

## **2020 Chinese New Year Campaign**

### **Golden Prosperity**

#### ***Anyone Can Win!***

ARA is rewarding shoppers through its 4 malls this Chinese New Year!

From **30 December 2019 to 26 January 2020**, spend and stand a chance to redeem and win premiums and prizes from the **RM100,000.00** prize pool! The top 3 spenders from each mall will be in the running to win Gold bars! (T&Cs apply)

#### **Mechanics:**

##### **Stage 1 (30 Dec 2019 - 26 Jan 2020)**

Shop at CITTA Mall and be among the Top 20 spenders from **30 December 2019 to 26 January 2020\*** to qualify to Stage 2. *\*Selected weekly.*

##### **Stage 2 (1 February)**

Participate in our Mall Challenge to become the Top 3 finalists representing CITTA Mall to compete in Stage 3!

##### **Stage 3 (9 February)**

It's the Golden Prosperity Final Challenge at Klang Parade! Succeed in a series of challenges to win the gold bars! All finalists will walk home with amazing prizes from our sponsors!

#### **Terms and conditions:**

##### **ORGANISERS AND PARTICIPANTS**

1. The "Golden Prosperity (金珠满堂) – Anyone Can Win!" Campaign ("**Campaign**") is collectively organised by ARA Asset Management Limited, 1MK Retail Sdn Bhd, Attic Holdings Sdn Bhd, Lion Klang Parade Sdn Bhd, and Lion Ipoh Parade Sdn Bhd ("**Organisers**") and is open to the public [each a "**Participant**"; collectively, the "**Participants**"].
2. The Campaign will proceed across 1 Mont Kiara Mall, CITTA Mall, Ipoh Parade, and Klang Parade (each a "**Location**"; collectively the "**Locations**").
3. The Organisers reserve the right to request for identification documents as proof and for purposes of verifying the identity of a Participant.
4. Each eligible Participant agrees that he/she has read and understood the Terms & Conditions ("**Terms**") and by his or her participation in this Campaign, each Participant agrees to be bound by the Terms unconditionally and irrevocably.

##### **CAMPAIGN PERIOD**

1. The Campaign will run from 30<sup>th</sup> December 2019 – 9<sup>th</sup> February 2020, both dates included [**"Campaign Period"**], culminating with the Final Challenge at Klang Parade on 9<sup>th</sup> February 2020 ("**Third Stage**"), whereby the grand prize winner of the Gold Bar worth more than RM20,000.00 ("**Grand Prize**") will be revealed.

2. At its absolute discretion, the Organisers shall reserve the right to vary, postpone, reschedule and/or extend the Campaign Period of the Campaign and/or cancel/terminate the Campaign at any time without prior notice. All Campaign entries received beyond the Campaign Period will be automatically disqualified.

#### **ELIGIBILITY**

1. Anyone who has attained 18 years of age and above regardless of nationality is eligible to participate in this Campaign.
2. The following persons are **NOT** eligible to participate in this Campaign:
  - a. Permanent, contract, and temporary employees of the Organisers;
  - b. Immediate family members of employees of the Organisers;
  - c. Employees of the Organiser's partners, agencies, and any other persons involved in organising, promoting, and conducting this Campaign; or
  - d. Tenants/Vendors and licensees of any of the Organisers and their employees.
3. All personal details submitted via the Campaign form must be accurate and complete and are subject to proof upon request by the Organisers.

















