

# 2019 CNY CAMPAIGN: HONG LEONG BANK “CNY BLOOM” GAME APP CAMPAIGN

## TERMS AND CONDITIONS

### Campaign Period

Hong Leong Bank “CNY BLOOM” Game App (“**Campaign**”) is organised by Hong Leong Bank Berhad (“**HLB**”) and Hong Leong Islamic Bank Berhad (“**HLISB**”) [collectively and hereinafter referred to as “**the Bank**”] which commences from **22 January 2019 00:00:00 (12:00AM)** to **28 February 2019 at 23:59:59 (11:59PM)** (“**Campaign Period**”), both dates are inclusive unless otherwise notified.

### Terms and Conditions (“T&Cs”)

The following sets out the terms and conditions applicable to the Campaign (“**T&Cs**”):-

### **Eligibility**

1. This Campaign is open to all individuals residing in Malaysia (including foreigners) (“**Gameplayers**”).

### **Campaign Mechanics**

2. To participate in this Campaign, Gameplayers must during the Campaign Period, perform the following:
  - a. Gameplayers are required to download CNY BLOOM, either via Hong Leong Connect App or directly from the Apple App Store or Google Play Store.
  - b. Launch CNY BLOOM and start playing the mobile game.
  - c. Collect Spring (春) Token(s) while playing CNY BLOOM.
  - d. As and when prompted by CNY BLOOM, Gameplayers need to provide their name, email address and mobile phone number for registration purposes (“**Registered Gameplayers**”).
  - e. Registered Gameplayers are required to answer an in-app question on CNY BLOOM correctly (when prompt) in order to win any of the gifts and/or prizes as individually defined below.
3. The Registered Gameplayers will stand a chance to win: Instant Gifts (“**Instant Gifts**”), limited edition Fluffy Bird CNY coin box (“**Special Prize**”), Ringgit Malaysia Twenty Eight (RM28.00) (“**Cash Prize**”), and/or 33,000 AirAsia BIG Points equivalent to two (2) AirAsia return flights to Phuket from Kuala Lumpur (“**Grand Prize**”) subject to performance and fulfilment of the respective requirements set out in Clause 2.
4. The Registered Gameplayers can win as much Instant Gifts as they can from 22 January 2019 (12.00AM) to 28 February 2019 (11.59PM).
5. The Registered Gameplayers will be entitled to win the Grand Prize, Cash Prize and Special Prize only one (1) time from 5 February 2019 00:00:00 (12.00AM) to 19 February 2019 00:00:00 (11.59PM) (“**15 Days of CNY**”).
6. HLB PFS Digital Staff are not eligible to win the Grand Prize, Cash Prize and Special Prize, however, they can win Instant Gifts.

### Grand Prize (x15)

7. **AirAsia BIG Loyalty Code** worth 33,000 AirAsia BIG Points (redeemable for 2x return AirAsia flights to Phuket from Kuala Lumpur on fixed points rate – accurate as at 18 Jan 2019)
- One (1) winner will be randomly selected daily during the 15 Days of CNY.
  - This Code is worth 33,000 AirAsia BIG Points.
  - In order to receive AirAsia BIG Points, winners must be a BIG member (having subscribed and registered for membership and rewards program operated by BIG under the name "BIG Loyalty") and have a unique registration number known as the "BIG Member ID" issued by BIG.
  - This Code is only redeemable via the AirAsia BIG Loyalty mobile application.
  - This Code is not transferable and/or exchangeable to/for cash or applicable to/for other promotions.
  - This Code cannot be combined with any other Codes.
  - This code is only valid until 28 Feb 2019.
  - BIG Loyalty Sdn Bhd (formerly known as Think BIG Digital Sdn Bhd) ("**BIG**") being the owner and operator of the BIG Loyalty Programme reserves the right to amend these Terms and Conditions or cancel the promotion or amend the prize without prior notice.
  - BIG reserves the right to retract the prizes from Registered Gameplayers it believes has undertaken fraudulent practice and/or activities or other activities harmful to this promotion or to BIG.
  - Usage of AirAsia BIG Points is subject to the BIG Membership Terms and Conditions.

