

ENRICH X THE BICESTER COLLECTION CAMPAIGN WITH DOUBLE BONUS ENRICH POINTS
(Terms and Conditions)

A. Campaign Duration

1. The **Enrich X The Bicester Collection Campaign with Double Bonus Enrich Points** (“Campaign”) is organised by **Malaysia Airlines Berhad** (“MAB” or “Enrich”) with **Value Retail Management Limited** (“Value Retail” or “Bicester”) and will run from **12 September 2024 until 13 October 2024** both dates inclusive (“Campaign Period”).

B. Campaign Offer

1. Subject to the Terms and Conditions herein, Enrich Members who, during the Campaign Period, present proof of their Enrich membership together with the email invitation to this promotional Campaign offer and the receipts for Qualifying Purchases, being goods, (including food and beverages) made by Enrich Member, shall be entitled to receive Double Enrich Points with minimum spend on Qualifying Purchases during the Campaign Period for the following respective campaign offer:

Campaign	Campaign Period
2x Bonus Enrich Points	12 September 2024 - 13 October 2024

2. Claims for the Double Bonus Enrich Points offer can be made at:
 - a. Guest Concierge at Participating Villages on the date the Qualifying Purchases are made.
 - b. Enrich Points will be credited within sixty (60) days upon receipt of the qualified claims processed by and received from the Participating Villages;
or
 - c. Digitally within twenty four (24) hours of the date of the Qualifying Purchases by following the procedure detailed at <https://www.thebicestercollection.com/en/legal/loyalty-programmes-tcs>.
3. No retroactive claims will be permitted in connection with the Double Bonus Enrich Points offer.
4. Enrich Member(s) will be disqualified from this Campaign without any appeal if verified and deemed as an invalid claim processed to other Enrich Member(s) name.

C. Eligibility and Participation

1. Any person(s) who has fulfilled all the criteria below is eligible to participate in this Campaign (“Participant”):
 - i. Must be an Enrich Member and the Enrich Account must be an active account at time of the earning Enrich Points.
 - ii. For Enrich Members enrolment, please register online at <https://enrich.malaysiaairlines.com/signup>.
 - iii. The bank cardholder (making payment for the qualifying goods) and Enrich Member (“Purchaser”) must be in the same name to be eligible for this Campaign.
 - iv. This Campaign is only applicable to the recipient of the email and cannot be transferred.

2. The mechanics of the Campaign are as follows:
 - i. Purchase of Qualifying Purchases with minimum spend (being goods, including food and beverages).
 - ii. Present proof of Enrich membership, bank cardholder (must be the Enrich Member) together with this Campaign promotional offer email and receipts of the Qualifying Purchases made, being goods (including food and beverages).
 - iii. Claim the offer at the Guest Concierge at Participating Villages on the date the Qualifying Purchases are made or Digitally within twenty four (24) hours of the date of the Qualifying Purchases by following the procedure detailed at <https://www.thebicestercollection.com/en/legal/loyalty-programmes-tcs>.

3. This Campaign is only valid during the Campaign Period at the participating villages with minimum spend that are listed below:

Participating European Village

No.	Participating Village	Minimum Spend
1	Bicester Village	£300 / €300
2	La Vallee Village	£300 / €300
3	Fidenza Village	£200 / €200
4	Maasmechelen Village	£200 / €200
5	Kildare Village	£200 / €200
6	Wertheim Village	£200 / €200
7	Ingolstadt Village	£200 / €200
8	Las Rozas Village	£200 / €200
9	La Roca Village	£200 / €200

4. Campaign Illustration:

Upon successful purchase and meeting the criteria, Enrich Member will receive additional Double Bonus Enrich Points from the Qualifying Purchases made. Below is the earning illustration:

Campaign Period	Normal Earning	Double Bonus Enrich Points
12 September 2024 to 13 October 2024	1 (1 Enrich Point)	2 (2 Enrich Points)

D. **General Terms (MAB)**

1. In order to be eligible for earning Double Bonus Enrich Points, the bank cardholder and Enrich Member ('Purchaser') must be in the same name.
2. Enrich Member(s) will be disqualified from this Campaign without any appeal if verified and deemed to be providing an invalid Enrich Membership ID and making a claim under a different Enrich Member name (who is not the "Purchaser").
3. This Campaign is non-refundable or reversible and cannot be exchanged for cash in part or full. No appeals will be entertained.
4. Enrich Member is required follow the mechanics in order to earn the Double Bonus Enrich Points within the Campaign Period (**12 September 2024 until 13 October 2024**). Enrich will not be liable for any unsuccessful transaction or if the Double Bonus Enrich Points are not received into the Enrich Account within the Campaign Period.
5. Campaign will not contribute towards the accumulation of Elite Points required to qualify or maintain Enrich Elite tier status.
6. Enrich accepts no liability for the disclosure of the Account identification to any third party, whether intentionally or otherwise. Enrich reserves the right to suspend or protect and Account from being accessed if Enrich has reasonable grounds to believe that the security of an Account has been breached or is at the risk of exposure. Enrich Member shall be responsible for maintaining the security of the account and maintaining settings that reflect member preferences.
7. Enrich shall not be held responsible for any delays caused by inaccurate submission of the details by Enrich Member.

