

Häagen-Dazs “Win Your Dream Trip For 2 To Europe” Contest 2025 - Malaysia Terms & Conditions

1. Organizer & Eligibility

1.1 The Häagen-Dazs Win Your Dream Trip For 2 To Europe Contest [“Contest”] is organized by GBA CORPORATION SDN BHD, Malaysia [Company Registration Number 162820-U] [“the Organizer”] and is open to all legal residents of Malaysia aged 18 years and above.

1.2 The following group of persons shall not be eligible to participate in the Contest:

Employees of the Organizer GBA CORPORATION SDN BHD and General Mills, Inc. [including its affiliated and related companies] and their immediate family members [children, parents, brothers and sisters, including spouses]; Representatives, employees, servants and/or agents of advertising and/or contest service providers of the Organizer [including its affiliated and related companies], and their immediate family members [children, parents, brothers and sisters, including spouses].

2. Duration

2.1 The Contest Period : 01/07/2025 at “00:00:01” to 30/09/2025 at “23:59:59” [“Contest Period”]. The Organizer shall reserve the right to revise the Contest Period at any time without prior notice or assign any reason whatsoever. All submissions received not within the Contest Period will be null and void without further notice.

3. Submission & Qualifying Criteria

3.1 The Häagen-Dazs Win Your Dream Trip For 2 To Europe Contest [“Contest”] has 3 exciting parts to the contest which is Win A Trip to Europe for 2, Weekly Lucky Draw & Redemption Rewards.

3.1.1 To participate in the “Win a Trip to Europe for 2” contest, participants must purchase a minimum of RM20 worth of Häagen-Dazs products (any flavour or format) in a single receipt from any participating retail outlets, including e-commerce platforms, hypermarkets, supermarkets, convenience stores, and petrol marts, during the Contest Period. For purchases made at Häagen-Dazs Shops, only hand-packed pints and dessert creations are eligible; vouchers and cakes are excluded. Each valid receipt entitles the participant to one (1) contest entry. Receipts cannot be combined to meet the minimum purchase requirement.

3.1.2 To participate in the redemption rewards, participants only need to purchase Häagen-Dazs products (any flavour/format) according to 4.2

3.2 The proof of purchase [“POP”] required to enter the lucky draw & Win A Trip to Europe for 2 contests is one [1] original printed receipt with Häagen-Dazs product (any flavour and format) during the Contest Period for validation purpose. Participants may submit multiple entries but each receipt can only be used once. Contest entries will be disqualified if the same receipt is used more than once. Häagen Dazs Club allows users to upload and validate their receipts. When signing up with Häagen Dazs Club users will input their name, DOB and phone number.

3.3 For purchases made on an online platform / store without a printed receipt, only the final e-receipt or invoice generated by the platform will be accepted. Screenshot of order will not be considered as valid receipt proof of purchase.

3.4 Entries must be submitted via the designated QR code or links, which will direct participants to the microsite <https://my.haagendazs.club> (Häagen Dazs Club) for Malaysia. Participants must follow the instructions provided on the microsite to complete their submission.

3.5 Participants must retain the original receipts, e-receipts or invoice submitted throughout the Contest Period for verification and redemption for the grand prize of “ A trip to Europe for 2” & lucky draw. Failure to present the original receipt, e-receipts or invoice shall result in forfeiture of the prize(s).

3.6 Proof of submission of an entry is not proof of receipt. The Organizer shall not be liable for any delay, lost, damaged and/or non-receipt of submissions, any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, or any problems or technical malfunction of our telecommunications network or lines, computer online systems, servers or providers, computer equipment, software, failure of email or players on account of technical problems or traffic congestion on the Internet.

