATION

Without limiting any other provision of these Terms and Conditions, the Organiser reserves the right, at its sole discretion, to immediately disqualify any Participant who:

- (a) provides false, inaccurate, incomplete, or misleading information at any stage of the Contest;
- (b) submits fraudulent, forged, altered, or illegible receipts or proof of purchase;
- (c) employs bots, scripts, automated tools, macros, or any other form of artificial manipulation to participate or accumulate Kicks;
- (d) tampers with or attempts to circumvent the Contest Website, its infrastructure, or any related system;
- (e) engages in conduct that is abusive, offensive, disruptive, or contrary to the spirit and integrity of the Contest; or
- (f) fails to satisfy any eligibility requirement or breaches any provision of these Terms and Conditions.

The Organiser further reserves the right to pursue all available legal remedies, including civil and criminal proceedings, against any person who engages in fraudulent activities or activities harmful to the Contest.

11. RIGHTS OF THE ORGANISER

11.1 The Organiser reserves the right to modify, suspend, extend, cancel, or terminate the Contest, or to amend these Terms and Conditions, at any time without prior notice and without liability, including in response to circumstances beyond its reasonable control.

11.2 If the Contest cannot be conducted as planned due to any cause beyond the Organiser's reasonable control — including but not limited to infection by computer virus, network failure, bugs, unauthorised intervention, fraud, technical failure, pandemic, or any other cause of force majeure, that corrupts or affects the administration, security, fairness, or integrity of the Contest — the Organiser reserves the right to cancel, terminate, modify, or suspend the Contest and to invalidate any affected entries.

11.3 The Organiser's decisions on all matters relating to the Contest — including without limitation eligibility, disqualification, and Prize awards — shall be final, conclusive, and binding. No appeal, objection, or correspondence shall be entertained.

12. PARTICIPANT REPRESENTATIONS AND WARRANTIES

By entering the Contest, each Participant represents, warrants, and undertakes that:

- (a) all information submitted in connection with the Contest is true, accurate, current, and complete;
- (b) the Participant meets all eligibility criteria set out in Section 3;
- (c) each Qualifying Purchase was made lawfully and all proof of purchase submitted is genuine and unaltered;
- (d) the Participant's participation does not violate any applicable law, regulation, or contractual obligation; and
- (e) the Participant has read, understood, and agrees to be bound by these Terms and Conditions.

13. LIMITATION OF LIABILITY

13.1 To the fullest extent permitted by applicable Malaysian law, the Organiser, its holding company, subsidiaries, affiliated companies, directors, officers, employees, agents, and appointed service providers shall not be liable for:

- (a) any loss, damage, injury, expense, or disappointment suffered or incurred by any Participant in connection with entering or participating in the Contest;

- (b) any technical failure, error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, or failure of any OTP or WhatsApp delivery service affecting the Contest Website or the registration process;
- (c) any loss or damage arising from the Prize (including but not limited to fluctuations in the market value of gold); or
- (d) any act or omission of any third-party service provider, courier, or vendor engaged in connection with the Contest or Prize delivery.

13.2 Nothing in these Terms and Conditions shall exclude or limit the Organiser's liability for any liability that cannot be excluded or restricted under applicable Malaysian law.

14. PERSONAL DATA PROTECTION

14.1 Each participant's personal data will be collected and processed in accordance with the participant's consent and used by the Organiser and its affiliated companies for the following purposes:

- (i) administration and management of the Contest, including eligibility verification and Qualifying Purchase validation;
- (ii) notification of, and Prize delivery to, winners;
- (iii) consumer research, analysis, and insights;
- (iv) promotional, advertising, and marketing communications in relation to Mars' products and services; and
- (v) feedback collection regarding the Organiser's products and services.

14.2 The Organiser may disclose personal data to authorised third parties engaged to support the administration of the Contest and may transfer personal data outside Malaysia, subject to adequate safeguards.

14.3 All personal details submitted must be accurate, complete, and subject to proof at the request of the Organiser. The Organiser reserves the right, at any time, to verify the validity of any entry and to disqualify any entry that does not comply with these Terms and Conditions or that interferes with the entry process. Personal data provided in connection with this Contest shall be collected and managed in accordance with the Organiser's privacy policy, which can be read here: <https://www.mars.com/privacy-policy-malaysia>.

14.4 Participants have the right to access or correct their personal data or to withdraw consent by contacting the Organiser using the details in Section 16. The Organiser reserves the right to disqualify any Participant who withdraws consent where such data is necessary for the administration of the Contest.

15. GOVERNING LAW AND DISPUTE RESOLUTION

These Terms and Conditions shall be governed by and construed in accordance with the laws of Malaysia. Each Participant irrevocably submits to the exclusive jurisdiction of the courts of Malaysia in respect of any dispute, controversy, or claim arising out of or in connection with the Contest or these Terms and Conditions, including any question regarding their existence, validity, or termination.

16. CONTACT INFORMATION

For enquiries relating to the Contest, please contact: 0172241738

Mars Foods Malaysia Sdn. Bhd.

1801, Level 18, Uptown 1, Jalan SS 21/58
Damansara Utama, 47400 Petaling Jaya, Selangor, Malaysia

Contest Website: www.snickersgoldenchance.com

Facebook: <https://www.facebook.com/SnickersMalaysia/>

These Terms and Conditions are effective from the commencement of the Contest Period.
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