### Special Prize (x15)

8. **Limited Edition Fluffy Bird CNY Coin Box**
- One (1) winner will be randomly selected daily during the 15 Days of CNY.
  - Special Prize will be delivered by courier services directly to the address provided by the Registered Gameplayers when contacted by the Bank via email.

### Cash Prize (x150)

9. **Ringgit Malaysia Twenty Eight (RM28.00)**
- Ten (10) winners will be randomly selected daily during the 15 Days of CNY.
  - The Cash Prize will be credited into the winners Hong Leong Current or Savings account / Current or Savings account-i ("**CASA /CASA-i**") by 30 April 2019 ("**Cash Prize Winners**").
  - Cash Prize Winners that do not have any CASA/CASA-i prior to the Campaign Period are required to open a CASA/CASA-i account with the Bank latest by 31 March 2019 in order for the Bank to credit the Cash Prize to the Cash Prize Winners, failing which the Bank shall forfeit the Cash Prize and any appeal by the Cash Prize Winners for the reimbursement of the Cash Prize shall not be entertained by the Bank. Therefore, it is a requirement that the Cash Prize Winners must have an active CASA/ CASA-i in order to be entitled for Cash Prize. The Cash Prize Winners' CASA/CASA-i accounts must remain active and valid throughout the Campaign Period and until 31 May 2019.
  - For the avoidance of doubt, Cash Prize is not transferable to any third party nor exchangeable with cash and will only be credited to Cash Prize Winners' CASA/CASA-i accounts as verified by the Bank. Cash Prize Winners are responsible to read, understand and agree on all the relevant T&Cs governing the Cash Prize.
  - A maximum of Ringgit Malaysia Four Thousand Two Hundred (RM4,200) has been allocated towards fulfilment of Cash Prize throughout the Campaign Period ("**Capped Cash Prize**"). Notwithstanding anything herein, no further Cash Prize will be rewarded once the Capped Cash Prize is reached.

## Instant Gifts

10. The Instant Gifts are arranged by HLB and available throughout the Campaign as follows:

a) **Boost Mobile e-Wallet Codes (x10,000):**

- (i) RM10 (limited to 500 redemptions)
- (ii) RM5 (limited to 3,500 redemptions)
- (iii) RM3 (limited to 6,000 redemptions)
- Applicable for three (3) times redemption only per Boost account.
- Cash reward is redeemable on the Boost App only.
- Redemption code is valid until 1 March 2019, 11:59PM on Boost App.
- Refer to <https://support.myboost.com.my/hc/en-us/articles/115002597694-How-to-redeem-my-Redemption-code-> on how to redeem Boost Mobile e-Wallet Codes.
- Boost reserves the right to change the Terms and conditions or cancel any promotions at any time without prior notice.

b) **Domino's Pizza e-Voucher Codes**

- (i) RM4.90 for Golden Chicken Tenders (save RM8.80) with minimum purchase of 1 Regular Pizza at a la carte price
- (ii) FREE Bread Side (worth RM7.10) (Cinnastix / Breadstix / Garlic Twisty Bread / Banana Kaya 6') with minimum purchase of 1 Regular Pizza at a la carte price
- (iii) RM8 off 1 Regular Pizza, valid for Dine-In and Take-Away only
- All prices are subject to 6% Service Tax.
- Surcharge applies for the following crusts (Cheese Burst and Cheese Tarik), Classics and First Class Pizza range.
- Offer valid until 15 March 2019.
- Dominos e-voucher codes are subject to Dominos Terms and Conditions available at <https://www.dominos.com.my/>
- Domino's Pizza reserves the right to change the Terms and conditions or cancel any promotions at any time without prior notice.