4. Contest Prizes

4.1 Lucky Draw, Häagen-Dazs Holiday Bear - We have a lucky draw event for which the reward will be Häagen-Dazs Holiday Bear for 9 weeks. For the weekly submission in relation to the lucky draw, the Organiser shall receive the submission of Entries on or before 23:59:59 of the last date of each Contest Week as tabulated below:

Week	Date	Prizes
Week 1	1st July - 10th July 2025	One (1) unit huggable size 30cm(H) X 21cm(W) Häagen-Dazs Holiday Bear
Week 2	11th July - 20th July 2025	One (1) unit huggable size 30cm(H) X 21cm(W) Häagen-Dazs Holiday Bear
Week 3	21st July - 31st July 2025	One (1) unit huggable size 30cm(H) X 21cm(W) Häagen-Dazs Holiday Bear
Week 4	1st August - 10th August 2025	One (1) unit huggable size 30cm(H) X 21cm(W) Häagen-Dazs Holiday Bear
Week 5	11th August 2025 - 20th August 2025	One (1) unit huggable size 30cm(H) X 21cm(W) Häagen-Dazs Holiday Bear
Week 6	21st August 2025 - 31st August 2025	One (1) unit huggable size 30cm(H) X 21cm(W) Häagen-Dazs Holiday Bear
Week 7	1st September 2025 - 10th September 2025	One (1) unit huggable size 30cm(H) X 21cm(W) Häagen-Dazs Holiday Bear
Week 8	11th September 2025 - 20th September 2025	One (1) unit huggable size 30cm(H) X 21cm(W) Häagen-Dazs Holiday Bear
Week 9	21st September 2025 - 30th September 2025	One (1) unit huggable size 30cm(H) X 21cm(W) Häagen-Dazs Holiday Bear

Entry for the lucky draw will automatically be considered after the purchase of any flavour(s)/format(s) of Häagen-Dazs Ice Cream worth minimum RM 20. The entry for lucky draw refreshes and starts from 1 for each week and the 100th entry of each week will be the lucky winner for the Häagen-Dazs Holiday Bear. Communication to the winner of the lucky draw will be notified through Whatsapp. The winner will need to enter the address for delivery of the Holiday Bear.

The user selected as Lucky draw winner for claiming Holiday Bear once will not be eligible for next week's lucky draw. However, Lucky draw winner will still be eligible to win the grand prize. A unique QR code will be generated for the winner and the participant winner will be identified by their unique QR code presented in their Häagen Dazs Club and proof of purchase receipt picture submitted via Häagen Dazs Club.

The Organiser and its appointed fulfilment Agency shall be entitled to request participants to present their unique QR code on their Häagen Dazs Club along with their original copies of proof of purchases submitted for verification purposes.

Weekly Lucky Draw Prizes	Huggable Size 30cm (H) x 21cm (W) Holiday Bear
Worth	RM 300
Available Quantity	9 Units
Condition	Every 100th weekly entry is the winner

4.2 Redemption Rewards -

In the redemption program each phone number can redeem all the 5 prizes but only one unit of each prize as per the points accumulated. You may choose to redeem any prize once the required amount is met (e.g., if the user has 1400 points accumulated, the user can choose 1 Cabin Size 20" Luggage Bag worth 1100 points and Mini Shoulder Bag worth 300 points). Quantities are limited as mentioned below and would be a first come first serve basis.

Points Required	130	170	300	700	1100
Redemption Prize	Luggage Tag	Organizer Pouch	Mini Shoulder Bag	3 Piece Packing Cube with Nano Pump	Cabin Size 20" Luggage Bag
Prize Worth	RM 59.90	RM 89.90	RM 159.90	RM 359.90	RM 689.90
Available Quantity	3000	2000	1500	800	200

Get a Stylish Luggage Tag (3000 units in total to be rewarded) worth RM 59.90 which can be claimed after purchasing any flavour(s) / format of Häagen-Dazs Ice Cream worth RM 65 or 130 points (RM 1 = 2 Points)

Get an Organizer Pouch (2000 units in total to be rewarded) worth RM 89.90 which can be claimed after purchasing any flavour(s) / format of Häagen-Dazs Ice Cream worth RM 85 or 170 points (RM 1 = 2 Points)

