

TERMS & CONDITIONS

1. The “#EarnBIGLiveBIG UGC (User-generated content) and 816 BIG World Contest” (“Contest”) is organised by BIGLIFE Sdn. Bhd. (formerly known as BIG Loyalty Sdn. Bhd.) (“BIG”) (hereinafter referred to as the “Organiser”).
2. By participating in this Contest, all participants (“Participants”) will be deemed to have read, understood and expressly agreed to be bound by the Terms & Conditions of this Contest as stated herein and any additional terms and conditions stipulated by the Organiser (as may be applicable) including the decisions of the Organiser in all matters related thereto.
3. Employees and families of employees of the Organiser are not allowed to participate in the Contest.
4. Information on how to enter forms part of these conditions of entry. Registration for and/or participation in this Contest is deemed as acceptance of these conditions of entry. Acceptance of these Terms and Conditions is a pre-condition of entry.
5. This Contest runs from **16<sup>th</sup> August 2019, 12:00 (GMT +8)** and closes on **16<sup>th</sup> September 2019, 23:59 (GMT +8)**, (“Contest Period”). The Organiser reserves the right to amend or extend the Contest Period at any time as it deems appropriate without prior notice.
6. To qualify and participate in this Contest, Participants must be an existing and valid BIG member (having subscribed and registered for membership under the loyalty and rewards program operated by BIG under the name “BIG Loyalty”) and have a unique registration number known as the “BIG Member ID” at the point of participation in the Contest;
7. Participants must fulfil all the following requirements (“Contest Requirements”) during the Contest Period as listed below: -

“Contest”	“Offer”	Mechanics
<p>#EarnBIGLiveBIG UGC upload</p> <p>Remark: The #EarnBIGLiveBIG UGC upload is not applicable to BIG Members in China because Instagram is disable in the country.</p>	<ol style="list-style-type: none"> <li>1. Earn 5 BIG Points for each upload, up to a maximum of 1 upload a day that are not repetitive in nature.</li> <li>2. Participants may upload multiple photos of themselves but only one (1) photo fulfilling all criteria imposed by the Organiser and uploaded to the Dedicated Microsite shall be entitled to receive BIG Points each day during the Contest Period</li> </ol>	<ol style="list-style-type: none"> <li>1. Participants to upload their photos of #EarnBIGLiveBIG life moment in their respective Instagram account with the hashtag #EarnBIGLiveBIG.</li> <li>2. Follow and tag @airasiabig and hashtag #EarnBIGLiveBIG on the Instagram post.</li> <li>3. Ensure the Instagram account is set to public</li> <li>4. Only relevant travel and lifestyle photos will be uploaded to 816 BIG World campaign page link provided by the Organiser. The sole discretion of choosing the relevant photos lies with the Organiser and no enquiries will be entertained regarding the selection criteria.</li> <li>5. Logon to BIG Membership account on the 816 BIG World microsite (<a href="http://816world.airasiabig.com/">http://816world.airasiabig.com/</a>) (“Dedicated Microsite”) and link the Participants’ BIG Membership account to their respective Instagram profile at (<a href="http://816world.airasiabig.com/profile/setting">http://816world.airasiabig.com/profile/setting</a> or <a href="http://816world.airasiabig.com/profile">http://816world.airasiabig.com/profile</a> )Most</li> </ol>

