

# **“COCA-COLA ICC CRICKET WORLD CUP 2023” PROMOTION IN UAE**

## **Official Rules**

Purchase of a Specially Marked Product (as defined below) is necessary to participate and get a chance to win a Prize.

**1. Eligibility: The Coca-Cola ICC, 2023 Offer** (the “Promotion”) is open only to legal residents of United Arab Emirates who are 14 years of age or older at the time of entry. Employees and non-employee workers of The Coca-Cola Export Corporation, Dubai Branch, Coca-Cola bottlers, and their respective parent companies, subsidiaries, affiliates, agents and those prize providers and agencies that are involved in the development or execution of this Promotion or any of its materials, and the immediate family (spouse, parents, siblings, and children) and household members of each such person are not eligible. The Promotion is subject to all applicable federal, state, and local laws.

**2. Sponsor:** The Coca-Cola Export Corporation, Dubai Branch, Office Park Building, Block B, 4<sup>th</sup> Floor, Knowledge Village, PO Box 501738

**Administrator: Coca-Cola Bottling Company of UAE**

**3. Agreement to Official Rules:** By participating in the Promotion, entrant fully and unconditionally agrees to and accepts these Official Rules including any modifications, revisions and amendments thereto. The decisions of the Sponsor and Administrator are final and binding in all matters related to the Promotion. Further, the Participants recognize that these Official Rules may be modified by Sponsor/Administrator from time to time without any prior notice by posting the applicable terms and conditions on the Promotion Website. Sponsor/Administrator also reserves the right to cancel or terminate the Promotion at any stage without assigning any reasons whatsoever. Successfully entering the Promotion and winning a prize is subject to all requirements set forth herein. These Promotion terms and conditions (“Official Rules”) will be hosted at <https://cokeurl.com/cricketprizesuae> (“Promotion Website”).

**4. Promotion Period:** The Promotion begins July 15<sup>th</sup>, 2023, and ends September 30<sup>th</sup> 2023 or until stocks last, whichever is earlier (the “Promotion Period”). The Sponsor may alter the Promotion Period, extend, shorten or cancel the Promotion altogether, in accordance with updates to be published by the Sponsor and/or any of its representatives on Promotion the Promotion Website.

### **5. How to Enter:**

- 1. Find the Code.** During the Promotion Period, a code (“Code”) would be printed on the specially marked ICC promotional “Coca-Cola”, “Fanta” and “Sprite” products available to purchase in UAE to participate in this Promotion (“Specially Marked Products”). Once you purchase any of the Specially Marked Products, send the code by WhatsApp message to +971 564188895 or by registering to ExtraZone <https://www.extrazone.com/>  
When you enter a Code, you will win any of the following prizes:

Fully paid trip to the ICC Cricket World Cup match
Coca-Cola merchandise set
Free Upgrade from Medium size Meal to Large size Meal upon the purchase of any extra value meal from McDonald’s
Free Chickenburger or Cheeseburger from McDonald’s
20% off 1 ride capped at 10AED per ride from Careem Rides
20% off 1 food order capped at 10AED per order from Careem Food
20% off 1 QUIK order capped at 20 AED per order from Careem QUIK
10% off Salon and Spa Services, capped at 25 AED from Careem Tenants
Free Drinks 330ml can
Free Digital wallpapers

You will be instantly notified of the Prize that you have won.

2. Using your Codes. Codes are valid for **one use only**. You may enter and play one or more of the Codes at any time during the Promotion Period; however, each Code can be used only once during the Promotion Period.

Limit: Multiple entrants are not permitted to share the same mobile phone number. A participant can win the Hero Prize, only once during the Promotion. Any attempt by any participant to obtain more than the stated number of entries by using multiple/different mobile phone numbers, identities, registrations or logins, or any other methods will void that participant's entries and that participant may be disqualified. A participant can win the other Prizes (except the Hero Prize) any number of times. Any use of robotic, repetitive, automatic, programmed, or similar entry/play methods or agents (including, but not limited to, sweepstakes entry services) will void all entries by that entrant. In the event of a dispute as to any online entry/play, the authorized account holder of the mobile phone number used to enter/play will be deemed to be the entrant. The "authorized mobile number holder" is the natural person assigned a mobile phone number by an Internet access provider, online service provider or other organization responsible for assigning mobile phone numbers. Potential winners may be required to show proof of being authorized mobile number holders.

