

# NESTLÉ BREAKFAST CEREALS BAG BETTER GRAINS PROMOTION UNDER ARMOUR BACKPACK REDEMPTION 2021

## TERMS & CONDITIONS

This promotion is organized by NESTLÉ Singapore (Pte) Ltd (“Nestlé”)

From **6 March 2021 to 11 April 2021 (both dates inclusive)**, Participants who purchase a minimum amount of S\$35 nett on Participating Products\* at Participating Retailers^ in a single receipt may redeem **1** Under Armour Backpack worth S\$49 (based on Manufacturer’s Recommended Selling Price).

\*Participating Products include NESTLÉ KOKO KRUNCH (80g/170g/330g/500g), NESTLÉ KOKO KRUNCH MAXX (300g), NESTLÉ HONEY STARS (80g/150g/300g/500g), NESTLÉ MILO Cereals (80g/170g/330g/500g), NESTLÉ COOKIE CRISP (330g), NESTLÉ KOKO KRUNCH DUO (330g), NESTLÉ KOKO KRUNCH Multipack (6x25g), NESTLÉ School Pack (140g), NESTLÉ FITNESSSE Cereals (Assorted flavours, 330g-400g), NESTLÉ FITNESSSE GRANOLA (Assorted flavours, 300g), NESTLÉ MILO Protein Granola (300g), NESTLÉ CHEERIOS Multigrain (300g), NESTLÉ GOLD Cornflakes (275g/325g/500g/525g), NESTLÉ Honey Gold (370g), NESTLÉ GOLD Crunchy Oat Granola 315g, NESTLÉ KOKO KRUNCH Cereal Bars 25g/Multipack 6x25g/Multipack 4X25g and all related promotion packs, subject to in-store availability.

^ Participating Retailers include Cold Storage, FairPrice, Giant, Sheng Shiong, or any other participating retailer(s) as announced by Nestlé during the qualifying promotion period.

1. This promotion is valid for purchases made between 6 March 2021 and 11 April 2021 at Participating Retailers - FairPrice, Cold Storage, Giant and Sheng Siong only. Receipts dated outside this range will not be eligible for the redemption.
2. Each purchase must be made in a single receipt. Accumulation of receipts are not allowed. Proof-of-purchase (original receipt) will be required at the point of redemption.
3. Proof-of-purchase (receipts) are subject to verification. Only original receipts issued at retailer’s stores will be accepted. Any proof-of-purchase that is illegible, mutilated, altered, duplicated, tampered with, not obtained legitimately, contains printing, typographical, mechanical or other errors will not be accepted.
4. Each participant is limited to a maximum of 3 Under Armour Backpack redemptions. Redemptions on-behalf of another person and reservations of Under Armour Backpack(s) are not allowed.

5. There are 2 methods of redemption:

**(A) SMS METHOD**

SMS to 90102322 in the following format:

**NBC <space> Full Name <space> Receipt Number**  
(e.g. NBC John Lim 12345)

Note: Only the Black-Grey Colour is available for SMS redemption.

- Participants will then receive an acknowledgment SMS to visit the given URL to complete a redemption form and upload their purchase receipt. Proof of posting is not proof of receipt. Please retain original receipt for verification should you qualify for the redemption.
- Upon verification of the submissions, eligible Participants will receive the redemption details via telephone call or SMS via the number submitted for entry into this redemption promotion. Please allow a minimum of 2 weeks for the processing of the redemption notification. Nestlé is not obligated to contact Participants who do not qualify for the redemption.
- If the redemption item has been fully redeemed at the point of submissions, participants will be informed via upon the initial submission.
- Applicable phone and telco charges may apply, and Participants shall be responsible for these expenses.
- Proof of submission for entry into the redemption is not proof of receipt. All late, incomplete, illegible, tampered entries will be disqualified. The receipts submitted must be original. **No re-printed or copied receipts are allowed. Each receipt can only be used for one redemption.**
- Please present the original SMS redemption notification, the original receipt and Participant's photo identity at the point of redemption for verification purposes. Redemptions must be made no later than the stated collection period in the SMS redemption notification.

**(B) INSTORE ROADSHOWS**

Please refer to store details at <https://www.nestle-cereals.com/sg/en/bag-better-grains>.

