

# MLBB Neighbourhood Map Campaign ("Campaign")

These terms and conditions govern the Mobile Legends: Bang Bang ("MLBB") Campaign ("Campaign") which is organised by **CELCOMDIGI MOBILE SDN. BHD. (Company No. 197601002188 (27910-A)) ("CDM")** and **CELCOMDIGI TELECOMMUNICATIONS SDN. BHD. (Company No. 199001009711 (201283-M)) ("CDT")** in collaboration with **MOONTON TECHNOLOGY MALAYSIA SDN. BHD. (COMPANY NO. 202201046607 (1492304-W)) ("Organiser")**.

By participating and continuing to participate in the Campaign, each Eligible Participant (as defined below) agrees that he/she:

- (a) has read and understood the Terms; and
- (b) shall be bound by these terms and conditions and any other terms and conditions which may be issued by CelcomDigi from time to time (collectively referred to as the "**Terms**").

CDM and CDT are hereinafter collectively known as "**CelcomDigi**".

## 1. Campaign Period

- 1.1. The Campaign commences at 10.00am on 23 July 2026 until 10.00pm on 10 August 2026 (Malaysian time, and both dates inclusive) ("**Campaign Period**"). CelcomDigi has the sole and absolute discretion to extend and/or vary the Campaign Period without prior notification.

## 2. Eligibility

- 2.1. All individuals residing in Malaysia are eligible to participate in the Campaign (each an "**Eligible Participant**")
- 2.2. All personal details submitted must be accurate, complete and subject to proof upon request by and satisfactory to CelcomDigi.

## 3. Campaign Entitlements

- 3.1. During the Campaign Period, an Eligible Participant may participate in the Campaign through the Mobile Legends: Bang Bang ("MLBB") Neighbourhood Map feature on the MLBB mobile application available via Android's Play Store or Apple's App Store ("**MLBB App**") and complete the tasks set out below to earn free MLBB Diamonds.

| Task                                    | Entitlement |
|-----------------------------------------|-------------|
| Task 1 – Log in to MLBB                 | 1 Diamond   |
| Task 2 – Play 1 Ranked or Classic Match | 2 Diamonds  |

| Task                                                                | Entitlement                        |
|---------------------------------------------------------------------|------------------------------------|
| Task 3 – Win 1 Ranked or Classic Match                              | 7 Diamonds                         |
| Bonus Task – Spend RM30 or more at a participating CelcomDigi store | Additional Diamond redemption code |

- 3.2. To complete Tasks 1 to 3, an Eligible Participant must:
  - (a) access the MLBB App and tap "Mode";
  - (b) select "Rising";
  - (c) tap "Neighbourhood Map" and locate a participating CelcomDigi store;
  - (d) visit the participating CelcomDigi store and tap the relevant venue within the application to unlock the reward;
  - (e) return to the main page of the MLBB App; and
  - (f) sign in and complete the relevant task.
- 3.3. To redeem rewards earned under Tasks 1 to 3, an Eligible Participant must:
  - (a) tap the "Bag" icon in the MLBB App to view the reward;
  - (b) copy the voucher code issued;
  - (c) navigate to Profile → Settings → Redemption Code in the MLBB App; and
  - (d) enter the voucher code to redeem the applicable Diamonds.
- 3.4. To qualify for the Bonus Task reward, Eligible Participants must spend a minimum of RM30 in a participating CelcomDigi store during the Campaign Period and collect the redemption code from the CelcomDigi store staff.
- 3.5. To redeem the Bonus Task reward, Eligible Participants must:
  - (a) obtain the redemption code from CelcomDigi store staff; and
  - (b) enter the redemption code via Profile → Settings → Redemption Code in the MLBB App.
- 3.6. All rewards, voucher codes and Diamonds are subject to availability and offered on a first-come, first-served basis while supplies last.
- 3.7. Eligible Participants must complete the applicable task(s) during the Campaign Period and comply with the Terms to qualify for the corresponding reward.
- 3.8. Each voucher code:
  - (a) may only be redeemed once;
  - (b) is non-transferable and non-exchangeable; and
  - (c) not redeemable for cash, credit or any other benefit.
- 3.9. Any voucher code, reward or entitlement not redeemed within the validity period specified by Celcom Digi or the Organiser shall automatically expire and be forfeited without compensation to the Eligible Participant.

