

KrisFlyer Gen Z KrisFam Giveaway – Instagram Contest Terms and Conditions (“Terms and Conditions”)

1. KrisFlyer Gen Z KrisFam Giveaway on Instagram Reels or TikTok Contest (“Contest”) is organised by Singapore Airlines Limited (“SIA”) and will be carried out on Instagram and Tiktok and is open to all KrisFlyer members (unless otherwise stated).

2. To be eligible to participate in the Contest, a KrisFlyer member must:

- a. follow KrisFlyer on Instagram (www.instagram.com/krisflyer.official); and
- b. reside in Singapore.

KrisFlyer members who meet both eligibility criteria above shall be referred to as “Eligible KrisFlyer members”.

3. To participate in the Contest, Eligible KrisFlyer members must:

- a. make at least three Kris+ transactions using the Kris+ account registered in their name during the Contest Period. There is no maximum number of Kris+ transactions and participants can make as many Kris+ transactions as they wish; and
- b. post a reel on Instagram or a video on TikTok featuring, showing, displaying, or otherwise referring to (i) usage of the Kris+ mobile application and (ii) the above mentioned Kris+ transactions,
- c. include the following hashtags in the caption to the reel on Instagram and/or video on TikTok: #KrisFam2023 and #MilesBetterWithKF.

Eligible KrisFlyer members who have participated in the Contest in accordance with this clause shall be referred to as “Participants”.

4. Participants can submit unlimited reels or videos across Instagram and TikTok.

5. SIA reserves the right to verify the eligibility of Participants at its sole and absolute discretion. The demise of a Participant automatically disqualifies his/her entry.

6. The Participant(s) with the most creative entry (each, a “Winning Entry”), as determined by SIA in its sole and absolute discretion, will win the Prize(s) as defined in paragraph 7 below.

7. There will be a total of three Winning Entries selected by SIA. Each Participant who posts a Winning Entry will each be referred to as a “Winner”.

8. Each Winner will be awarded an additional 20 times KrisFlyer miles that have already been earned on Qualifying Kris+ Transactions, capped at 100,000 miles (“Prize”).

“Qualifying Kris+ Transactions” means Kris+ transactions which:

- a. the Winner has entered into during the Contest Period;
- b. the Winner features, shows, displays or otherwise refers to in their Winning Entry; and
- c. which are entered into using the Kris+ account registered in the Winner's name.

9. Winners will be announced on Instagram by 6 November 2023.

10. By participating in this Contest, Participants acknowledge and agree that:

(a) the Participants may not submit, upload or publish any content ("Submission") that is inaccurate, misleading, libellous, defamatory, threatening, pornographic, obscene, indecent, lewd, abusive, illegal, political, racist, religious, blasphemous, false, an infringement of any intellectual property rights of a third party, or would otherwise violate or encourage the violation of any law or the proprietary or other rights of any third party (individually and collectively "Improper Content");

(b) each Participant automatically grants SIA a worldwide, perpetual, irrevocable, transferable and royalty-free licence to use (including without limitation, to store, reproduce, modify, distribute, publish, display, communicate, transmit, broadcast, podcast, webcast, or broadcast) and to sub-licence any and all intellectual property rights, title and interests (including copyright) in the Submission, including to repurpose and/or report their answers in other social media posts as and when it deems fit, without informing the Participant in advance; and

(c) each Participant represents and warrants that:

- i. All such Submissions are the Participant's own original works and creations and do not and will not infringe the copyright or any other intellectual property or other rights of any third party;
- ii. None of the Submissions are proprietary or confidential;
- iii. None of the Submissions are or consist of Improper Content, nor will they expose SIA to any civil or criminal proceedings in any part of the world; and
- iv. The use by SIA and other users for the purposes and in the manner set out in these Terms and Conditions will not require any further licences or rights from, or infringe any intellectual property or other rights of, any third party.

11. SIA will notify the Winners as a reply to their Contest entry on the relevant social media platform. In such notification, the Winners will be informed to provide their personal details to SIA via KrisFlyer_social@singaporeair.com.sg. Winners shall ensure that all details and particulars submitted to SIA are true, accurate and complete. SIA will then provide the Winners with further information on how to claim the Prizes. Each Winner is required to return a signed letter of acceptance via email to SIA in accordance with the instructions provided by SIA via email within ten (10) working days. If the letter of acceptance is not received by SIA by 6 November 2023, or if any Winner is determined by SIA to have breached any provisions in these SIA Terms and Conditions and/or to be not eligible to participate in the Contest for any reason, the Winner(s)' Prize(s) will be forfeited and disposed of by SIA in its sole and absolute discretion.

12. SIA reserves the right at any time in its absolute discretion to (a) cancel or modify the Contest; or (b) substitute, withdraw or cancel any Prize, or to award one or more but not all of the Prizes, without prior notice and without having to disclose any reason therefore and without any payment or compensation whatsoever. All decisions made by SIA, in respect to any matter relating to this Contest, including the choice of each Winner, shall be final, conclusive and binding on all Participants and Winners, and no correspondence will be entertained. SIA reserves the right to vary these Terms and Conditions or terminate this Contest without prior notice at its sole and absolute discretion.

