

## Terms and Conditions

### Sony Bravia Registration of Interest Campaign

Sony (Malaysia) Sdn. Bhd. ("**Sony**") is responsible for this Sony Bravia Registration of Interest Campaign ("**Campaign**").

Sony reserves the right to cancel or amend the Campaign and the terms and conditions of this Campaign ("Terms and Conditions") at any time without prior notice. Any changes will be posted on the Site.

#### Qualifying Participants

1. The Campaign is open only to all residents of Malaysia ("Participants"). Participants who are below the age of 18 years old are required to obtain the consent of their parents or guardians to participate in this Campaign.
2. Participants are required to register themselves as a My Sony Rewards member.
3. You warrant to indemnify Sony against any and all claims in relation to your participation of this Campaign and breach of its Terms and Conditions contained herein. Sony's rights are hereby expressly reserved.
4. Sony reserves the right to disqualify and/or exclude any entries from the Campaign, for any reason and for no reason, including without limitation, violation of any portion of these Terms and Conditions.
5. You ("Customer") are eligible to join the Campaign only if you agree to and accept the following terms and conditions ("Terms and Conditions")

#### Campaign Rules

1. The Campaign will run from 14<sup>th</sup> April 2026 to 18<sup>th</sup> October 2026 as follows:
  - a) Registration of Interest period is **14<sup>th</sup> April 2026 to 15 June 2026** ("Registration of Interest Period").
  - b) Purchase Period is **15<sup>th</sup> June 2026 to 4<sup>th</sup> October 2026** ("Purchase Period").
  - c) Warranty Registration Period is **15<sup>th</sup> June 2026 to 18<sup>th</sup> October 2026** ("Warranty Registration Period").
2. To participate in the Campaign, Customers must:
  - d) register their interest in participating by scanning the QR code and complete the linked form ("Entry") during the Registration of Interest Period ;
  - e) purchase an Eligible Product during the Purchase Period; and
  - f) register the warranty for the purchased Eligible Product on their My Sony Rewards account during the Warranty Registration Period.
2. Customers must use the same email address in the Entry and My Sony Rewards account used for warranty registration.
3. Successful Entries will be eligible for a RM500 TNG redemption.
4. List of Eligible Products are set out in the table below:

| TV          |
|-------------|
| K-100XR30M2 |
| K-85XR30M2  |
| K-75XR30M2  |
| K-65XR30M2  |
| K-55XR30M2  |

#### Campaign Entries

1. By submitting an Entry for the Campaign, you thereby (a) specifically authorize Sony to use and/or have third parties to use such entry in whole or in part, throughout the world, in perpetuity in or on any and all media, now known or hereafter devised, and alone or together or as part of other information, content and/or material of any kind or nature for the marketing purpose; (b) represents and warrants that all elements contained in the Entry (i) is original to you or fully cleared for use as contemplated herein, (ii) does and will not, in any way, violate or breach any of the terms of any other agreement you may be a party to, (iii) is not unlawful information, infringes or violates any copyright or other right (including the image rights), (iv) does not contain libelous,

tortuous, or the publication or sale of which will violate any federal or state statute or regulation, (iv) is not obscene or in any other manner unlawful, and (v) shall not require Sony to pay or incur any sums to any person or entity as a result of Sony's use or exploitation of the same. You shall indemnify and hold harmless Sony and its affiliates from and against any claim, action, damage, loss and costs and expenses (including legal fees and professional fees) arising from or in connection with any breach of the foregoing.