		<p>like photos of the week will be featured on the Organiser’s media platforms (ie: Digital Billboard located in Malaysia only) on a weekly basis during the Contest Period</p> <p>No BIG Points will be awarded, and photos uploaded in the Instagram will not be displayed in the 816 Gallery, if a Participant did not follow all of the following rules:</p> <ol style="list-style-type: none"> <li>1. The photos must be authentic and must not use stock images.</li> <li>2. Photos must not be repetitive in nature.</li> <li>3. Must be travel and lifestyle related pictures (not animals/food/clothes/elements from 816 BIG Day Campaign).</li> <li>4. Each Instagram account must have existed before 16 August and not registered solely for participation in this Contest.</li> <li>5. Each Instagram account must at least have a minimum of 50 followers.</li> <li>6. Adhere to the Instagram community guideline (<a href="https://help.instagram.com/477434105621119">https://help.instagram.com/477434105621119</a>)</li> </ol> <p>BIG Points will be awarded 8 weeks after the end of the Contest Period.</p>
#EarnBIGLiveBIG UGC vote	<ol style="list-style-type: none"> <li>1. Earn 1 BIG Point for each vote</li> <li>2. Daily BIG Points earn limit is capped to 1 vote per day</li> </ol>	<ol style="list-style-type: none"> <li>1. Log in as BIG member in the Dedicated Microsite</li> <li>2. Vote for their preferred photographs displayed in the 816 Gallery in the Dedicated Microsite to be entitled to 1 BIG Point per vote per day (non-earning votes are unlimited)</li> </ol> <p>BIG Points will be awarded 8 weeks after the end of the Contest Period.</p>
816 BIG World social share	<ol style="list-style-type: none"> <li>1. Earn 5 BIG Points for each share.</li> <li>2. Daily limit is capped to 1 share per day.</li> </ol>	<ol style="list-style-type: none"> <li>1. Log in as BIG member in the Dedicated Microsite.</li> <li>2. Click “Share” and share features displayed in the Dedicated Microsite on their social media.</li> <li>2. Participants will earn 5 BIG Points per share per day (non-earning shares are unlimited)</li> </ol> <p>BIG Points will be awarded 8 weeks after the end of the Contest Period.</p>
Explore 816 BIG World	<ol style="list-style-type: none"> <li>1. Earn 50 BIG Points when Participants click on all the partners buildings in the Dedicated Microsite.</li> </ol>	<ol style="list-style-type: none"> <li>1. Click ALL the buildings representing each partner of all categories, namely Lifestyles, Financial Services and Travel, within the Dedicated Microsite to be entitled to 50 BIG Points.</li> </ol>

	2. Participants can earn BIG Points only once pursuant to this online activity during the Contest Period.	BIG Points will be awarded 8 weeks after the end of the Contest Period
816 BIG O'Clock	<p>1. This 816 BIG O' Clock contest is only open to Participants who had selected any of the following countries of residence while linking their BIG Membership account to their profile in the Dedicated Microsite: -</p> <p>a) Malaysia b) Indonesia c) Philippines d) China e) Thailand</p> <p>BIG Points will be awarded 8 weeks after the end of the Contest Period</p>	<p>1. Stand a chance to earn 816 BIG Points by being the first FIVE (5) Participants to log in to their BIG Member account through the Dedicated Microsite on the following dates at 8.16 PM local time (Malaysia, Indonesia, Philippines, China and Thailand):</p> <p><u>816 BIG O'Clock dates are as follows: -</u>                      30 August 2019                      31 August 2019                      1 September 2019                      6 September 2019                      7 September 2019                      8 September 2019                      13 September 2019                      14 September 2019                      15 September 2019</p>

8. All BIG Points are awarded on first-come-first-served basis as the total number of BIG Points available to be given away pursuant to this Contest is limited to 16 million BIG Points only. BIG Points earned in the 816 BIG World will only be credited into BIG Member account 8 weeks after the campaign ends. The BIG Points earned during the Contest Period are valid for a period of three (3) months only from the date of such BIG Points are credited to the eligible Participant's BIG Member account. BIG Points not redeemed prior to the expiry of the validity period will be forfeited by the Organiser.
  
9. Participants are required to fulfil all the Contest Requirements to be eligible to participate in the Contest and able to track BIG Points earned in the Dedicated Microsite which is viewable via leaderboard in the Dedicated Microsite.
  
10. During the Contest Period, ELEVEN (11) Participants will be selected based on the criteria below at the end of the Contest Period to be entitled to receive any one (1) the following prizes and the prize will be credited to the winners' BIG Member account within eight (8) weeks after the Contest Period has ended:-
  - a. Grand Prize – 1 x 1,000, 000 BIG Points to the highest BIG Points earner (for avoidance of doubt, BIG Points earned from the BIG O'Clock contest shall NOT be included while determining the winner) from the 816 BIG World during Contest Period. The Grand Prize won is valid for a period of twelve (12) months only from the date of such BIG Points are credited to the eligible Participant's BIG member account. Grand Prize not redeemed prior to the expiry of the validity period will be forfeited by the Organiser.