c) **Fave e-Voucher Code: Enjoy 20% cashback (x50,000)**

- This e-voucher code offers 20% Cashback, max cap RM10 on Fave Deals.
- Fave Cashback will be calculated based on final payable amount.
- This e-voucher code is valid for single (1) use only.
- This e-voucher code is valid for Fave Deals only.
- This e-voucher code is limited to one redemption per customer.
- This e-voucher code is valid only via Fave App in Malaysia.
- This e-voucher code cannot be combined with other promotions.
- No cash alternatives or refund will be offered in lieu of discount.
- Limited to 50,000 redemptions only.
- This e-voucher code is valid until 7 March 2019.
- Fave reserves the right to change the Terms and conditions or cancel any promotions at any time without prior notice.

d) **Flower Chimp e-Voucher Code: RM20 OFF for your purchase (x50,000)**

- This e-voucher code offers RM20 OFF with no minimum spend.
- This e-voucher code can only be applied once per order, per customer.

- This e-voucher code cannot be combined with other promotions.
  - This e-voucher code valid only via [www.flowerchimp.com](http://www.flowerchimp.com).
  - No cash alternatives or refund will be offered in lieu of the discount.
  - Limited to 50,000 redemptions only.
  - The e-voucher code is valid until 7 March 2019.
  - Flower Chimp reserves the right to change the Terms and conditions or cancel any promotions at any time without prior notice.
- e) **Golden Screen Cinemas (“GSC”) e-Voucher Codes: RM2 OFF Movie Tickets (x5,000)**
- This e-voucher code offers a discount of RM2 off for each transaction only.
  - This e-voucher code is valid for ALL movies and normal seats only.
  - This e-voucher code is valid at all GSC nationwide cinemas.
  - This e-voucher code is NOT inclusive of booking fees and surcharges.
  - This e-voucher code is not exchangeable for cash or be upgraded to other promotions.
  - Only redeemable via GSC website OR GSC mobile app in Malaysia.
  - Not valid with any ongoing promotions, vouchers and/or privilege cards.
  - Limited to 5,000 redemptions.
  - This e-voucher code is valid until 31 Mar 2019.
  - GSC reserves the right to amend the above Terms and conditions or cancel the promotion without prior notice.
- f) **honestbee e-Voucher Codes**
- (i) RM50 off with minimum spend of RM150 for new customers only (limited to 100,000 redemptions)
  - (ii) RM30 off with minimum spend of RM120, valid for one-time use only (limited to 2,000 redemptions)
  - (iii) honestbee Food: RM20 off with minimum spend of RM30 for new customers only (limited to 100,000 redemptions)
  - (iv) RM8.80 off with no minimum spend, valid for two-time use
- This e-voucher code is not valid with other promotion unless otherwise stated.
  - This e-voucher code is valid only for the areas, which are serviceable by honestbee.
  - This e-voucher code is valid only at honestbee.my or via honestbee app.
  - This e-voucher code is valid until 31 March 2019.
  - honestbee reserves the right to change the Terms and conditions or cancel any promotions at any time without prior notice.
- g) **Klook e-Voucher Code: RM15 off with minimum spend RM300 (x1,000)**
- This e-voucher code offers users RM15 off on all activities, with a minimum spend of RM300.
  - To enjoy the offer, e-voucher code must be applied upon checkout.
  - e-Voucher code is valid only for one-time use and for Malaysian users only.
  - Prices listed may be subject to service charge and prevailing government taxes where applicable.
  - This e-voucher code is valid for bookings on [www.klook.com](http://www.klook.com) or Klook App.
  - Privileges cannot be exchanged for cash or used in conjunction with other promotional programmes, offers, discount cards, vouchers or VIP privileges, unless otherwise stated.
  - Limited to 1,000 redemptions only.
  - This e-voucher code is valid until 30 April 2019.
  - Klook reserves the right to require payment of fees or charges for any services offered by Klook. Users shall pay all applicable fees or charges, as described on this website in connection with such services selected by them.

