

Nur Food “November Mega Drop: Shop • Win • Celebrate” Campaign

Terms and Conditions

Campaign Period: The Nur Food “November Mega Drop: Shop • Win • Celebrate” campaign (the “Campaign”) runs from **11 November 2025** to **30 November 2025**, inclusive. All participation in the Campaign must occur within these dates.

1. Eligibility

Customer Eligibility: The Campaign’s customer giveaway is open **only to residents of Malaysia** who are aged **18 years and above** (or the minimum legal age to participate in such promotions, whichever is higher). Participants must have a valid TikTok account and make a qualifying purchase from Nur Food’s TikTok Shop during the Campaign Period.

Affiliate Eligibility: The affiliate giveaway is open to individuals who:

- Are registered TikTok Shop affiliates in Malaysia (18 years or older).
- Have joined Nur Food’s official Campaign WhatsApp group for affiliates.
- Have completed and submitted all required registration forms for the Campaign.

Ineligible Participants: Employees of Nur Food, its affiliated companies, agencies, and immediate family members of such employees are **not eligible** to participate. Nur Food reserves the right to verify the eligibility of all winners and disqualify any participant not meeting the above criteria.

2. Entry Mechanics and Draw Process

2.1 Customer Giveaway Entry & Draws

- **How to Enter:** During the Campaign Period (11–30 Nov 2025), each valid, completed **TikTok Shop order** of any Nur Food product earns **one (1) automatic raffle entry** into a lucky draw for the date of that order. For example, an order placed on 11 Nov 2025 will enter the draw for 11 Nov 2025.
- There is **no maximum number of entries** per person; each eligible order counts as a separate entry.
- **Excluded Orders:** Orders that are returned, canceled, refunded, or voided for any reason do **not** qualify for entries. If an order is later returned or canceled, its entry is void and ineligible for the draw.
- **Daily Draws:** One draw will be conducted for each day of the Campaign Period, for a total of 20 daily draws (covering orders from 11 Nov through 30 Nov). **Draws are held 14 days after each order date** (“T+14”) or more. All draws will be conducted via **live stream on TikTok at 9:00 PM MYT**. For example, orders

placed on 11 Nov will be drawn on 25 Nov at 9:00 PM, orders on 12 Nov drawn on 26 Nov, and so forth, up to orders on 30 Nov drawn on 17 Dec 2025. Nur Food will publish or announce a schedule of these live draw dates for transparency.

- **Random Winner Selection:** For each daily draw, all eligible entries from that specific order date will be compiled. A **random number generator** will be used (on-camera during the live stream) to select **one (1) winner** at random from the entries of that day. The draw process will be fair and transparent, with the total number of entries (N) for that day disclosed and the random draw conducted live.
- **Winner Announcement:** The drawn winner's TikTok username or Order ID (with any sensitive information masked for privacy) will be announced **live during the stream**. The winner must adhere to the claim requirements in Section 3 (Winner Notification & Claim) to receive the prize. If the initially selected winner fails to claim in time (see Section 3.1), alternate winner selection will occur live as described.

2.2 Affiliate Giveaway Entry & Rounds

Eligible affiliates (see Eligibility above) are automatically entered into the following contest rounds, provided they have met the sign-up requirements (WhatsApp group and forms). There is no purchase required for affiliates to participate, but performance criteria must be met in each round as described:

1. **Round 1 – Booth Lucky Draw (Event Day: 7 Nov 2025):**
Participating affiliates attending the TikTok Shop Festival on 7 Nov can enter by submitting a written entry ticket at the Nur Food booth during the event. One random winner will be drawn on-site from all physical entries in the booth's drop box. The draw will be done live at the event, and the winner will be announced publicly at the venue. *(Note: Affiliates must be present at the event to submit an entry; proxy or digital entries are not accepted for Round 1.)*
2. **Round 2 – Social Content Challenge (7–16 Nov 2025):**
This round rewards content creation. The affiliate who posts the **highest number of eligible shoppable videos** featuring Nur Food products during 7–16 Nov 2025 will win, **provided** they meet these minimum performance thresholds within that period: at least **RM1,000 in Gross Merchandise Value (GMV)** (total sales generated across all their videos) **AND** at least **1,000,000 cumulative views** across those videos. Only videos that include Nur Food's products and are properly tagged as shoppable on TikTok Shop count toward this challenge. The affiliate with the most qualifying videos (who meets the minimum RM1,000 GMV and 1,000,000 views) will be the winner of Round 2.
3. **Round 3 – Live Streaming Challenge (17–23 Nov 2025):**
This round rewards live selling efforts. The affiliate who accumulates the **highest number of hours of live streaming** promoting Nur Food products during 17–23

Nov 2025 will win, **provided** they achieve at least **RM5,000 in GMV** from those live sessions combined. Only live streams that feature Nur Food products and generate sales are counted. Among affiliates who meet the minimum RM5,000 GMV in that week, the winner is the one with the greatest total live broadcast hours on TikTok Shop for Nur Food.