8. MAB reserves the right to use, reproduce, edit and distribute materials submitted for this Campaign for publication and/or display in any media format and any media channels without obtaining further prior permission and payment of any fees or royalty to the Participant.
9. MAB reserves the right to use the participant's name, images, comments, materials relating to this Campaign and the results of this Campaign for the purpose of any announcement or promotional or marketing purposes in any media format and any media channels without any fee being paid. The Participant shall hold MAB free and harmless from any claims and/or liabilities whatsoever resulting from the usage or the reproduction of the submitted materials by MAB. This clause shall survive the expiration of this Campaign Period.
10. MAB, at its sole and absolute discretion, reserves the right to disqualify any Participant and revoke or forfeit any Enrich Points at any stage of the Campaign without prior notice if:
 - a. The participant is not an eligible Participant;
 - b. The Participant fails to fully comply with the Terms and Conditions stipulated herein;
 - c. The Participant breaches any of the Terms and Conditions or other rules and regulations of the Campaign or violates any applicable laws or regulations;
 - d. MAB has, at its sole discretion, any reason whatsoever to believe that such Participant has attempted to undermine the operation of the Campaign in any way whatsoever, including but not limited to fraud, cheating or deception.
11. MAB's decision on matters relating to the Campaign shall be final and absolute. No discussion, correspondence, enquiry, appeal or challenge by any of the Participants in respect of any decision of MAB shall be entertained.
12. Notwithstanding the above, MAB is entitled to replace the Enrich Points with other items of similar value at any time without any prior notice.
13. MAB, its affiliates, subsidiaries, agents, employees, representatives, retailers, distributors, dealers as well as its advertising, creative, media, digital, design and other creative agencies of MAB, shall not be liable for any loss or damage whatsoever suffered (including but not limited to loss of opportunities and any indirect or consequential losses) or personal injury suffered or sustained in connection with or arising from participation in this Campaign.
14. The Terms and Conditions of the Campaign shall be construed, governed and interpreted in accordance with the laws of Malaysia.
15. All rights and privileges herein granted to MAB are irrevocable and not subjected to rescission, restraint or injunction under any and all circumstances. Under no circumstances shall the Participant have the right to injunctive relief or to restrain or otherwise interfere with the organisation of the Campaign, the production, distribution, exhibition and/or exploitation of the Campaign and/or any product based on and/or derived from the Campaign.

16. MAB reserves the right at its absolute discretion to vary, delete or add to any of these Terms and Conditions without any prior notice.
17. These Terms and Conditions will prevail over any inconsistent terms, conditions, provisions, or representations contained in any other promotional materials advertising the Campaign.
18. The main language of the Terms and Conditions shall be the English language. Any translation to any other language than English shall be for convenience only. Should there be any discrepancies between the English Terms and Conditions and the translated version, the English Terms and Conditions shall prevail.
19. By virtue of an entry to the Campaign, the Participants signify their absolute and unconditional acceptance and agreement to all the Terms and Conditions stipulated herein.
20. MAB reserves the right to cancel, terminate or suspend the Campaign without any prior notice. For the avoidance of doubt, any cancellation, termination or suspension by MAB of the Campaign shall not entitle the Participants to any claim or compensation against MAB, its agents and employees for any and all losses or damages suffered or incurred by the Participants as a direct or an indirect result of the act of cancellation, termination or suspension thereof.
21. MAB will not be held responsible for any typographical errors or misprint under these Terms and Conditions.

E. General Terms (Value Retail)

22. Members acknowledge that Value Retail will need to collect and process the Enrich Member's personal data (which may include their name, membership card number (or a part thereof), transactional spend, place of residence, gender, date of birth, email address, land and/or mobile numbers and other contact details as may be required by Value Retail or by their partners or the participating boutiques) to enable this Campaign to be redeemed for the benefit of the Enrich Member. All collection and processing of such personal data by Value Retail will be conducted in accordance with Value Retail's Privacy Policy, which can be accessed here: <https://www.thebicestercollection.com/en/legal/privacy-policy> and the relevant Participating Village's Privacy Policy, which can be found here:
 - a. Bicester Village: <https://www.thebicestercollection.com/bicester-village/en/legal/village-privacy-notice>
 - b. La Vallée Village: <https://www.thebicestercollection.com/la-vallee-village/en/legal/village-privacy-notice>
 - c. Ingolstadt Village: <https://www.thebicestercollection.com/ingolstadt-village/en/legal/village-privacy-notice>

- d. Wertheim Village: <https://www.thebicestercollection.com/wertheim-village/en/legal/village-privacy-notice>
 - e. La Roca Village: <https://www.thebicestercollection.com/la-roca-village/en/legal/village-privacy-notice>
 - f. Las Rozas Village: <https://www.thebicestercollection.com/las-rozas-village/en/legal/village-privacy-notice>
 - g. Kildare Village: <https://www.thebicestercollection.com/kildare-village/en/legal/village-privacy-notice>
 - h. Fidenza Village: <https://www.thebicestercollection.com/fidenza-village/en/legal/village-privacy-notice>
 - i. Maasmechelen Village: <https://www.thebicestercollection.com/maasmechelen-village/en/legal/village-privacy-notice>
23. Value Retail reserves the right to refuse to award any Enrich Member under this Campaign in cases of actual or suspected fraud.
24. The right to benefit from this Campaign is personal to the recipient of an offer email/invitation and may not be transferred. The Campaign email/invitation may not be copied, reproduced or distributed in any form, or by any means for use by a person other than the original recipient.
25. This Campaign may not be used in conjunction with any other special offer, coupon or other voucher. Any receipts for Qualifying Purchases used in conjunction with this offer may not then be used to claim Enrich Points in respect of other loyalty partners/programs.
26. The benefits granted by this Campaign cannot be exchanged for cash.
27. Value Retail reserves the right to withdraw or cancel this Campaign for any reason at any time.
28. Value Retail will not be liable to the Enrich Member for any financial loss arising out of refusal, cancellation or withdrawal of the Campaign, or any failure or inability of the Enrich Member to take advantage of this Campaign
29. The provider of this Campaign is Value Retail Management Limited, whose registered address is: Management Suite, Bicester Village, 50 Pingle Drive, Bicester, Oxfordshire, OX26 6WD, United Kingdom.