Get a Mini Shoulder Bag (1500 units in total to be rewarded) worth RM 159.90 which can be claimed after purchasing any flavour(s) / format of Häagen-Dazs Ice Cream worth RM 150 or 300 points (RM 1 = 2 Points)

Get a 3 Piece Packing Cube with Nano Pump (800 units in total to be rewarded) worth RM 359.90 which can be claimed after purchasing any flavour(s) / format of Häagen-Dazs Ice Cream worth RM 350 or 700 points (RM 1 = 2 Points)

Get a Cabin Size 20" Luggage Bag (200 units in total to be rewarded) worth RM 689.90 which can be claimed after purchasing any flavour(s) / format of Häagen-Dazs Ice Cream worth RM 550 or 1100 points (RM 1 = 2 Points)

The redemption rewards earned will be accumulated and will be delivered together within a month after the campaign is concluded. For the redemption rewards, the participants need to enter the address for delivery and a minimum delivery charge might be applicable for a Cabin size 20" luggage bag.

4.3 Grand Prize - The grand prize is a "Trip to Europe for 2," which includes round-trip airfare from Malaysia to a European destination and accommodation in Europe for two people for 5 nights (on communication). The prize will be awarded as a travel voucher total worth RM 30,000. Quantity: 01 voucher.

4.4 Announcement of grand prize winner will be posted on Häagen-Dazs (MY) Facebook & Instagram page.

4.5 Announcement of grand prize winner will be made by (30th October 2025) after the Contest Period has ended.

4.6 The Organizer reserves the rights to extend the timelines stated under this clause owing to reasons beyond the control of the Organizer.

4.7 The Organizer reserves the right to disqualify the eligible winner and to select an alternative winner(s) if the organiser discover that:

4.7.1 The participant had submitted a duplicate receipt with other entries;

4.7.2 if the entry is incomplete, wrong, spoiled, late or submitted without proof of purchase. Proof of posting is not proof of receipt;

4.7.3 if fraud or cheating is suspected, including without limitation, through the manipulation of code or otherwise frequently falsifying data.

4.7.4 Entries that do not comply with the Term and Conditions that are enforced will be disqualified automatically.

4.7.5 The Organizer reserves the right to demand for the return of the Prize or payment of its value from the disqualified Participant in the event of a disqualification after a Prize has been awarded.

5. Winner Selection for Grand Prize (A trip to Europe for 2)

5.1 Eligible entries must comply with the Submission & Qualifying Criteria mentioned in the T&C.

All eligible entries received between 1 July 2025 and 30 September 2025 will be included in the final prize draw pool. Entries will be considered based on the purchase date indicated on the proof of purchase (POP), not the date of submission via the microsite. One Grand Prize winner will be selected and is valid for two persons (winner + one companion).

5.2 Eligible entries will be shortlisted based on the number of eligible entries during the entire Contest Period.

5.2.1 A list will be created that lists down all the entries and each entry will be assigned a random number, for example there are 500 entries, 1st entry won't be marked as 1st entry but a random number from 1 to 500, likewise each entry will have a unique number from 1 to 500. We then divide the last entry number by 10, so in the example we had 500 entries, we divide 500 by 10 and get 50 as the answer, so the 50th entry will be the winner. In case the entry is an odd number like 476 and we divide 476 by 10, we get 47.6 so we round it off to 47.

5.3 Shortlisted participants will be contacted via mobile phone by the appointed Contest agency for verification. Should the first attempt to contact the eligible winner fail, such as getting no reply, mobile number not in service and / or no connection, etc, another two (2) attempts will be made within the next 24 hours of the first mobile phone call. Where such further attempts are unsuccessful, the Organiser reserves the right to select the next qualified participant. The Organiser shall not be held liable in the event the eligible winners cannot be contacted for whatever reasons. All prizes must be claimed within one [1] month from the date of announcement of the winner. All unclaimed prizes shall be forfeited. Failure to present the original receipt may also result in forfeiture of the prizes.

