

LANEIGE

Contest Eligibility

1. To participate in the Mission Dew-able 2 contest (the “Contest”), participants must be:

(i) Malaysian women residing in Malaysia; and

(ii) 18 years of age or older at the time of entry.

2. Employees of AMOREPACIFIC Group, its subsidiaries and affiliates, advertising/marketing agencies part of the Mission Dew-able 2 campaign, and their immediate family members (spouses, parents, children, siblings and their respective spouses), are not eligible to participate.

3. Laneige Malaysia reserves the right to disqualify any participants without notice at any point of the contest or after should he/she be found to have not fulfilled the pre-requisites of the contest prior to participation.

Joining the Contest

4. The Contest period is 3rd April 2018 – 10th May 2018.

5. Laneige Malaysia reserves the right to amend the contest period at any time without prior notice.

6. To participate in this contest, participants must go through the following steps:

Step 1: Play the game at www.laneigemissiondewable.com.my

Step 2: Answer two simple questions.

7. Participants may enter as many times as they wish, but only one prize will be awarded per participant.

Winners Selection

8. Winners will be selected by a panel of judges based on the leaderboard.

9. Participants who score a tie will be judged as a winner based on their creativity in answering The Tie-Breaker questions.

10. Entries uploaded after the end of the contest will be ineligible for judging.

11. In order to respond to the participant's questions, fulfil the participant's requests or manage interactive content in the Contest, it may be necessary to ask for personal information such the participant's name and e-mail address. Laneige Malaysia may use said information to respond to the participant's requests, or to contact the participant via e-mail to inform the participant of news and other promotions. However, unless compelled by applicable legislation, Laneige Malaysia will not provide said information to a third party without the participant's permission.

12. In addition to the personal information as mentioned in the previous clause, certain technology may be used to collect certain technical information like the participant's Internet protocol address, the participant's computer's operating system, the participant's browser type, traffic patterns and the address of any referring web site.

13. Laneige Malaysia will erase any incomplete, inaccurate or outdated personal data retained by Laneige Malaysia in connection with the operation of this Contest.

Prizes

14. At the end of the contest, one (1) grand prize winner and five (5) consolation winners will be chosen. Prizes as below:

Grand prize: A full White Dew set (RM1,300 worth of White Dew Products) inclusive of the below:

- (i) White Dew Milky Cleanser
- (ii) White Dew Skin Refiner
- (iii) White Dew Emulsion
- (iv) White Dew Tone-up Cream
- (v) White Dew Original Ampoule Essence
- (vi) White Dew Purifying Mask
- (vii) White Dew Intensive Eye Mask
- (viii) White Dew Vita Capsule Sleeping Mask
- (ix) White Dew Sherbet Cream

Consolation prize (x5): One (1) White Dew Vita Capsule Sleeping Mask and one (1) White Dew Sherbet Cream each.

15. Prizes are non-transferable, non-exchangeable for cash prizes and non-refundable.

16. In the event that Laneige Malaysia is unable to contact a winner, Laneige Malaysia reserves the right to select another winner based on the judging criteria.

17. Prizes must be collected within one (1) month after the announcement has been made. No cash or prize alternative will be offered by Laneige Malaysia.

Security

18. Please note that while there are always risks associated with providing personal data, whether in person, by phone or over the Internet, and no system of technology is completely safe, "tamper" or "hacker-proof", AMOREPACIFIC Malaysia will do everything to prevent and minimize risks of unauthorized access to, improper use and the inaccuracy of the participants' personal information.

Other Terms

19. By taking part in this contest, the participants understand and accept without condition that AMOREPACIFIC Malaysia may elect to use the participants' personal information and photos/videos for marketing purposes in a manner it deems fit whilst according the participants' privacy or confidentiality with the highest priority.

20. AMOREPACIFIC Malaysia reserves the right to change any terms of this contest without prior notice and substitute any prize with one of a similar value.

21. AMOREPACIFIC Malaysia shall not be liable for any loss of chance arising from any defect, malfunction or failure of any telephone network / lines, computer systems, servers, computer equipment, software used in connection with the contest.

22. AMOREPACIFIC Malaysia (including their respective officers, employees and agents) are not responsible for, and excludes all liability (including negligence), for any personal injury; or any loss or damage (including loss of opportunity); whether direct, indirect, special or consequential, arising in any way out of: (a) any technical difficulties or equipment malfunction (whether or not under Laneige Malaysia's control); (b) any theft, unauthorized access or third party interference; (c) any entry or prize claim that is late, lost, altered, damaged or misdirected (whether or not after their receipt by Laneige Malaysia) due to any reasons beyond the reasonable control of Laneige Malaysia; (d) any tax liability incurred by a winner or entrant; or (e) taking of a prize.

23. AMOREPACIFIC Malaysia may, with or without prior notice, terminate any of the rights granted by these Terms and Conditions. Any changes are effective immediately upon posting to the Contest page and release of notice of such change.

24. AMOREPACIFIC Malaysia reserves the right to cancel, suspend or amend the rules of the contest without prior notice. Any changes will be posted either on Laneige Facebook Page or in the Terms and Conditions.

25. AMOREPACIFIC Malaysia retains all proprietary rights to the intellectual property contained within the Contest, and owns the copyright to all contents within.