

“Test Drive2Believe, Win e.MAS 7” Campaign

TERMS AND CONDITIONS

1.0 INTRODUCTION

- 1.1** Prior to participating in **“Test Drive2Believe, Win e.MAS 7” Campaign**, it is advisable for you to take a couple of minutes to read the following Terms and Conditions carefully and ensure that you are completely aware and understand the Terms and Conditions.
- 1.2** These Terms and Conditions govern your access and use of the Platform or the use of any services, information and functions made available by us at the Platform (**“Services”**). Before using this Platform or Services, you are advised to read the Terms and Conditions carefully and accept the Terms and Conditions and other terms and conditions and policies pertaining to the use of the Platform and/or the Services (referred to as **“Test Drive2Believe, Win e.MAS 7” Campaign’s** Terms and Conditions) and you must consent the processing of your personal data as described in the Privacy Notice made available at www.proton.com in accordance with the Personal Data Protection Act 2010 (**“PDPA”**).
- 1.3** In consideration of your participation in the **“Test Drive2Believe, Win e.MAS 7” Campaign** by accessing the Platform and/or using the Services, you agree to be bound by **“Test Drive2Believe, Win e.MAS 7” Campaign’s** Terms and Conditions and any amendments (if necessary) to the foregoing issued by the Organiser (at Organiser’s sole discretion) from time to time. If you do not agree to Campaign Terms and Conditions and contents of the Privacy Notice, please do not access and/or use this Platform and/or the Services.
- 1.4** The Terms and Conditions stated herein shall constitute a legal agreement between you and PROTON Holdings Berhad (**“PHB”**), Registration No. 200301020757 (623177-A), Perusahaan Otomobil Nasional Sdn Bhd (**“PONSB”**), Registration No. 198301005788 (100995-U), PROTON Edar Sdn Bhd (**“PESB”**), Registration No. 198501001087 (133533-A). PHB, PONSB and PESB are legal entities incorporated in Malaysia and having their registered address at PROTON Centre of Excellence, KM33.8 Westbound Shah Alam Expressway, 47600 Subang Jaya, Selangor, Malaysia (referred to as **“PROTON”, “we”, “us”** or **“our”**).
- 1.5** Organiser (as defined below) may at its absolute discretion, amend, change, modify, add or remove any portions of these Terms and Conditions at any time without any prior notice to you. Such amendment or variation shall be effective from the date of posting on the Platform without any prior notice and you are deemed to have been aware of, agreed and bound by any changes to the foregoing upon its publication on the Platform.
- 1.6** Participants agree to be bound by the official rules and regulations and decision of PROTON.

2.0 OWNERSHIP, COPYRIGHTS AND TRADEMARKS

- 2.1** Perusahaan Otomobil Nasional Sdn Bhd, Registration No. 198301005788 (100995-U) is and shall be the exclusive owner of PROTON service marks, including the name and logo of PROTON. The text, images, graphics, sound files, animation files, video files and their

arrangement on the Platform and other internet sites are all subject to copyright and other intellectual property protection. These materials may not be copied for commercial use or distribution, nor may these materials be modified or reposted. Some PROTON internet sites may also contain materials that are subject to the copyright rights of their providers.

2.2 Unless otherwise indicated, all marks displayed on PROTON internet sites, are subject to the trademark rights of PROTON including, but not limited to, model name plates, corporate logos, product and corporate taglines as well as emblems.

3.0 “Test Drive2Believe, Win e.MAS 7” Campaign

The objective of this Campaign is to attract the public to test drive Proton's current patrol models, experience the improvements firsthand, and share their positive feedback based on their test drive experience.

By entering this Campaign, you agree to be bound by the T&C set out and regulated by the Organiser.

3.1 Campaign Organiser

3.1.1 The organiser of **“Test Drive2Believe, Win e.MAS 7” Campaign (“Campaign”)** is PROTON Edar Sdn Bhd, Registration No. 198501001087 (133533-A) whose registered office is at PROTON Centre of Excellence, KM33.8 Westbound Shah Alam Expressway, 47600 Subang Jaya, Selangor, Malaysia (referred to as **“Organiser”**).

3.1.2 By entering this Campaign, the Participants (as defined below) agree to be bound by the Terms & Conditions (**“T&C”**) and the absolute decisions of the Organiser.

3.1.3 Any failure by the Organiser to enforce any of these T&C in any instances shall not give rise to any right or any claim by any Participants against the Organiser.

3.2 Campaign Eligibility

This Campaign is open to all individuals (**“Participant(s)”**) who fulfil the following criteria.