#### **RECEIPT SUBMISSION**

1. Between the dates of 30<sup>th</sup> December 2019 and 26<sup>th</sup> January 2020 (both dates inclusive), each Participant is allowed to submit MORE THAN ONE receipt PER DAY on the same day the receipt is issued to the Information Counter of CITTA Mall, 1 Mont Kiara Mall, Ipoh Parade, and Klang Parade from 10:00am to 10:00pm; with the only exception, **CITTA Mall will accept receipts from the previous day's purchase.**
2. Receipts submitted after 26<sup>th</sup> January 2020 will NOT be accepted.
3. Participants may choose to submit as many times as they like each week, but only ONE submission with the higher amount from each Participant will be selected for consideration as part of the Participant's participation in the Campaign weekly.
  - a. What constitutes one submission: Participants may submit multiple receipts in one occasion as one submission; however, should Participants choose to submit two batches of receipts at two separate occasions, these will then be considered as TWO submissions.
  - b. Thus, Participants are advised to be mindful of how and when they are submitting their receipts.
4. The receipts obtained from one Location shall be valid for that Location only. E.g. receipts from purchases made at CITTA Mall ARE ONLY ELIGIBLE FOR SUBMISSION at CITTA Mall. All receipts presented must be original and issued by the retailers in that Location on the same day of the submission.
5. All receipts presented must be original and issued by the retailers in the Locations. Receipts issued from money changers, promotional vendors, or bill payments of any kind are **EXCLUDED** from this Campaign. Participants are advised to seek clarification with the Organisers to resolve any ambiguity pertaining to this matter.
6. The Organisers reserve the right, at any time, to verify the validity of receipts and to disqualify any receipts not submitted in accordance with the Terms or which tampers with the submission process.

- Incomplete, indecipherable, illegible, incorrect, or fraudulent receipts or any submission that violates the Terms will automatically be disqualified without any notice.

### CAMPAIGN MECHANICS

- The Campaign will proceed in three stages. The first stage is from 30<sup>th</sup> December 2019 to 26<sup>th</sup> January 2020, in which five highest spenders across 1 Mont Kiara Mall, CITTA Mall, Ipoh Parade and Klang Parade will be selected each week to compete against each other at the Second Stage on 1<sup>st</sup> and 2<sup>nd</sup> February 2020 at their respective Locations. Subsequently, three winners from each Location will then proceed to the Third Stage on 9<sup>th</sup> February 2020 at Klang Parade to compete against each other where the final winner will be awarded the Grand Prize. Please refer to the following illustration for more information:

| First Stage (Top Spenders)  |   |   |   | Second Stage  |  | Third Stage   |
|---|---|---|---|---|--|---|
| Week 1<br>30 Dec 2019<br>– 5 Jan<br>2020  | Week 2<br>6 – 12<br>January   | Week 3<br>13 – 19<br>January  | Week 4<br>20 - 26<br>January  | 1 February  | 2 February   | 9 February  |
|   |   |   |   | All 20 shortlisted Participants will compete at <b>1 Mont Kiara Mall.</b> |  | 3 winners from 1 Mont Kiara Mall will proceed to the final stage at Klang Parade. |
|  |  |  |  | All 20 shortlisted Participants will compete at <b>CITTA Mall.</b>        |  | 3 winners from CITTA Mall will proceed to the final stage at Klang Parade.        |
|  |  |  |  |   | All 20 shortlisted Participants will compete at <b>Ipoh Parade.</b>  | 3 winners from Ipoh Parade will proceed to the final stage at Klang Parade.       |
|  |  |  |  |   | All 20 shortlisted Participants will compete at <b>Klang Parade.</b> | 3 winners from Klang Parade will proceed to the final stage at Klang Parade.      |

### NOTIFICATION OF SHORTLISTED PARTICIPANTS

- A total of EIGHTY (80) Participants across the Locations will be shortlisted by the end of the Campaign's First Stage on 26<sup>th</sup> January 2020 to compete at the Second Stage on 1<sup>st</sup> and 2<sup>nd</sup> February 2020. A further TWELVE (12) Participants will be in the running to win the Grand Prize at the Third Stage on 9<sup>th</sup> February 2020 at Klang Parade.
- Upon notification by the Organisers via phone, text, or email after 26<sup>th</sup> January 2020, the initial shortlisted EIGHTY (80) Participants must confirm receipt of the notice by the Organiser AND be personally present at the Second Stage on the 1<sup>st</sup> and 2<sup>nd</sup> February 2020 at their respective Locations, failing which their participation in the Campaign shall automatically be **FORFEITED** and they shall not

be qualified to proceed to the Third Stage on 9<sup>th</sup> February 2020 at Klang Parade. Likewise, the final TWELVE (12) Participants must confirm receipt of the notice by the Organiser AND be personally present at Klang Parade for the Third Stage on 9<sup>th</sup> February 2020, failing which the same consequences shall apply.