4. **Round 4 – Sales Champion Challenge (Overall 11–30 Nov 2025):**

This round crowns two ultimate sales champions over the entire campaign period:

5. **Category 1: Highest Overall GMV (All Products):** The affiliate who achieves the highest total GMV from **all Nur Food products** sold via their affiliate link between 11–30 Nov 2025 (inclusive) will be the winner of Category 1.
6. **Category 2: Highest Product-of-the-Month (POM) GMV:** The affiliate who achieves the highest GMV specifically from the **Product of the Month (POM)** during 11–30 Nov 2025 will be the winner of Category 2. *Product of the Month refers to **Truffle mix chocolate 150g/500g**; only sales of this product count toward this category.*

An affiliate may potentially lead in both Category 1 and Category 2; however, **each affiliate is eligible to win only one prize in Round 4**. In the event that the same affiliate tops both categories, Nur Food may award the Category 1 prize to that affiliate and award the Category 2 prize to the next highest POM seller (or vice versa), ensuring two separate winners for Round 4.

Performance Data: All affiliate performance metrics (number of videos, views, live hours, GMV totals, etc.) will be tracked and verified by Nur Food using TikTok Shop's official data and internal analytics. Nur Food's determination of the metrics and winners for each round is final. In the case of a tie in any affiliate round (e.g. two affiliates with the same number of videos or same live hours), Nur Food reserves the right to determine the winner based on a tiebreaker criterion at its discretion (such as higher GMV, earlier achievement, or other performance factors), or to split or award additional prizes if deemed appropriate.

3. Winner Selection, Notification & Claim Requirements

3.1 Customer Giveaway Winners (Daily Draw)

- **Live Winner Response:** To claim the prize, the selected customer winner **must be watching the live stream** at the time of the announcement and **must respond by commenting in the TikTok live chat within 5 minutes** after their name or order is announced. The comment should indicate their presence (for example, a simple acknowledgement like "I'm here" or any response to claim the prize). This live response is mandatory to verify that the winner is present and aware.

- **No Response Procedure:** If the initially drawn winner does **not** respond via live comment within the 5-minute window, that winner is deemed to have forfeited their win. In such a case, the host will immediately perform another random draw from the remaining eligible entries **during the same live stream** to select a new winner for that day. This process of drawing and announcement will repeat (with a 5-minute response requirement for each newly announced name) until a winner responds in time. The first drawn individual who responds within the allotted 5 minutes will be confirmed as the legitimate winner of that day's prize. All decisions made during the live draw regarding timing and winner confirmation are final and at Nur Food's discretion.
- **Post-Stream Contact:** After a winner has responded in the live chat and been confirmed, Nur Food will reach out to the winner **via direct message on TikTok or an alternative contact method** (using the information associated with the winner's TikTok Shop order) within 24 hours of the announcement. Nur Food will request the winner's shipping details (full name, contact number, and delivery address) for prize fulfillment.
- **Claiming the Prize:** The customer winner must provide the requested shipping information **within 7 calendar days** from the date of the live announcement. It is the winner's responsibility to check their TikTok inbox (or other provided contact channel) and reply with the necessary details. If the winner fails to respond with shipping info within 7 days, or if the information provided is invalid/incomplete such that Nur Food cannot arrange delivery, the winner may be disqualified at Nur Food's discretion. In the event of disqualification or unclaimed prize, Nur Food reserves the right to either (a) conduct a **redraw for that prize** (e.g., at a subsequent live session, selecting from the remaining entries of the original draw date), or (b) deem the prize forfeited with no alternate winner, at its sole discretion.