3.2.1 All residents of Malaysia (citizen and non-citizen) possessing a valid Identity Card (**“IC”**) (for Malaysians) or a valid passport (for non-Malaysians) and a valid bank account.

3.2.2 The following Participants shall not be eligible to participate in the Campaign:
(i) Employees of the Organiser including its affiliates and/or related companies; and their immediate family members (spouses, children, parents and siblings).

3.2.3 The Organiser may at any time exclude or disqualify an invalid entry or all entries of any Participants who are ineligible or who breaches the T&C or fails

to provide evidence satisfactory to the Organiser to verify their identity or eligibility.

3.3 Campaign Period and Submissions

- 3.3.1 The Campaign shall begin on **1st April 2025 at 12.00 a.m.** (GMT+8) and shall end on **30th June 2025 at 11.59 p.m.** (GMT+8) ("**Campaign Period**").
- 3.3.2 Participations received after the Campaign Period or participations which are damaged, corrupted, incomplete or illegible will not be accepted and will be disqualified.
- 3.3.3 Incomplete entries and/or failure to fulfil all or any of the T&C shall automatically constitute to a disqualification to the Participants from the Campaign without prior notice.
- 3.3.4 The Organiser reserves the right at its sole and absolute discretion to shorten or extend the Campaign Period at any time for any reasons whatsoever without prior notice to the Participants.
- 3.3.5 The Organiser reserves the right at its sole and absolute discretion to modify the Campaign mechanisms, suspend, withdraw or terminate the Campaign at any time during the Campaign Period for any reasons whatsoever without prior notice to the Participants.
- 3.3.6 For the avoidance of doubt, any modification, suspension, withdrawal or termination of the Campaign by the Organiser shall not entitle the Participants to any claim or compensation against the Organiser for any loss or damage suffered or costs and expenses incurred by the Participants either directly and/or indirectly arising from or in connection with the modification, suspension, withdrawal or termination of the Campaign by the Organiser.

3.4 Campaign Mechanics

- 3.4.1 **"Test Drive2Believe, Win e.MAS 7" Campaign**
Participants must complete the following steps within the Campaign Period to submit an entry:
 - (i) Participants must visit a Proton outlet and test drive any Proton petrol current selling model;
 - (ii) The Proton Outlet Marketing Manager will take a picture together with the Participants and the test drive car while holding the Campaign Mock-up Board provided by PROTON;
 - (iii) Outlet Marketing Manager posts a photo with a brief caption highlighting the customer's positive test drive experience on the Proton outlet's official Facebook page with hashtag "#PROTONDrive2Believe"

- (iv) The Outlet Marketing Manager must submit the entry by filling in a Google Form provided by the Organiser. Any failure by the Outlet Marketing Manager who fail to submit the form, PROTON shall not give rise to any right or any claim by any Participants against the Organiser.
- (v) Proton will conduct monthly livestream draws to select 280 winners with 40 winners per model across a total of 7 models to receive a fuel card (worth RM100/each) from the submission who registered a car.
- (vi) The monthly fuel card winner who registered the car and record a short positive video (assisted by Outlet Marketing Manager) then upload it on their own best perform social media platform to stand a chance for the monthly grand prize draw for the brand-new e.MAS 7 Prime via second livestream.
- (vii) Grand Lucky Draw finalist who does not win the grand prize Lucky Draw in the first round, will be included in the subsequence Grand Lucky Draw Sessions until the campaign concludes or they win.
- (viii) The Grand Lucky Draw winner is not entitled for the subsequent Grand Lucky Draw Sessions.

3.4.2 Any picture, video, or entry submitted for this Campaign must be original and must not be copied. Any picture, video, or entry submitted for this campaign must not contravene any laws (include but not limited to the traffic act) and must not feature any religious, sexual, violent, pornographic content, drugs, or any negative impact for PROTON brand image.

3.4.3 Hashtag: **#PROTONTestDrive2Believe** (must be included), Tag: **@ProtonCarsOfficial** in all posts.

3.4.4 The posts must remain public all the time

3.4.5 Organiser reserves the rights to disqualify any Participants and/or campaign entry at its sole and absolute discretion, without having to assign any reasons whatsoever.