2. Participants are personally responsible to ensure that submitted entries are successfully uploaded. Any technical errors that result in failure to submit the entries within the Campaign Period will render a disqualification.
3. Sony reserves the right to disqualify all Entries that do not meet the rules and regulations of the Campaign as described in these Terms and Conditions. These include Entries submitted with invalid or incorrect information.
4. Acceptance of participation in the Campaign and/or prizes shall constitute consent on the participant's part to allow the use by Sony of the participant's name, nickname, image, voice, likeness and/or the fact that the participant participated in the Campaign or won any prizes for editorial, advertising, promotional, marketing and/or other purposes without further notice or compensation, except where prohibited by law. Acceptance of any participation and/or prizes shall constitute a release and discharge of Sony and/or its authorized representatives by each participant from any and all liability, claims, demands, causes of action, and/or damages which the participant may have, whether known or unknown at the present time, of any nature whatsoever, arising out of or relating to: (i) the Campaign, (ii) personal injury and/or property damage, theft or loss suffered by the participant as a result of the use and/or enjoyment of the Campaign or prizes, and/or (iii) any tax liabilities in relation to the Campaign, prizes and/or use or enjoyment of the same.
5. Participants agree to be contacted by Sony or its authorized representatives to participate in public relations events tied to the Campaign to generate press coverage of the Campaign and the accessories range. This may include, but not be limited to, quotes given for inclusion in press releases and press conferences, interviews, etc.
6. Unfair or unethical methods of participation may result in disqualification.
7. Sony shall send the TNG redemption to the email provided by the Customer on My Sony Rewards within 90 days from the date of the Eligible Product registration.
8. Customer may only register the warranty of the Eligible Products on My Sony Rewards.
9. Customers that fail to upload their receipt during the warranty registration of their Eligible Products on My Sony Rewards will not be eligible for the any rewards.

## **Liabilities**

1. Sony cannot accept any responsibility for any damage, loss, injury or disappointment suffered by any entrant entering the Campaign or as a result of participating in the Campaign. Sony is not responsible for any safe custody, return, non-delivery or missing of entries, late, misdirected, problems or technical malfunction of any telephone network or lines, computer on-line systems, servers, or providers, computer equipment, software failure of any email or entry to be received on account of technical problems or traffic congestion on the Internet, telephone lines or at any app, or any combination thereof, including any injury or damage to entrant's or any other person's computer or mobile telephone related to or resulting from participation or downloading any materials in the Campaign.
2. By entering the Campaign, you agree that no claim relating to such losses or injuries (including special, indirect and consequential losses) shall be asserted against Sony, its parent companies, affiliates, directors, officers, employees or agents from any and all losses, damages, rights, claims and actions of any kind resulting from the Campaign, including without limitation, personal injuries, death and property damage.
3. By submitting the Campaign entries, you agree and warrant that you shall not submit any content (a) that is hateful, threatening, or pornographic; incites violence; or contains nudity or graphic or gratuitous violence; (b) that violates any law, statute ordinance or regulation (including, but not limited to, those governing export control, consumer protection, unfair competition, anti-discrimination or false advertising); that is, or may reasonably be considered to be, defamatory, libelous, hateful, racially or religiously biased or offensive, unlawfully threatening or unlawfully harassing to any individual, partnership or corporation; (c) on behalf of any merchant or manufacturer, or for which you were compensated or granted any consideration by any third party; (d) that includes any information that references other apps, addresses, email addresses, contact

information or phone numbers; or (e) that contains any computer viruses, worms or other potentially damaging computer programs or files.

### **Use of Personal Information**

1. All information, including personal information ("Information") submitted or known to Sony and/or its affiliates in connection with this Campaign will only be used for the purposes set out in and treated in accordance with these Terms and Conditions and those stipulated in the Privacy Policy of Sony at <https://www.sony-asia.com/microsite/privacypolicy/my/> ("Privacy Policy").
2. In addition to those stipulated in the Privacy Policy, by entering the Campaign, you agree:
  - (a) to the use of the Information, without compensation, for Sony's promotional and marketing purposes; and
  - (b) to the use of the Information, without compensation, for the purpose of administration in relation to the Campaign.

### **Miscellaneous**

1. Sony reserves the right, in its sole discretion, to terminate or suspend this Campaign without any liability to you should there be unforeseeable events which in Sony's absolute opinion may jeopardize the process of the Campaign.
2. Sony reserves the right to amend/change the Terms and Conditions without any liability to the participants.
3. In the event of disputes regarding the Campaign or the Terms and Conditions of the Campaign, Sony shall have the right to make the final decision.
4. The Terms and Conditions of this Campaign shall be governed by and construed in accordance with the laws of Malaysia.