3.2 Affiliate Giveaway Winners

- **Announcement of Winners:** Winners for the affiliate rounds will be determined by Nur Food after each respective contest period and announced publicly:
- **Round 1 (Booth Draw):** Winner is announced live at the 7 Nov event venue immediately after the draw.
- **Round 2 (Content Challenge):** Winner will be announced on or around **17 November 2025** (e.g., during a live stream or via the official WhatsApp group or email, as designated by Nur Food).
- **Round 3 (Live Challenge):** Winner will be announced on or around **24 November 2025**.
- **Round 4 (Sales Champions):** Both Category 1 and Category 2 winners will be announced on **1 December 2025** (after the campaign period concludes and final sales data is tallied).

Nur Food will communicate the announcement platform and timing to affiliates in advance (for example, via the affiliate WhatsApp group or email). Winners may be announced during a live stream and/or via an official notice in the group.

- **Notification and Acceptance:** In addition to any public announcement, Nur Food will contact each affiliate winner individually via official channels (such as the WhatsApp campaign group, direct message, or email on record). The winner must then provide their current shipping address and any additional details needed to deliver the prize. Affiliate winners are expected to respond and confirm their details within **7 days** of being notified.
- **Failure to Claim (Affiliates):** If an affiliate winner does not respond to Nur Food's notification or fails to furnish the required delivery information within 7 days of the announcement/initial contact, Nur Food reserves the right to disqualify that winner. In such case, for performance-based rounds (Rounds 2–4), the prize may be offered to the next eligible participant (for example, the second-place affiliate in that round's ranking) or otherwise disposed of at Nur Food's discretion. For the event draw (Round 1), if the initially drawn winner was not present to claim on-site and cannot be reached afterward, Nur Food may conduct a redraw from the remaining entry slips (if feasible) or deem the prize unclaimed.
- **One Prize Per Affiliate:** An individual affiliate is eligible to win **at most one (1) prize** from the affiliate giveaway portion of the Campaign. If the same person is in a winning position for more than one affiliate round or category, Nur Food may award only one prize to that person and reassign or redraw the other prize for a different winner, to ensure opportunities are distributed. This ensures up to five unique affiliate winners for the five affiliate prizes. Nur Food's decision on any reallocation of prizes in such scenarios is final.

4. Prizes and Fulfillment

- **Prize Description:** The prize for each winner (both customer giveaway winners and affiliate winners) is **one (1) unit of Apple iPhone 17 (256GB)** smartphone. A total of **25** iPhones will be given out under this Campaign: 20 units for the 20 daily customer draw winners, and 5 units for the affiliate winners (1 each for Rounds 1–3, and 2 for Round 4's two categories). **Note:** The model, color, and specifications of the iPhone 17 awarded are subject to availability. Nur Food reserves the right to decide the specific model variant or color of the device given as the prize. Prizes are not exchangeable for cash or other substitutes, and **no alternative prizes** will be offered. Prizes are **non-transferable**; each prize is awarded to the winning individual only and cannot be sold or transferred.
- **Prize Fulfillment:** Nur Food will arrange for prize delivery to each confirmed winner. Prizes will be shipped **within 14 business days** after the winner's details have been verified and confirmed (i.e., after the winner has provided all necessary shipping information and any identity verification, if required).

Shipment will be via a reputable courier service to the address provided by the winner. Nur Food will cover standard shipping costs within Malaysia for one delivery attempt per winner.

- **Taxes and Duties:** Any **taxes, import duties, or fees** that may be applicable to receive the prize (if any) are the responsibility of the winner. Nur Food will not be liable for any additional costs beyond the prize itself and standard delivery charges. Winners are responsible for providing an address that is accurate and accessible; Nur Food is not responsible for prizes that cannot be delivered or are lost due to incorrect address details provided by the winner.
- **Unclaimed/Returned Shipments:** If a prize package is returned to Nur Food as undeliverable (for example, due to an incorrect address or failure of the winner to receive it) and the winner cannot be contacted for re-delivery arrangements, Nur Food reserves the right to deem the prize forfeited. Nur Food may then, at its discretion, either select an alternate winner for that prize (if feasible) or cancel the prize.
- **No Warranties or Liabilities for Prize:** Nur Food makes no representations or warranties regarding the quality, condition, or fitness of the prize beyond the standard manufacturer warranty that may be included with the iPhone. Any issues or defects with the device should be addressed with the manufacturer under their warranty terms. By accepting the prize, winners agree that Nur Food is not liable for any injury or damage that may arise from using the prize.

