

SHIRO TWIST CHALLENGE TERMS AND CONDITIONS

1. Eligibility

The Shiro Twist Challenge is open to all individuals, regardless of residency. However, please note that employees of IPPUDO Malaysia are not eligible to participate in the Shiro Twist Challenge.

2. Challenge Mechanics

- i. Dine in at any IPPUDO outlet in Malaysia and take a selfie with IPPUDO's bestseller Shiromaru Special Ramen.
- ii. Record yourself doing the Shiro Twist Challenge in **under 1 minute**, showcasing your creativity in any way you like, such as singing, rapping, or dancing etc.
- iii. Upload your video and selfie to the Shiro Twist Challenge website at ippudo.com.my/shiro-twist-challenge

3. Intellectual Property Rights

By participating in this challenge, participants grant IPPUDO Malaysia, EQ Hotel, JFC Malaysia, Chikaranomoto, and Megah Mee the right to use their submissions, including videos and selfies, for marketing and promotional purposes.

4. Prizes

Only TEN (10) video submissions will be shortlisted based on creativity and selected as finalists. These finalists will be invited to the grand finale event, where the winners will be announced and awarded prizes.

The prizes for the Shiro Twist Challenge are as follows:

Prize	Description
Grand Prize (x1)	5D4N Return Flight Tickets to Tokyo for TWO (2), Cash Allowance up to 80,000Yen, & IPPUDO MY Dining Vouchers worth RM15,000
Consolation Prize (x20)	TWENTY (20) IPPUDO MY Golden Ambassadors – Enjoy FREE dining* for 1 year, worth RM30,000
AirPods Pro (x3)	THREE (3) Wireless earbuds with active noise cancellation worth RM5,000
Dyson Vacuum (x1)	ONE (1) Powerful cordless vacuum cleaner worth RM3,500
Premium Japanese Alcohol & Liquor (x1)	ONE (1) Assortment of Japanese alcohol and liquor up to RM5,000 value

Kampachi Dining Voucher (x1)	ONE (1) Dining voucher for a luxury Japanese restaurant worth RM300
EQ Hotel Stay (x1)	2D1N Stay + Dinner @ Sabayon for TWO (2) at one of Kuala Lumpur's Top 10 Luxury Hotels (voted by TripAdvisor) worth RM3,000
EQ Hotel Spa Treatment (x1)	ONE (1) Sanctum Spa Signature Treatment at EQ Hotel for TWO (2) worth RM1,200
EQ Hotel Dining (x1)	ONE (1) Dining Voucher for Etoile, Sabayon, or EQ Hotel worth RM1,000

*Note: *Terms and conditions apply for the IPPUDO Golden Ambassadors prize.*

- All TEN (10) finalists must be available to participate in the celebration event.
- Transportation costs will be borne by the finalists.
- Finalists who fail to attend the event or refuse to participate will forfeit their chance to win.
- In the event that a winner chooses not to accept a prize, they forfeit any and all claims to that prize.
- Winners under the age of 10 must be accompanied by a parent/guardian.
- Prizes are non-transferable, must (where applicable) be used on the dates specified and may not be redeemed for cash.
- All prizes are used/taken entirely at the risk of the winner in all things, and IPPUDO Malaysia excludes all warranties in connection with any prize to the extent permitted by law.
- IPPUDO Malaysia, its agencies, affiliates, sponsors, and representatives are not responsible for defective prizes or misuse of any prize, or for any claims, liability, loss, or damage arising out of or in connection with any contest promoted by IPPUDO Malaysia.
- In relation to any prize(s) involving participation in any activity:
 - a) IPPUDO Malaysia and its employees and agents will be fully released from and indemnified by the winner in respect of any claim for accident, injury, property damage, or loss of life in connection with the winner's participation in the prize(s).
- If a specified prize becomes unavailable due to unforeseen circumstances, IPPUDO Malaysia may substitute a similar prize or one of equivalent value.
- Unless otherwise specified, the class of travel for any travel prize incorporating an airfare is economy class.
- The winner may also be required by IPPUDO Malaysia to participate in a photo, video and/or film session and acknowledges that IPPUDO Malaysia has the right to use such publicity photos, videos and/or films in any medium and in any reasonable manner it sees fit, unless that person advises IPPUDO Malaysia at the time of entering the competition that he/she wishes to retain his/her anonymity.

5. Liability

IPPUDO Malaysia is not responsible for any loss, damage, injury, or death resulting from participation in this challenge. Participants agree to indemnify and hold IPPUDO Malaysia harmless from any claims, losses, or damages arising from their participation.

6. Disqualification

IPPUDO Malaysia reserves the right to disqualify any participant who violates the challenge rules or engages in fraudulent activity. The decision of IPPUDO Malaysia is final and binding.

7. Termination

IPPUDO Malaysia reserves the right to terminate or modify this challenge at any time without prior notice. IPPUDO Malaysia is not liable to participants for any damages resulting from such termination or modification.

8. Privacy

IPPUDO Malaysia and their partners – EQ Hotel, JFC Malaysia, Chikaranomoto, and Megah Mee, will collect and use participants' personal information for the purposes of this challenge only. By participating, participants agree to IPPUDO Malaysia's collection and use of their personal information in accordance with the IPPUDO Malaysia's privacy policy. IPPUDO Malaysia will not sell or disclose participants' personal information to third parties without their consent, except as required by law.