5.4 Participants may send as many entries as possible.

5.5 The Organiser shall reserve the right at its absolute discretion to substitute the prizes with another of similar value, at any time without prior notice. The prizes are non-transferable, and all prizes are given on an "as is" basis and are not exchangeable for cash or its equivalent.

6. Liability & Responsibility

6.1 Participants and their heirs shall assume full liability and responsibility in case of any liability, mishap, injury, damage, claim or accidents [including death] resulting from their participation in the Contest, redemption and/or utilization of the prize and agree to irrevocably and unconditionally release and hold the Organizer free and harmless of any liability for any reason whatsoever.

6.2 All transportation, accommodation, personal costs and/or any other costs, fees and/or related expenses incurred to participate in the Contest or in addition to the Prize(s), shall be the sole responsibility of the winners.

7. Rights of the Organizer

7.1 By participating in the Contest, the participants give consent and absolute right to the Organizer to use their names, photographs and their prizes as materials for the purposes of advertising, marketing, trade and/or publicity, without any prior notice. The participants shall not be entitled to claim ownership and/or other forms of compensation for the use of the materials by the Organizers.

7.2 The Organizer reserves the right to modify, suspend and/or cancel the Contest at any time without the need to provide any notice or assign any reason whatsoever.

7.3 The Organizer reserves the right, in its sole discretion, to disqualify any participant that is found or suspected of tampering with the Contest submission process, or the operation of the Contest and the Organizer reserves the right to pursue legal action against any individual it believes has undertaken fraudulent activities or other activities harmful to the Contest.

7.4 The Organizer reserves the right to make any changes, adjustments, or substitutions to the contest details, schedule, prizes, or any other aspect of the event at its sole discretion, without prior notice. All decisions made by the Organizer in relation to the contest, including but not limited to participant eligibility, judging criteria, and outcome, are final and binding. No correspondence or appeals will be entertained.

8. Personal Data Protection

8.1 Each participant's participation in the Contest is conditional upon the participant consenting to the Organizer and its affiliated companies and business units using the participant's personal data for the following purposes:

8.1.1 To notify the participant if he/she has won any prize.

8.1.2 To conduct, manage, and administer the Contest including verifying the identity of participants for participation or prize collection.

8.1.3 For consumer research and analysis, promotional, publicity, advertising and marketing purposes.

8.1.4 For the Organizer and its affiliates to obtain feedback on its products and services.

The Organizer and its affiliated companies and business units may share a participant's personal data between themselves for administrative purposes, and with third parties supporting their administrative and business functions. In some cases, this may involve the storage, use, disclosure or other processing, or transfer of participant/s personal data out of Malaysia. The Organizer and its affiliated companies and business units may also share a participant/s personal data with third parties to carry out cross- promotion. By participating in this Contest, the participant consents to the use of his or her personal data for the purposes listed above.

All personal details submitted must be accurate, complete, and subject to proof at the request of the Organizer. The Organizer 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 & 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 Organizer's privacy policy, which can be read here: <https://docs.google.com/document/d/1VEhrqLSpugzZOkKJDLAnxT60br09fcdH0kQeBaLhO88/edit?tab=t.0>

9. General Terms, Amendments & Enquiries

9.1 By entering this Contest, the participants agree to be bound by the Terms & Conditions of the Contest and the decisions of the Organizers shall be final and binding. No appeal shall be entertained for any reason whatsoever.

9.2 The Contest Terms & Conditions and the Contest mechanics may be amended from time to time and shall prevail over any provisions or representations contained in any other promotional material or advertising of the Contest. The Contest and its Terms and Conditions shall be governed by the laws of Malaysia and be subject to the exclusive jurisdictions of the Malaysia courts.

9.3 If participants have any questions, concerns, or require clarification regarding any provision within these Terms and Conditions, they may contact the designated email - **help@haagendazs.club**
Response from the organiser would be during normal working hours. The Organizer reserves the right to respond to such enquiries at its sole discretion and such responses shall not be deemed to amend or modify any part of these Terms and Conditions unless expressly stated in writing.