Prizes

13. Where a Winner has won KrisFlyer miles as his/her Prize, the KrisFlyer miles may take about four (4) to six (6) weeks from the announcement of the Winner(s) to be delivered or credited into the KrisFlyer account of each Winner.

14. The KrisFlyer miles awarded from this Contest are valid for a period of one (1) year from the date in which they are credited into the respective Winner's KrisFlyer account (the "KrisFlyer Validity Period"), following which they shall expire and there shall be no extensions of the KrisFlyer Validity Period. For the avoidance of doubt, KrisFlyer miles awarded which have not been used by the end of the KrisFlyer Validity Period will expire and shall be deemed null and void.

15. KrisFlyer miles can be used to redeem eligible flights on Singapore Airlines, Scoot or their partner airlines, and/or for purchases on non-airline partners (such as KrisShop, KrisFlyer vRooms and via Kris+) in accordance with the applicable terms and conditions as set out below.

- a. The use of KrisFlyer miles to redeem an air ticket is subject to seat availability at the time of reservation or ticket issuance and must be used in accordance with the terms and conditions of the KrisFlyer programme, (available online at https://www.singaporeair.com/en_UK/ppscclub_krisflyer/termsconditions-kf/).
- b. The use of KrisFlyer miles to redeem merchandise on KrisShop (available online at <https://www.krisshop.com/en/>) is subject to stock availability at the time of purchase and must be used in accordance with the terms and conditions of the KrisFlyer programme, and the terms of use of the KrisShop website (available online at <https://www.krisshop.com/en/page/platform-and-saleterms>).
- c. The use of KrisFlyer miles to redeem hotel stays or car rentals on KrisFlyer vRooms (available online at <https://www.krisflyervrooms.com>) is subject to room/car availability at the time of booking and must be used in accordance with the terms and conditions of the KrisFlyer programme, and the terms of use of the KrisFlyer vRooms website (available online at <https://krisflyervrooms.com/shopping/terms>).

- d. The use of KrisFlyer miles to redeem for shopping, dining, wellness services via the Kris+ app must be used in accordance with the terms and conditions of the KrisFlyer programme, and Kris+ partners (available online at www.krisplus.com).
- e. The use of KrisFlyer miles to redeem for activities and experiences on Pelago must be used in accordance with the terms and conditions of the KrisFlyer programme, and terms of use of Pelago (available online at <https://pages.pelago.co/en-sg/terms-of-use/>).

16. The Prizes cannot be exchanged or redeemed for cash.

17. Transfer of KrisFlyer miles from a Winner's KrisFlyer account to another KrisFlyer member's account is not permitted.

Participation

18. By participating in the Contest, each Participant agrees to comply with and be bound by these Terms and Conditions, SIA's conditions of use of website, SIA's Privacy Policy, KrisFlyer Terms and Conditions, and Kris+ Terms and Conditions (collectively, "SIA Terms & Conditions"). Non-compliance with or breach of any of these SIA Terms and Conditions may result in the Participant being disqualified at any stage of the Contest, and any Prizes won may be forfeited, withheld, withdrawn or reclaimed. Unless otherwise defined, capitalised terms used herein shall have the meanings assigned to them in the respective SIA Terms and Conditions.

19. By participating in the Contest, each Participant consents that any and all personal data he/she submits (including his/her name, KrisFlyer membership number, email address and contact number) may be collected, used, disclosed, or otherwise processed (collectively, "Processed") by SIA, its authorised service providers and its advertising and promotion agencies for the purposes indicated in SIA's Privacy Policy (available online at http://www.singaporeair.com/en_UK/privacy-policy/) and for administering the Contest and the Prize, including to communicate with the Winners on collection of the Prize and for SIA's publicity and/or advertising campaigns connected to the Contest, and further agree that such use and disclosure will be without payment or compensation.

20. Employees of SIA, their immediate families, affiliates, subsidiaries, related agencies, principal sponsors and suppliers associated with this campaign are not eligible to participate in the Contest. Corporations and other artificial persons are not eligible to participate in the Contest.

21. To the extent permitted under applicable law, SIA will not be responsible or liable for any consequences that any Participant may suffer (including without limitation any damage, loss, injury or disappointment) by entering the Contest or the Participant's acceptance of any Prize.

22. Unless otherwise specified, SIA is not responsible for and will not bear any of the expenses and all ancillary costs which may be incurred in the participation in the Contest and/or the Prize.

23. For enquiries, please contact the KrisFlyer social media team at KrisFlyer_social@singaporeair.com.sg.

24. These Terms and Conditions shall be governed by and construed in accordance with the laws of the Republic of Singapore and shall be subject to the exclusive jurisdiction of the Singapore courts.