- Klook reserves the right to change its price list for fees or charges at any time, which may be sent to users by email or posted on this website.
  - Klook reserves the right to suspend, cancel or modify the promotion and Terms and conditions at any time without prior notice.
  - Klook does not accept responsibility in the event that you are unable to utilise the coupon code.
  - Klook reserves the right to change the Terms and conditions or cancel any promotions at any time without prior notice.
- h) **Shopee e-Voucher Code (x45,000)**
- (i) RM5 off with minimum spend RM40 (limited to 30,000 redemptions)
  - (ii) RM8 off with minimum spend RM90 (limited to 70,000 redemptions)
    - These e-voucher codes are valid for one-time use only.
    - These e-voucher codes are valid for new and existing users.
    - These e-voucher codes are applicable to products for Shopee Mall and Preferred Sellers only.
    - These e-voucher codes are not applicable for Diapers & Potties, Baby Food & Baby Formula, Tickets & Vouchers, S-mart Milo and Gaming Top-ups categories.
    - These e-voucher codes valid only via [www.shopee.com.my](http://www.shopee.com.my) or Shopee App in Malaysia.
    - Payment must be made with Hong Leong credit/debit card only.
    - These e-voucher codes are not refundable, non-transferable, and are not redeemable for cash.
    - These e-voucher codes are not applicable to payments via Buyer-Seller Arrangement.
    - These e-voucher codes are valid until 7 Mar 2019.
    - Shopee reserves the right to change these Terms and conditions or cancel any promotions at any time and without notice.
- i) **Vidi e-Voucher Code: RM50 off RM500 minimum purchase (x100,000)**
- This e-voucher code grants users a RM50 discount with a minimum purchase of RM500 at [www.vidi.co](http://www.vidi.co)
  - This e-voucher code must be entered at the checkout page in order to redeem it.
  - This e-voucher code is only valid for one-time use per member.
  - This e-voucher code can only be applied once per order or single receipt.
  - Unless otherwise stated, this e-voucher is not valid in conjunction with other promotions or discounts.
  - The e-voucher code is non-refundable, non-transferable and non-exchangeable for cash, credit, or any other items.
  - This e-voucher code is valid until 30 June 2019, 11:59 pm.
  - Vidi reserves the right to cancel or modify any order, or revoke the use of the e-voucher for any reason, including due to:
    - Suspicious or fraudulent purchasing activity for e-voucher use;
    - e-voucher abuse, including the use of multiple accounts or multiple checkouts associated with the same user or group of users.
  - Vidi will not be liable and/or be required to offer replacement of e-voucher or otherwise compensate users for:
    - Discontinued or cancelled e-vouchers;
    - Improper use of, or inability to redeem an e-voucher; or
    - The inability to redeem an e-voucher due to technical issues.
  - Vidi shall remain solely responsible for any queries or complaints related to the e-voucher and/or any products or services purchased by members through Vidi deals website.
  - Vidi reserves the right to change these Terms and conditions or cancel any promotions at any time and without notice.

- j) **ZALORA e-Voucher Code: 18% off with a minimum spend RM120 (x100,000)**
- This e-voucher code offers 18% off with a minimum spend of RM120.
  - This e-voucher code cannot be combined with other promotions.
  - This e-voucher code can be applied to multiple orders.
  - This e-voucher code can be applied to multiple redemption per customer.
  - This e-voucher code valid only via [www.zalora.com.my](http://www.zalora.com.my) or ZALORA App in Malaysia.
  - No cash alternatives or refund will be offered in lieu of the discount.
  - Limited to 100,000 redemptions.
  - This e-voucher code is valid until 31 Mar 2019.
  - ZALORA reserves the right to change the Terms and conditions or cancel any promotions at any time without prior notice.
11. Instant Gifts come in the form of e-voucher(s) / promo code(s) and will be provided within CNY BLOOM to the winners.
12. In the event of non-receipt of the Instant Gifts during the Campaign Period, the Instant Gift winners shall notify the Bank in writing within the same day to PFSDigitalNotify@hlbb.hongleong.com.my, failing which the Instant Gift winners are deemed to have received the Instant Gifts and the Bank shall not entertain any request for the reimbursement of the Instant Gifts.
13. For the avoidance of doubt, the Instant Gifts are subject to Terms and Conditions imposed by the respective brand owners (“Sponsors”) and the Bank gives no representation or warranty with respect to the quality or suitability of the Instant Gifts (including but not limited to the validity and/or usage of the Instant Gift) and shall not be responsible to replace any lost, stolen or damaged Instant Gifts. The Instant Gifts Winners shall contact and deal directly with the Sponsors via their websites for any queries, disputes or claims pertaining to the Instant Gifts without recourse to the Bank.