- 3.10. CelcomDigi and/or the Organiser reserve the right to substitute, vary or replace any reward with another reward at their sole and absolute discretion without prior notice.
- 3.11. CelcomDigi and/or the Organiser reserve the right to refuse, withhold, cancel or revoke any reward where they reasonably believe that an Eligible Participant has breached the Terms, engaged in fraudulent or dishonest conduct, manipulated the Campaign mechanics, or otherwise gained an unfair advantage in connection with the Campaign.
- 3.12. Unless otherwise determined by the Organiser, each Eligible Participant may redeem each reward once only throughout the Campaign Period.

#### **4. Privacy**

- 4.1. By participating in the Campaign, each Eligible Participant agrees and consents to CelcomDigi's Privacy Notice, Data Protection Statement and Data Protection Obligations found on CelcomDigi's website, and in particular for CelcomDigi and the Organiser to process and use all details submitted pursuant to the Campaign (including without limitation personal data/information) for:
  - (a) purposes of the Campaign;
  - (b) marketing and campaign activities conducted in such manner as CelcomDigi and/or Organiser see fit. Marketing and campaign activities include, without limitation, the use and/or publication of any details provided in and/or in connection to the entries, interview material as well responses and related photographs worldwide in any media. In this regard, each Eligible Participant agrees to co-operate and participate without further express consent and/or payment or consideration, in all reasonable advertising and publicity activities of CelcomDigi and/or the Organiser relating to the Campaign; and
  - (c) other campaign, marketing and publicity notification/information including future campaign, marketing and publicity notification/information from CelcomDigi and/or the Organiser from time to time.
- 4.2. Where any of the data/information (including, without limitation, personal data) relating to any Eligible Participant and/or third party (where applicable) is submitted to CelcomDigi and/or the Organiser in connection with the Campaign, each Eligible Participant:
  - (a) represents that he/she has obtained and shall maintain all necessary consents required for CelcomDigi and/or the Organiser to collect, use, process and disclose such data and/or information for the purposes of the Campaign; and
  - (b) agrees that it shall be the responsibility of the Eligible Participant to notify CelcomDigi and/or the Organiser in writing of any relevant change to the data/information provided which requires any action to be taken by CelcomDigi and/or Organiser.

#### **5. Others**

5.1. Each Eligible Participant agrees that:

- (a) he or she shall indemnify and keep indemnified CelcomDigi, the Organiser and the Specified Persons from and against all claims, liabilities, costs and expenses arising from or in connection with any breach of the Terms by the Eligible Participant;
- (b) he or she shall release and hold harmless CelcomDigi, the Organiser and the Specified Persons against any and/or all losses, damages, rights, claims and actions of any kind in connection with the Campaign (including, without limitation, from acceptance, possession, use or misuse of any rewards or vouchers, travel or movement and claims based on defamation or invasion of privacy);
- (c) that none of CelcomDigi, the Organiser and/or the Specified Persons make or made any warranty, express or implied, in fact or in law, in connection with the Campaign (including, without limitation to, in connection with any reward or voucher and as to any quality, merchantability or fitness for a particular purpose);
- (d) CelcomDigi is not the developer, publisher or operator of MLBB App and does not control the MLBB App, its features, functionality, availability or content;
- (e) CelcomDigi and the Specified Persons shall not be responsible or liable for:
  - (i) any interruption, suspension, downtime, unavailability, modification, update, patch, maintenance (whether scheduled or unscheduled) or discontinuation of the MLBB App or any of its features, which may affect the Eligible Participant's ability to participate in or complete the Campaign;
  - (ii) any act, omission, default, negligence, policy, decision or conduct of the Organiser or any other third-party platform provider (including but not limited to any application store, payment gateway, social media platform or internet service provider) in connection with the Campaign;
  - (iii) any loss of in-game progress, virtual items, data, accounts or rewards suffered by the Eligible Participant within the MLBB App or any other third-party platform;
  - (iv) any change to the terms of service, end-user licence agreement, privacy policy or community guidelines which may affect the Campaign or the Eligible Participant's eligibility, participation or entitlements; or
  - (v) any dispute between the Eligible Participant and the Organiser or any other third-party platform provider.
  - (vi) the Eligible Participant's use of the MLBB application, which is subject to the terms of service, end-user licence agreement, privacy policy and community guidelines of the MLBB App, and the Eligible Participant is solely responsible for ensuring compliance therewith.
- (f) any use of MLBB intellectual property in the Campaign does not constitute an endorsement by CelcomDigi's of any product or service beyond the scope of this Campaign.
- (g) CelcomDigi does not warrant or represent the compatibility, performance, security or fitness for purpose of any third-party platform, application or service used in connection with the Campaign, and all such