5. General Terms and Conditions

- **Rights of Nur Food:** Nur Food **reserves the right to change, modify, suspend, or cancel** any aspect of the Campaign (including but not limited to the Campaign Period, prize details, eligibility criteria, draw dates, and mechanics) at **any time, without prior notice**. Nur Food will make a reasonable effort to announce any major changes through the same channels used to promote the Campaign (e.g., official social media or TikTok Shop page), but it is ultimately each participant's responsibility to stay informed of any updates. Nur Food also reserves the right to extend the Campaign Period or any draw date if events beyond its control make it necessary.
- **Disqualification:** Nur Food reserves the right, at its sole discretion, to **disqualify any individual** it finds to be tampering with the entry process, acting in violation of these Terms and Conditions, or acting in an unsportsmanlike or disruptive manner. Automated entries, bulk orders specifically made for the sole purpose of entering the draw, or any attempts to game the system will be void. If any fraudulent, inappropriate, or dishonest activities (such as falsifying orders, views, or GMV, or using multiple accounts to enter) are discovered, the participant involved will be disqualified and may be barred from this and future promotions. Nur Food's decisions on disqualification are final.

- **Finality of Decisions:** All decisions by Nur Food regarding winner selection, eligibility, interpretation of Terms and Conditions, and any other aspects of the Campaign are **final and binding**. No correspondence or appeals will be entertained. In the event of any dispute or ambiguity concerning these terms or a participant's compliance, Nur Food's interpretation will prevail. Participants agree to abide by Nur Food's decisions and not challenge the outcomes.
- **Publicity:** By participating in the Campaign, participants consent to Nur Food's use of their name, TikTok handle, likeness, and/or prize information for **promotional and publicity purposes** in connection with this Campaign. Winners specifically agree that Nur Food may announce their name (or TikTok username) publicly as a winner, and may use photos or videos of them (if provided or taken, such as during prize giving) in marketing materials, without additional compensation or prior notice, except where prohibited by law. Any personal data collected from participants will be processed in accordance with Nur Food's Privacy Policy and used solely for the purposes of administering this Campaign (e.g., determining eligibility, contacting winners, delivering prizes) and related publicity as stated.
- **Limitation of Liability:** To the fullest extent permitted by law, Nur Food and its directors, employees, and agents shall not be liable for:
 - a. **Any loss, damage, or disappointment** of any kind suffered by any participant arising from entering or participating in this Campaign or from the acceptance or use of any prize. This includes, without limitation, any indirect or consequential losses, or any loss of opportunity.
 - b. **Technical issues or interruptions** to the Campaign. Nur Food is not responsible for any problems or technical malfunction of any telephone network or lines, computer online systems, servers or providers, computer equipment, software, or failure of any email or entry to be received by Nur Food on account of technical problems or traffic congestion on the internet or any website.
 - c. **Entries lost or delayed:** Nur Food is not responsible for any entry or participation that is lost, late, misdirected, or incomplete due to any reason, including network failures or any mishaps. TikTok's platform timestamps and Nur Food's order records will be the official proof of entry timing and eligibility.
- **Legal Compliance:** This Campaign is subject to all applicable laws and regulations of Malaysia. **Void where prohibited by law.** By participating, you agree to comply with all applicable laws and TikTok platform rules. If required by Malaysian law or authorities, Nur Food will amend or cancel the Campaign and/or these terms to ensure compliance. Any applicable statutory rights of participants are not affected by these terms.
- **No Association with Third Parties:** This promotion is in no way sponsored, endorsed, or administered by, or associated with, TikTok or Apple Inc. TikTok Shop is merely the platform on which Nur Food is conducting the promotion. Apple Inc. is not a participant or sponsor of this Campaign. Participants release

TikTok and Apple from any liability associated with the Campaign to the extent permissible by law. All information provided for the Campaign is to Nur Food, not to those third parties.

- **Acceptance of Terms:** By entering or participating in any part of the “November Mega Drop: Shop • Win • Celebrate” Campaign, participants are deemed to have read, understood, and agreed to **these Terms and Conditions**. Nur Food reserves the right to require winners to sign an acceptance form of these terms (or a separate winner’s agreement) before releasing the prize, if deemed necessary.
- **Contact and Support:** For any inquiries or issues regarding the Campaign, participants may contact Nur Food’s customer support through [Nur Food’s official channels](#) (e.g., email or social media direct message). However, please note that **no correspondence on winner selection or judging criteria** will be entertained.

These Terms and Conditions are issued in English. In the event of any inconsistency between the English version and any translation (if provided), the English version shall prevail. By participating in the Campaign, you acknowledge and agree to all the above terms. Good luck, and thank you for shopping with Nur Food!