#### **Winners Notification**

14. The Grand Prize winners, Special Prize winners, and Cash Prize winners shall be notified by the Bank via email (“eDM”) or in any other manner which the Bank deems practical (“Prize Notification”) on a best effort basis at the personal contact details provided by the Registered Gameplayers as captured by and reflected in the Bank’s system and/or records and it is the duty/obligation of the Registered Gameplayers to ensure that the personal contact details provided are accurate. The eDM service provider for this Campaign is DCatalyst Sdn Bhd (819292-U) (“DCatalyst”).
15. The Cash Prize will be transferred to the Cash Prize Winners’ CASA/CASA-i accounts within eight (8) weeks after the end of the Campaign Period (“Prize Delivery Period”), i.e. before 30 April 2019. Cash Prize winners have to ensure that their CASA/CASA-i accounts are active during the Prize Delivery Period.
16. The Grand Prize will be awarded to the Grand Prize winner in the form a unique code by eDM. Grand Prize winners have to understand from the sponsor’s website about how to redeem the Grand Prize correctly. The Bank is not responsible if the Grand Prize is not redeemable and/or lost due to whatsoever reasons.
17. The Special Prize will be delivered to the Special Prize winner through a courier service company assigned by the Bank. Special Prize winners shall provide the Bank with the correct mailing address when contacted by the Bank. It is the responsibility of the Special Prize winners to check and track the delivery status of the Special Prize with

the courier company. The Bank is not responsible for any damaged or lost Special Prize due to the negligence of the courier service company.

18. It is essentially the obligations of the Cash Prize winner to inform the Bank via email in the event of non-receipt of the Cash Prize within sixty (60) days after the end of the Prize Delivery Period, failing which the Cash Prize winner is deemed to have received the Cash Prize and any appeal or request for the reimbursement of the Cash Prize shall not be entertained by the Bank.
19. The Bank shall not be responsible in the event that the Bank is unable to notify the Grand Prize winners, Special Prize winners, and Cash Prize winners for any reasons whatsoever and any request/ appeal for reimbursement shall not be entertained in the event that winners fail to notify the Bank.
20. Registered Gameplayers hereby give consent to and authorise the Bank to disclose and/or publish their names, newly opened HLB/ HLISB account numbers (in masked form) or photos in media, marketing and/or advertising materials for the purposes of the Campaign.
21. The Bank shall use and share submitted information with third parties for all purposes relating to the Campaign as well as fulfilment of prizes from CNY BLOOM. The third parties include but are not limited to DCatalyst and the mobile app developer, i.e. NightMorning Studios Sdn Bhd (1195783-A) ("**NightMorning**").
22. Customer data of the Registered Gameplayers will be deleted and destroyed (i.e. when campaign ends or after fulfilment of the Campaign), not to be kept, used or transferred for other purposes other than for matters related to the Campaign.