3.4.6 For any enquiries on how to participate, Participant is advised to refer the matter to the Sales Advisor serving him/her or contact PROTON marketing on Marketing@proton.com

3.5 Selection of Campaign Winners

3.5.1 Winners for the **“Test Drive2Believe, Win e.MAS 7” Campaign** will be selected via a **Live Lucky Draw on Proton Cars official Facebook page**

(@ProtonCarsOfficial), which will be conducted monthly throughout the Campaign period. The process will be as follows:

- (i) A total of 280 winners who complete a test drive, register a car and participate in the campaign within the same month of the campaign participation will be selected via a live draw session in the following month to win RM 100 fuel card for each;
- (ii) 1 winner will be chosen for each month from monthly fuel card winners who registered the car, recorded a short positive video and uploaded it on their own best perform social media platform in the same month of the campaign participation via second live draw session in the following month to win a brand new e.MAS 7 Prime.

3.5.2 The live lucky draw will be conducted by PROTON HQ and streamed live via Proton’s official Facebook page to ensure transparency and engagement.

3.5.3 Grand Lucky Draw finalist who does not win the grand prize Lucky Draw in the first round, will be included in the subsequence Grand Lucky Draw Sessions until the campaign concludes, or they win.

3.5.4 The Grand Lucky Draw winner is not entitled for the subsequent Grand Lucky Draw Sessions.

3.6 Content Submission and Organiser's Discretion

3.6.1 The Organiser has full discretion to qualify the content submission. The Organiser’s decision shall be final, conclusive, and binding. No correspondences, queries or appeals will be entertained.

3.6.2 The Organiser reserves the right to reject any participation which are incomplete, illegible, disfigured, submitted beyond the campaign period or such other reasons as the Organiser deems fit.

3.7 Campaign Prizes

3.7.1 The prizes given out for the “**Test Drive2Believe, Win e.MAS 7**” are as follows:

Round/ Month	Prize		TOTAL VALUE
Round 1: (1 st April – 30 th April)	<u>Monthly Lucky Draw</u> 3 months x Fuel card: RM100 each for 280 pax/month	<u>Monthly Grand Prize Lucky Draw</u> 3 months x 1 unit eMas 7 Prime (RM109,800)/month	RM 413,400
Round 2: (1 st May – 31 st May)			
Round 3: (1 st June – 30 th June)			

- 3.7.2 All prizes are given on an “as is” basis.
- 3.7.3 All prizes are non-exchangeable, non-transferable, and non-redeemable with any form merchandise, goods or services either in part or in full.
- 3.7.4 The Organiser reserves the right at its sole and absolute discretion to substitute all or any of the prizes with any other prizes of equal or similar value (in kind) at any time without prior notice.

3.8 Announcement of Campaign Winners

- 3.8.1 Winners for “**Test Drive2Believe, Win e.MAS 7**” will be announced during the live session and will receive an official notification via email and phone call. The Organizer will validate all winner details (name, phone number, IC number) before awarding prizes.
- 3.8.2 Prizes will be distributed to all winners within three (3) months of the date of all winners’ announcement.
- 3.8.3 The Organiser reserves the right at its sole and absolute discretion to use any other method or medium that the Organiser deems fit for the purpose of announcing the winners.
- 3.8.4 The winners shall respond the e-mail or telephone call to the Organiser or contact the Organiser within fourteen (14) calendar days (“Winner Announcement Period”) from the date the winners are being informed via an email and a telephone call from the Organiser.
- 3.8.5 The Organiser reserves the right at its sole and absolute discretion to change the announcement period, the method or medium of prizes delivery without prior notice to the winners.
- 3.8.6 Failure to respond to the Organiser’s e-mail or telephone call for the acknowledgement of the prizes within the Winner Announcement Period shall result in the winners being disqualified by the Organiser. In such event, the Organiser shall have no liability to the winners in any respect whatsoever and the unclaimed prizes shall be dealt in manners deem fit by the Organiser at their sole and absolute discretion.
- 3.8.7 The decision of the Organiser in the final confirmation of the winners shall be final, conclusive and binding. No correspondences, queries or appeals will be entertained.
- 3.8.8 All transportation, accommodation, personal costs, any other costs and/or any other related expenses that are incurred to redeem the prize are at the sole responsibility of the winners.

- 3.8.9 The winners are fully responsible for any injuries, damages or claims that may result from their collection of their prize or usage of their prize.

4.0 INQUIRIES

- 4.1 You may e-mail to Proton's Marketing team via (Marketing@proton.com) to provide your comments or to report your concerns with regards to this campaign.