3. Selected Participant is allowed to nominate ONE (1) substitute to carry out the competition at the Second and Third Stages. The substitute MUST complete the remaining competition. The Organisers will not be responsible for any mutual agreement between the substitute and Participant.

#### **GENERAL PROVISIONS**

1. The Organisers shall not be responsible nor shall accept any liability of any nature and however arising or suffered by the Participants and/or third parties resulting directly or indirectly from this Campaign.
2. Each Participant further agrees to release and hold harmless the Organisers and its affiliated partners, agencies, and employees against any and/or all losses, damages, rights, claims and actions of any kind in connection with this Campaign (including resulting from acceptance, possession, use or misuse of any Prizes, or travel to or from any Prize-related activity and claims based defamation, or infringement of privacy).
3. The Organisers make no warranties, express or implied, in fact or in law, relating to the use or enjoyment of any of the Prizes, including, without limitation to, their quality, merchantability or fitness for a particular purpose.
4. The records of transactions maintained by the Organisers and the Organisers' decision on all matters relating to this Campaign shall be final, conclusive and binding between the Organisers and the Participants. The Organisers shall not be obliged to give any reasons or entertain any correspondence with any person(s) on any matter concerning this Campaign. No appeals and/or correspondence from any Participants or third party will be entertained.
5. At any point during the Campaign Period, the Organisers reserve the right to use any photograph/video taken of Participants, including names of Participants, without the expressed written permission of the Participants. The Organisers may use the photograph/video in publications or other media material produced, used or contracted by it including but not limited to: brochures, invitations, books, newspapers, magazines, television, websites, etc. Participants who do not wish to have their image recorded for distribution are required to inform the Organisers.
6. The Organisers shall not be liable for any misinterpretation or misrepresentation of facts by any unauthorised third party in respect of this Campaign published in any mass media, marketing or advertising material.
7. In the event of any inconsistency between these Terms and any advertising, promotional, publicity and other materials relating to or in connection with this Campaign, these Terms shall prevail.
8. The Organisers reserve the right to add, delete, suspend and/or vary this Campaign's Terms from time to time, wholly or in part, at its absolute discretion, without any prior notice.
9. The Organisers reserve the right to cancel, terminate or suspend this Campaign without any prior notice. For the avoidance of doubt, any cancellation, termination or suspension by the Organisers shall not entitle the Participants to any claim or compensation against the Organisers for any and all losses or damages suffered or incurred by the Participants whether as a direct or indirect results of such cancellation, termination, or suspension.

10. All information is correct at the time of printing.

**PRIZES**

All prizes (including the sponsored prizes and the **3 Gold Bars**) are worth a total of more than RM100,000. Other attractive prizes to be won include a **HP Notebook**; hotel stays at **WEIL Hotel** (Ipoh); entrance passes for **Sunway Lost World of Tambun**; **Space Joe Playland** annual pass; mobile phones from **Huawei**, **U Mobile and Mobihome**; products from **Stanzo Collection**, **Majuhome Concept Store**, **Apros Eyecare** and **GNC Live Well**; vouchers from **Nando's**, **Ying Ker Lou**, **Universal Noodle**, **Texas Chicken**, **Union Roastery**, **Union Artisan Coffee**, **The Barn**, **Pat Kin Pat Sun**, **Kodawari Menya**, **Jaya Grocer**, **Village Grocer**, **Parkson**, **Econsave**, **Cosas United**, **Caring Pharmacy**, **Uni Optics 88**, **YFS Concept Store**, **Hush Puppies**, **Sorella**, **[i]Store**, **Mr. D.I.Y.**, **Ogawa**, **Cosas United**, **Artius Ara Damansara Dental Clinic**, and **Pressto** (Laundry). All of whom are tenants at the Locations.