Note: Schedule of Roadshows may be subject to change without prior notice at Nestlé's full discretion.

6. This promotion is open to all citizens and permanent residents living in Singapore. Traders, distributors, retailers and online retailers purchasing in bulk for commercial purposes e.g. resale or export, are strictly not eligible for participation in this promotion.
7. Redemption is on a “**first come first serve**”, “**while stocks last**” basis. Availability and variant of redemption items may vary. Nestlé does not guarantee the availability of any variant.
8. Redemption from each customer is capped at 3 only.
9. Redemption items are strictly not exchangeable, whether for cash, credit or other items (including another redemption item) in part or in full.
10. Redemption items are redeemed on an “as is” basis and all warranties are excluded to the fullest extent possible.
11. Nestlé may, without prior notice, (1) replace the redemption item with another item, and (2) terminate this promotion, and amend the promotion mechanics and the terms and conditions.
12. Nestlé’s decisions on all matters relating to these promotions will be final, binding and conclusive on Participants, and no correspondence will be entertained.
13. Nestlé may, at its sole discretion, disqualify any person who does not meet the eligibility requirements stated in these terms and conditions.
14. By choosing to participate in this redemption promotion, **each participating Participant agrees and hereby consents** that Nestlé may collect, use and disclose such participant's personal data to its affiliates, service providers and partners, as provided in this entry form, for the following purposes in accordance with the Personal Data Protection Act 2012 ("PDPA") and Nestlé's data protection policy available at our website [www.nestle.com.sg](http://www.nestle.com.sg):
  - (a) to administer this promotion, including to contact Participants and to conduct verification and other actions in connection with this promotion for the administration of redemption items in relation to this promotion;
  - (b) use the personal data for promotional, advertising (included targeted advertising) or marketing activities which Nestlé believes may be of interest to the Participant;
  - (c) to send out marketing, advertising (including targeted advertising), communication and promotional materials to the participant relating to any products manufactured, marketed or sold by Nestlé and its affiliates, service providers and commercial partners.
15. Any information, personal data and material about or obtained from the Participant

may be accessed, stored or otherwise processed in any medium or format determined by Nestlé, and may be transmitted across national borders for storage and/or processing in accordance with the PDPA. If a participant requires access to his/her personal data or any amendment or correction to be made, he/she should contact the relevant Nestlé officer at [Nestle.privacy@SG.nestle.com](mailto:Nestle.privacy@SG.nestle.com). To withdraw consent to any specific use of his/her personal data, please visit the “Unsubscribe” tab on [www.nestle.com.sg](http://www.nestle.com.sg) or contact the relevant Nestlé officer at [Nestle.privacy@SG.nestle.com](mailto:Nestle.privacy@SG.nestle.com).

16. To find out more about how Nestlé uses a Participant's personal data, the Participant can refer to Nestlé Singapore's Privacy Policy online at <http://www.nestle.com.sg/info/privacypolicy>.
17. By participating in this promotion, each Participant agrees that Nestlé and its affiliates may collect, use and disclose his/her personal data (1) to provide him/her with products and services (including those of Nestlé's commercial partners), (2) for consumer research, promotional and marketing purposes, Nestlé and its affiliates may share his/her personal data with third parties to support their administrative and business functions or to carry out cross promotion. For questions about the personal data, please visit <http://www.nestle.com.sg/info/privacypolicy>. To withdraw consent, please visit the “Unsubscribe” tab on [www.nestle.com.sg](http://www.nestle.com.sg) or contact Nestlé at [Nestle.privacy@SG.nestle.com](mailto:Nestle.privacy@SG.nestle.com).
18. To extent permitted by law, Nestlé will not be responsible or liable for any loss, injury, death, claim or damage suffered by any person arising out of or in connection with this promotion and redemption items, and each Participant of this promotion and any person acting on his/her behalf shall release completely and indemnify Nestlé from any claims, losses, damages, costs or expenses incurred in connection therewith.
19. Any intellectual property contained in any materials used in connection with this promotion and the redemption items is the property of their respective owners.
20. The terms and conditions of this promotion are governed by Singapore law, and Participants of this promotion shall submit to exclusive jurisdiction of Singapore courts.