5.0 Copyright, Intellectual Property Rights and Publicity

- 5.1 The Participants agree and acknowledge that the Organiser (including their respective affiliates and related companies) retains all proprietary rights to the intellectual property contained in this campaign and owns the copyright to all contents within.
- 5.2 By participating in this campaign, the Participants have granted the Organiser the right to use the Participants' personal information for the purpose of advertising, trade and/or publicity, without prior notice to the Participants and the Participants shall not be entitled to claim ownership or other forms of compensation on such use.
- 5.3 The Organiser (including their respective affiliates and related companies) shall not be held responsible and/or answerable to any damages, losses or liabilities arise from the publication including but not limited to the posting of the same in the Organiser's website and/or any public domain.
- 5.4 The entries submitted by the Participants pursuant to this Campaign shall be owned by the Organiser and the Organiser shall have the right to deal with such entries in any manner whatsoever that it deems fit without any payment or compensation to be made to the Participants.

6.0 USAGE POLICY

- 6.1 The courts of Malaysia shall have exclusive jurisdiction in relation to **"Test Drive2Believe, Win e.MAS 7"** Terms and Conditions of the agreement contained herein which shall be governed by and construed in accordance with the laws of Malaysia.
- 6.2 Organiser and/or its group of companies, and/or their respective employees, officers, directors involved in this Platform and/or Services shall not be liable in anyway whatsoever for : (a) any expenses incurred by Participants; (b) any sort of technical failure; (c) intervention by unauthorised parties during the Platform; (d) electronic or human errors in the administration of the Platform and/or Services and/or processing of registration expenses ; and (e) any registration expenses that is lost, stolen wrongly paid or not received by PROTON.
- 6.3 By participating in this Campaign , Participants undertake that he/she shall not bring any claims, action or proceedings against Organiser and/or its group of companies involved in

this Platform and/or Services, including its employees, officers, directors relating to this Platform and/or Services whether in contract or otherwise and Organiser and/or its group of companies shall not be liable for any loss, expense and/or damage in connection with the Platform and/or Services.

- 6.4** Organiser shall not be liable for any direct, indirect, punitive, incidental, consequential or any other damages resulting from the use or inability to use the Platform or unauthorised access to the same. All use of this Platform shall be at the Participants' own risk.
- 6.5** Organiser shall not be in default of any of its obligation hereunder if the failure to perform the obligation is due to any event beyond Organiser's control, including, without limitation, significant failure of a portion of the power grid, significant failure of the internet, natural disaster, war, riot, insurrection, epidemic, pandemic, strikes or other organised labour action, terrorist activity, or other events of a magnitude or type for which precautions are not generally taken in the industry.
- 6.6** THE ORGANISER AND PROTON DO NOT WARRANT OR REPRESENT THAT THE SERVICES WILL BE UNINTERRUPTED, ERROR-FREE, OR COMPLETELY SECURE THOUGH THE PARTIES WILL ENSURE REASONABLE MEASURES TO MAINTAIN ACCURACY OF ALL DATA PRESENTED. TO THE EXTENT PERMITTED BY APPLICABLE LAW, PROTON DISCLAIMS ANY AND ALL WARRANTIES INCLUDING THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND NON-INFRINGEMENT TO THE EXTENT PERMITTED BY APPLICABLE LAW, ALL SERVICES ARE PROVIDED ON AN 'AS IS' BASIS.
- 6.7** UNLESS EXPRESSLY STATED TO THE CONTRARY AND TO THE FULLEST EXTENT PERMITTED BY LAW, PROTON AND THE ORGANISER HEREBY EXPRESSLY EXCLUDES ALL CONDITIONS, WARRANTIES AND OTHER TERMS WHICH MIGHT OTHERWISE BE IMPLIED BY STATUTE, COMMON LAW OR THE LAW OF EQUITY AND SHALL NOT BE LIABLE FOR ANY DAMAGES WHATSOEVER, INCLUDING BUT WITHOUT LIMITATION TO ANY DIRECT, INDIRECT, SPECIAL, CONSEQUENTIAL, PUNITIVE OR INCIDENTAL DAMAGES, OR DAMAGES FOR LOSS OF USE, PROFITS, DATA OR OTHER INTANGIBLES, DAMAGE TO GOODWILL OR REPUTATION, OR THE COST OF PROCUREMENT OF SUBSTITUTE GOODS AND SERVICES, ARISING OUT OF OR RELATED TO THE USE, INABILITY TO USE, PERFORMANCE OR FAILURES OF THIS WEBSITE AND ANY MATERIALS POSTED HEREIN, IRRESPECTIVE OF WHETHER SUCH DAMAGES WERE FORESEEABLE OR ARISE IN CONTRACT, TORT, EQUITY, RESTITUTION, BY STATUTE, AT COMMON LAW OR OTHERWISE.