**6. ALL POTENTIAL PRIZE WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR OR ADMINISTRATOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE PROMOTION. AN ENTRANT IS NOT A WINNER OF ANY PRIZE EVEN IF ENTRANT RECEIVES A MESSAGE SAYING HE OR SHE WON, UNLESS AND UNTIL ENTRANT'S ELIGIBILITY, AND THE POTENTIAL WINNER HAVE BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE. ANY ENTRY THAT IS RECEIVED AFTER THE PRIZE SYSTEM HAS FAILED FOR ANY REASON IS DEEMED A DEFECTIVE ENTRY, IS VOID, AND WILL NOT BE HONORED.**

**7. Promotion Prize Selection and Verification of Potential Winners:** Potential winners must comply with all terms and conditions of these Official Rules. Winning is contingent upon fulfilling all requirements. Sponsor or Administrator is an independent judging organization whose decisions as to the administration and operation of the Promotion and the selection of potential winners are final and binding in all matters related to the Promotion. All participants using a valid code would win one assured Prize from the prizes mentioned below, subject to these terms and conditions.

The Prize would be communicated instantly upon sending the code through the WhatsApp message or through ExtraZone <https://www.extrazone.com>

## **8. Prizes:**

Each entrant to the Promotion shall be eligible to win any of the following Prizes:

- i. Trip for 2 to ICC Cricket World Cup, 2023 in India ("**Hero Prize**") – A total of 20 winners shall be selected for the Hero Prize.  
One (1) trip package valid for 2 persons to travel to India, to attend and watch one of the Cricket World Cup match of the ICC Men's Cricket World Cup 2023 as solely chosen by the Sponsor/Administrator. The trip package includes one (1) air ticket per person for a round trip from UAE to India 1) hotel room for two (2) persons, transportation from hotel to ICC Cricket World Cup match location and to/from airport, two (2) tickets to attend and watch the ICC Cricket World Cup match. Obtaining the visa and visa clearance is a sole responsibility of the winner and all other expenses must be borne by the Winner.
- ii. Exclusive one set of Coca-Cola Merchandises (Bag, Jacket, Key chain, Cap, Bottle)
  - a. Winners of 'Coca-Cola Merchandises' will be contacted by Coca-Cola representative (METAPHOR) and the prizes will be delivered to the home addresses in United Arab Emirates.

- b. All the winners need to ensure that they provide their complete in the format \*"Apartment / Villa Number, Street Name, Emirates Name"\*
- iii. Careem Vouchers
- a. Careem Rides: 20% off 1 Careem Ride capped at 10AED per ride.
  - b. Food: 20% off 1 food order capped at 10AED per order.
  - c. QUIK (Groceries): 20% off 1 QUIK order capped at 20AED per order.
  - d. Wellness: 10% off on Spa services, capped at 25AED per user.
    - Each voucher code is valid for use in the respective country where it is configured.
    - Voucher value will be added to the customer's wallet.
    - Each code is valid for 2 weeks from first use and for one user only.
    - The same user can use different unique codes.
- iv. McDonald's Vouchers
- a. Free Upgrade from Medium size Meal to Large size Meal upon the purchase of any extra value meal from McDonald's
  - b. Free Chickenburger or Cheeseburger from McDonald's
    - The customer has to scan or manually enter the voucher code they've received on the McDonald's App to redeem their prizes.
    - Once the customer receives the specific offer, it will be stored on the Rewards page of the McDonald's App
    - The customer can claim the offer through the McDonald's App inside the McDonald's UAE restaurants.
    - The offer is not valid at Airport restaurants, Kidzania & Dubai Parks & Resorts
    - Not valid through all McDelivery services
    - Cannot be exchanged for cash
    - Not valid during breakfast hours (5 AM to 11 AM)
    - Offer valid for a limited time only.
- v. Free Drinks (330ml Can): The appropriate drink will be printed underneath the can tab or closure of the Specially Marked Product and the drink can be redeemed at the store the consumer bought the original product at or any other participating store by handing over the original can tab or the closure with the drink mentioned on it. The consumer can choose any flavour amongst Coca-Cola Original Taste, Coca-Cola Zero Sugar, Fanta Orange or Sprite product available in the winning size as their free drink.
- vi. Free Coca-Cola ICC Wallpapers. Winners of the digital wallpapers can download the free wallpapers from the link provided in Whatsapp or Extrazone.