#### General

23. By participating in this Campaign, the Registered Gameplayers
  - a. confirm that they have read, understood and agree to the T&Cs herein;
  - b. agree that the Bank's decision on all matters relating to the Campaign shall be final, conclusive and binding on all Registered Gameplayers (including but not limited to the selection of Grand Prize winners, Special Prize winners, Cash Prize winners and Instant Gifts winners) and no further correspondence and/or appeal to dispute Bank's decision shall be entertained;
  - c. consent to and authorise the Bank to process their personal data in accordance to the Bank's Privacy Notice available in [www.hlb.com.my](http://www.hlb.com.my) ("**HLB Website**") and [www.hlisb.com.my](http://www.hlisb.com.my) ("**HLISB Website**"), as the Bank deems fit for the purpose of this Campaign;
  - d. agree that the results of the Cash Prize Winners and Instant Gifts Winners for the Campaign as recorded by the Bank are final, conclusive and binding on the Registered Gameplayers;
  - e. agree that the Cash Prize and the Instant Gifts are not transferable to any third party, cannot be exchanged into credits, cheque or in kinds and also the Instant Gifts are not redeemable for cash;
  - f. agree to be bound by the Terms and conditions governing the use of the Instant Gifts set out by the respective Sponsors; and
  - g. agree to access HLB Website and/or HLISB Website at regular intervals to view and stay updated on any changes or variations to the T&Cs of this Campaign.
24. The Bank reserves the right to:
  - a. add, delete or amend the T&Cs herein (including but not limited to change or replace the Grand Prize/ Special Prize/ Cash Prize/ Instant Gifts with other prizes of similar value), wholly or in part, or to suspend or terminate this Campaign at its absolute discretion, giving prior notice to the Registered Gameplayers by way of in-app notification, on such addition, deletion or amendment of the said T&Cs or suspension or termination of this Campaign,

- b. forfeit the Grand Prize/ Special Prize/ Cash Prize/ Instant Gifts in the event that there is non-compliance with the T&Cs herein;
  - c. forfeit the Grand Prize/ Special Prize/ Cash Prize/ Instant Gifts and disqualify any Gameplayers from participating in this Campaign in the event of the occurrence of the following events:
    - o the Connect Account and/or CASA/CASA-i account of the Cash Prize Winners have become dormant, locked, blocked, suspended or inactive during the Campaign Period,
    - o the Gameplayers, Grand Prize winners, Special Prize winners, and/or Cash Prize Winners have committed or are suspected of committing any fraudulent, unlawful or wrongful acts in relation to any of the facilities granted by the Bank or have been declared bankrupt (pursuant to a petition by either banks or by any third party) or are subject to any bankruptcy proceedings at any time during the Campaign Period;
    - o for Cash Prize winners that do not have a CASA/CASA-i account with the Bank on or before the Campaign Period and fail to open the CASA/CASA-i account with the Bank within the time frame as stipulated in Clause 9 above.
  - d. In the event the Prize is not available, the Bank will replace it with another prize of the same value with prior notice to the Registered Gameplayers.
25. The T&Cs herein are to be read together with the Terms and Conditions for Connect and the General Terms and Conditions of Accounts as an entire agreement. In the event of discrepancy, the T&Cs herein shall prevail to the extent of such discrepancy.
26. The T&Cs herein shall be governed by and construed in accordance with the laws of Malaysia and the Gameplayers agree to submit to the exclusive jurisdiction of the Courts of Malaysia.
27. Words denoting one gender include all other genders and words denoting the singular include the plural and vice versa.
28. Google Play Store (“**Google**”) is not a sponsor nor is involved in any way in this Campaign. The Bank is solely responsible for providing the Instant Gifts / Cash Prize / Special Prize / Grand Prize to the Instant Gift Winners / Cash Prize Winners / Special Prize Winners / Grand Prize Winners. The Instant Gifts / Cash Prize / Special Prize / Grand Prize won are not Google products, nor are they related to Google in any way. The responsibility of organising the Campaign and distributing the Instant Gifts / Cash Prize / Special Prize / Grand Prize are the Bank’s responsibilities. Google does not sponsor this Campaign in any way.

**Deposits/ Deposit-i is eligible for protection by PIDM.**