- a. Consolation Prize – 10 x 100,000 BIG Points each to top 10 Participants with the most liked photos in the BIG Gallery within the Dedicated Microsite. The Consolation Prize won is valid for a period of six (6) months only from the date of such BIG Points are credited to the eligible Participant's BIG member account. Consolation Prize not redeemed prior to the expiry of the validity period will be forfeited by the Organiser.

In the event there is a tie, the Organiser will select the winner on random basis.

11. Winners announcement will be made within 14 days after the Contest ends on the AirAsia BIG Facebook page (e.g.: Congratulations! @AlexaGaphee) and the winners are required to respond to Organiser's direct messages on AirAsia BIG Facebook page within 48 hours after the message has been sent.
  - (a) In the event any of the winners is uncontactable after 48 hours from the date of announcement, the Organiser reserves the rights to forfeit the winner and select another winner.
  - (b) Participants are allowed to win only once throughout the Contest Period.
12. Any irrelevant, late or incomplete entries will automatically be disqualified. The Organiser reserves the absolute right, at any time, to verify the validity of successful entries and identification of the Participants. Without limitation, Participants agree to provide a copy of the identification card to the Organiser upon request. The Organiser's decision in relation to all aspects of the Contest but not limited to the Prize is final, binding and conclusive under any circumstances and no correspondence nor appeal will be entertained.
13. Only Participants that fulfil the Contest terms and conditions are eligible to participate in the Contest. Participants that fail to fulfil the Contest terms and conditions will automatically be disqualified from the Contest without notice.
14. The Organiser further reserves its right to use any collected photos, information, entries or personal data of Participants in any manner and/or for any purpose that is related to this Contest in accordance with the Organiser's privacy policy and the Participants are deemed to consent to such use with no monetary payment.
15. The Organiser reserves the right in its sole discretion to disqualify any Participant and/or winners and/or to forfeit the Prize from any it believes has undertaken fraudulent practice and/or activities or other activities harmful to this Contest or to the Organiser.
16. Participants may be contacted, at any time deemed appropriate by the Organiser, via email or any other mode of communication deemed appropriate by the Organiser.
17. BIG Points are not exchangeable and/or transferable and cannot be exchanged or redeemed for cash. All aspects of the Prize must be taken together as a package. The Organiser reserves the absolute right to substitute and/or replace the Prize without any prior notice to the Participants. Usage of the Prize and/or BIG Points is subject to BIG Membership Terms and Conditions.
18. The Organiser reserves the absolute right to postpone, cancel, terminate or suspend the Contest with or without any prior notice and/or assigning any reason. For the avoidance of doubt, postponement, cancellation, termination or suspension by the Organiser shall not entitle the

Participants to any claim or compensation against the Organiser for any and/or all losses or damages suffered or incurred as a direct or indirect result of the act of postponement, cancellation, termination or suspension.

19. The Organiser accepts no responsibility for late, lost, incomplete, incorrectly submitted, delayed, corrupted or misdirected submissions whether due to error, omission, alteration, tampering, deletion, theft, destruction or otherwise.
20. The Organiser, subsidiaries, affiliates, and associated companies will not be liable for any loss (including, without limitation, indirect, special or consequential loss or loss of profits), expense, damage, personal injury or death which is suffered or sustained (whether or not arising from any person's negligence) in connection with this Contest (in which case that liability is limited to the minimum allowable by law).
21. The terms and conditions contained herein shall prevail over any inconsistent terms, conditions, provisions or representation contained in any other promotional or advertising materials for the Contest.
22. The Organiser reserves the absolute right to vary, delete or add to any of these terms and conditions (wholly or in part) from time to time without any prior notice to the Participants.
23. All expenses associated with this Contest such as transportation and accommodation (if applicable) shall be solely borne by the Participants.
24. The Organiser shall not be liable to the Participants of the Contest for any loss, damages or expenses suffered or incurred by the Participants as a result of postponement or cancellation of the Contest.
25. The Organiser, subsidiaries, affiliates, and associated companies will not be liable to the winners of the Contest for any loss (including, without limitation, indirect, special or consequential loss or loss of profits), expense, damage, personal injury or death which is suffered or sustained (whether or not arising from any person's negligence) in connection with the Contest or Prize.
26. These terms and conditions are governed by the laws of Malaysia.
27. These terms and conditions may be translated into other languages. In the event of inconsistencies between the English version and the translated versions, the English version of terms and conditions shall prevail.