#### **Prize Conditions and Restrictions:**

- The participant must be a resident of UAE and in case participant as of the date of his participation is under 18 (eighteen) years of age, he/she has secured written approval from his/her parent and/or legal guardian;
- No substitution, exchange, or transfer of prize by any winner. Sponsor/ Administrator reserves the right to substitute any prize for one of equal or greater value. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Only for the Hero Prize, the Winner has an option of transferring the Prize, subject to fulfilling the criteria set by

Sponsor/Administrator.

- **Hero Prize:** A Winner that wins the one (1) trip package valid for two (2) persons to the ICC Cricket Mens Cricket World Cup 2023 in India, expressly acknowledges and agrees that his/her winning is subject to completing additional legal and travel documentation, parental/legal guardian clearance and securing the necessary travel permissions, including a valid passport, a visa to travel to India, for him/her and the person accompanying him. He/she further understands and agrees that he/she and the person accompanying him/her will be accompanied by chaperons from the Sponsor/Administrator. The Sponsor/Administrator reserves the right to cancel/modify such trip at its sole discretion. A Winner who is under 18 years of age must be accompanied by his/her parent or legal guardian on the trip.

**9. Data Usage:** Except where prohibited, participation in the Promotion constitutes entrant's consent for Sponsor, Administrator and their designees to use entrant's name, prize information, likeness, city, and state of residence for promotional purposes in any media without further consideration. Also the Sponsor, Administrator and their designees may use the entrant's details for contacting him/her for any future promotions/offers. By entering into this Promotion, each participant agrees to be bound by the Privacy Notice and the Terms and Conditions available at <https://cokeurl.com/cricketprizesuae>.

**10. General Conditions:** In the event that the operation, security, or administration of the Promotion is impaired in any way for any reason, including, but, not limited to, fraud, technical failures, regularly-scheduled maintenance, virus or other technical problem, the Sponsor/Administrator may, in its sole discretion, either: (a) suspend the Promotion to address the impairment, then resume the Promotion in a manner that best conforms to the spirit of these Official Rules; or (b) cancel the Promotion and award the prizes in a random drawing from among all eligible entries received up to the time of impairment. The Sponsor/Administrator reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Promotion or to be acting in violation of the Official Rules of this or any other promotion, or in an unsportsmanlike or disruptive manner. Any attempt by any person to undermine the legitimate operation of the Promotion may be a violation of criminal and civil law, and, should such an attempt be made, the Sponsor/Administrator reserves the right to seek damages from any such person to the fullest extent permitted by law. The Sponsor/Administrator's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

**11. Release and Limitations of Liability:** Except where prohibited, by participating in the Promotion, entrants agree to release and hold harmless The Coca-Cola Company, The Coca-Cola Export Corporation-Dubai Branch, Coca-Cola bottlers, and their respective parents, subsidiaries, affiliates, promotional partners, prize partners, agents and agencies, and the officers, directors and employees of each of them (the "Released Parties") from and against any claim or cause of action arising out of participation in the Promotion or receipt or use of any prize, including, but not limited to: (a) unauthorized human intervention in the Promotion; (b) technical errors related to computers, servers, providers, printers or telephone or network lines; (c) printing errors; (d) errors in the administration of the Promotion or the processing of registrations; (e) late, lost, or undeliverable mail; (f) failure to award any component of a prize due to Covid-19 restrictions or the occurrence of any similar public health emergency; or (g) injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Promotion. Entrant further agrees that in any cause of action, the Released Parties' liability will be limited to the cost of entering and participating in the Promotion and in no event shall the Released Parties be liable for attorney's fees. Entrant waives the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages. If the Promotion has been discontinued for any reason, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any prize offered herein. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than the stated number of prizes as set forth herein to be available and/or claimed, Sponsor/Administrator reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

**12. Disputes:** Entrant agrees that: (a) any and all disputes, claims and causes of action arising out of or connected with this Promotion or any prizes awarded shall be resolved individually, without resort to any form of class action, and exclusively by the courts in Dubai; and (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs

associated with entering any Promotion, but in no event attorneys' fees. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor/Administrator in connection with the Promotion, shall be governed by, and construed in accordance with, the federal laws of United Arab Emirates, without giving effect to any choice of law or conflict of law rules (whether of United Arab Emirates or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the federal laws of United Arab Emirates.