

## SNAKE CHALLENGE CONTEST FOR CHARLES & KEITH LUNAR NEW YEAR 2025 CAMPAIGN

### Instructions

Stand a chance to win S\$50 CHARLES & KEITH e-gift card when you participate in the Snake Challenge. The top three (3) participants with the highest scores on the weekly leaderboard will each win a Prize.

To participate in the Snake Challenge:

- 1) Go to our website at <https://www.charleskeith.com/lunar-new-year-game.html> or our telegram channel @charleskeithofficial accessible at the following website link <https://t.me/CharlesKeithOfficial>.
- 2) Enter your CHARLES & KEITH registered email address and start playing the Snake Challenge
- 3) Ensure that the email you have entered is registered to a verified CHARLES & KEITH account

The Contest will be held from 10 January 2025, 1759 (GMT+8) to 7 March 2025, 1759 (GMT+8), or such other period as CHARLES & KEITH may determine in its sole discretion. Three (3) winners will be selected each week during the Contest Period.

### Terms & Conditions

1. These terms and conditions (the “**Terms and Conditions**”) shall govern the Snake Challenge contest (the “**Contest**”), which shall be conducted in CHARLES & KEITH’s telegram channel @charleskeithofficial accessible at the following website link <https://t.me/CharlesKeithOfficial>) and CHARLES & KEITH website [www.charleskeith.com/lunar-new-year-game.html](http://www.charleskeith.com/lunar-new-year-game.html). By participating in the Contest, you acknowledge that you have read, understood and accepted the Terms and Conditions, and agree to be bound by the same.
2. The Contest is managed by Charles & Keith (Singapore) Pte Ltd.
3. A person is eligible to take part in the Contest (a “**Participant**”) if the person:
  - (a) Is not employed by CHARLES & KEITH (Singapore) Pte Ltd. or any of its affiliates – whereby “affiliate” is defined as any company that controls, is controlled by, or is under common control of the company
  - (b) is a registered account holder in one of the following CHARLES & KEITH e-commerce markets: Singapore, Malaysia, Hongkong, Indonesia, Vietnam, Macau, Philippines, Australia, New Zealand, United States, Canada, United Kingdom, Europe, China or Malta (the “**Markets**”);
  - (c) is resident in one of the Markets; and
  - (d) does not have more than one (1) account registered.

A person who is not resident in any of the Markets may play the Snake Challenge on the CHARLES & KEITH website, but will not be eligible to enter the Contest to win the Prize.
4. Each Participant may win the Prize at most once in this Contest. For example, if a Participant’s score is within the top three (3) at the end of the first week, he/she is one of the three (3) winners of the Prize, and will be ineligible to win the Prize in any of the subsequent weeks during the Contest Period.
5. The Contest period shall be from 10 January 2025, 1759 (GMT+8) to 7 March 2025, 1759 (GMT+8) (the “**Contest Period**”).

6. Each Participant's score will be recorded from the start of each week, beginning on 10 January 2025, 1759 (GMT+8) and the leaderboard will be refreshed every Friday, 1759 (GMT +8) during the Contest Period.
7. Any decision of CHARLES & KEITH in relation to this Contest, including but not limited to, the Instructions, these Terms and Conditions, the Prizes and/or identity of the winner, are final. CHARLES & KEITH shall not be obligated to enter into any correspondence or respond to any appeals.
8. Prizes are non-exchangeable, non-transferable and not redeemable for cash.
9. The Contest prize for the three (3) weekly winners is a CHARLES & KEITH e-gift card or a physical voucher each worth S\$50 (or such equivalent amounts in the currency of the Participant's Market as determined in the sole and absolute discretion of CHARLES & KEITH), which will be available for a one-time usage and have a strict validity period of six (6) months from the issue date (the "**Prize**").
10. Winners will be notified of their winning entry by way of email sent to the email address registered with their CHARLES & KEITH account, and an announcement may be made on CHARLES & KEITH's website, telegram channel, TikTok account, Instagram account and/or other third-party platform. A Participant agrees that CHARLES & KEITH may disclose a Participant's information including but not limited to his or her first name, last name, and the fact that he or she has won a Prize on the foregoing platforms. Please also refer to the full Privacy, Cookies and Data Protection Policy at <https://www.charleskeith.com/sg/information/privacy-policy.html>.
11. CHARLES & KEITH will decide at its sole discretion whether the eligibility conditions are met and reserves the right to verify the information provided by any Participant. A winning Participant shall be disqualified from the Contest if his or her email address registered with their CHARLES & KEITH account is no longer valid, and CHARLES & KEITH shall be entitled to award the Prize to another Participant.
12. All winning Participants agree that CHARLES & KEITH may provide additional instructions and/or directions to the winners, such as pertaining to the collection of the Prize. The winning Participants must respond within 7 days from the date of the email notifying them of their win and comply with all instructions and/or directions from CHARLES & KEITH. If a winner fails to do so, he or she shall be disqualified from the Contest and shall no longer be entitled to the Prize, and CHARLES & KEITH shall be entitled to award it to another Participant.
13. CHARLES & KEITH may, at its sole and absolute discretion, vary, amend, or change the details of the Prize and/or its value without giving notice to the Participants. CHARLES & KEITH may also cancel the Contest at its sole and absolute discretion without notice, and all Participants agree that no liability shall attach to CHARLES & KEITH as a result thereof. Any changes to the Prize and/or its value may be posted on the CHARLES & KEITH website, telegram channel, TikTok account, Instagram account and/or other third-party platform, and shall apply with immediate effect.
14. To the extent permissible by law, CHARLES & KEITH and its associates, agents, and representatives expressly exclude any liability for any direct or indirect loss, damage, and injury suffered by Participants or any third party whether foreseeable or not, arising in connection with the Contest.
15. Participation in the Contest is voluntary, and there is no legal right to participate in this Contest. CHARLES & KEITH is not responsible if any person cannot or are not permitted to participate in the Contest or be eligible to receive the Prize for any reason.
16. CHARLES & KEITH reserves the right to, at its sole discretion, amend the Instructions and these Terms and Conditions at any time and from time to time without notice to the Participants.
17. A person who is not a party to any agreement governed by these terms and conditions shall have no rights under the Contract (Rights of Third Parties) Act 2001 of Singapore to enforce any of these terms and conditions.

18. The Contest, the Instructions and these Terms and Conditions shall be governed by and construed in accordance with the laws of Singapore. CHARLES & KEITH and each Participant hereby submit to the exclusive jurisdiction of the Singapore courts.