third-party platforms, applications and services are provided on an "as is" and "as available" basis.

- (h) CelcomDigi, the Organiser and/or the Specified Persons shall not be liable for and hereby expressly exclude any losses, damages, rights, claims and actions in connection with the Campaign of any kind, including without limitation the following:

- (i) telephone, electronic, hardware or software program, network, Internet, server or computer malfunctions, failures, interruptions, miscommunications or difficulties of any kind, whether human, mechanical or electrical, including, without limitation to, the incorrect or inaccurate capture of entry information online;
- (ii) late, lost, delayed, misdirected, incomplete, illegible or unintelligible e-mails or other communications;
- (iii) virus attacks and/or any other malicious software infection to the Eligible Participants'/subscribers' mobile phones arising from the downloading of contents;
- (iv) any failed, incomplete, lost, garbled, jumbled, interrupted, unavailable or delayed electronic transmissions;
- (v) any default or condition caused by events beyond the control of CelcomDigi or the Organiser (including, without limitation, those due to any act of God, war, riot, strike, lockout, industrial action, fire, flood, drought or storm);
- (vi) any printing or typographical errors in any materials associated with the Campaign; and
- (vii) any claims by third party for infringement of intellectual property rights,

howsoever arising and whether in contract, tort, negligence or any other theory of law (even if CelcomDigi been advised of the possibility of such losses, damages, rights, claims or damages in advance)

"Specified Persons" means CelcomDigi and its employees, officers, directors, shareholders, related corporations (as defined in the Companies Act 2006), agents, representatives and contractors.

- 5.2. CelcomDigi may at any time and from time to time:

- (a) verify the validity and/or reject any entries at its sole and absolute discretion without having to assign any reasons whatsoever.
- (b) vary, delete or add to any of the Terms without any prior notice;
- (c) alter, cancel, terminate or suspend the Campaign and/or any part thereof without any prior notice; and

- 5.3. In addition to paragraph 5.2 above:

- (a) any incomplete, indecipherable, illegible or incorrect, fraudulent, unlawful or deceitful entries or any entry which violates the Terms (all in the sole and absolute opinion of CelcomDigi) will automatically be disqualified without requirement for any prior notice;
- (b) any alteration, cancellation, termination or suspension of the Campaign by CelcomDigi shall not entitle the Eligible Participant to any claim against CelcomDigi for any and all loss, liabilities, damage, charges or amounts .

- 5.4. A failure by CelcomDigi to enforce any of the Terms in respect of an Eligible Participant shall not give rise to any claim by another Eligible Participant on such grounds.
- 5.5. Any determination made by CelcomDigi or the Organiser in connection with the Campaign shall, in the absence of fraud, be final and conclusive.
- 5.6. Any dispute in connection with the Campaign or the Terms shall be governed and construed in accordance the laws of Malaysia and parties shall submit to the exclusive jurisdiction of the Courts of Malaysia.
- 5.7. All other terms and conditions governing the use of any of CelcomDigi services in connection with the Campaign apply in addition to the Terms.