

Terms and Conditions

[Road to Alpha Experience Contest]

Sony (Malaysia) Sdn. Bhd. ("Sony", "Us", "We") maintains the website <https://experience.sony-asia.com/my/home/photocontestDetail?eventId=339&IsAlpha=True> ("Site") and is responsible for this Road to Alpha Experience Contest ("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 participants who are residents of Malaysia. 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. 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.
3. 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.
4. You ("Customer", "Participant", "You") are eligible to join the Campaign only if you agree to and accept the following terms and conditions ("Terms and Conditions")

Campaign Rules

1. SUBMISSIONS

- a) Participants may submit their photo entries from 7 August – 31 August 2025 (the "Submission Period").
- b) Any submission made after the Submission Period shall be automatically disqualified from participation.
- c) Participant must submit their submissions by uploading the image file (the "Entry") in .JPG , .JPEG or .PNG file only through the My Sony Experience portal at <https://experience.sony-asia.com/my/home/photocontestDetail?eventId=339&IsAlpha=True>
- d) The maximum size of the Entry shall not exceed 10MB.
- e) Entry containing watermarks (including photo credits) may not be entered.
- f) Sony reserves the right to request to inspect the RAW file of the Entry. Failure to comply with such request may lead to disqualification.
- g) For submissions, photo(s) may be slightly modified with approved and legally acquired image editing software or equivalent programs. Sony reserves the right to disqualify any Entry that has, in Sony's sole opinion, substantively altered, modified or edited.
- h) The Entry must be a photograph captured using a Sony Camera. To preserve the EXIF data while resizing your photo, you may consider using Adobe Photoshop or Adobe Lightroom.
- i) Participant guarantees that the Entry he/she is submitting is original and has not been previously published, for which the participant owns all necessary rights thereof. If found otherwise, he/she will be obligated to refund/return any rewards / prizes back to Sony.
- j) Where there are images or personal information of other individuals appearing in or associated with the Entry, the Participant confirms that the individuals have consented and agreed to providing the images and personal information to Sony and that Sony may use the images and personal information for the purpose of this Contest.
- k) Any costumes, props or other materials used must be rented or borrowed with the permission of the owner, and all other relevant permissions must have been obtained.
- l) Particulars that are provided by the Participant must be legitimate and accurate. Participants are not allowed to use other personas or any foreign particulars, other than their own, to register in this Campaign.

- m) In the event that any information provided has been found inaccurate, the Participant will be immediately disqualified.
- n) Participants are personally responsible to ensure that an Entry is successfully submitted. Any technical errors that result in failure to submit the Entry within the Contest period will render a disqualification.
- o) Each Participant may submit multiple entries, for each of the categories however, a Participant is only entitled to win one (1) Grand Prize.

Campaign Entries

1. Photos will be judged based on creativity, originality, and adherence to the category theme.
2. By submitting an entry for the Campaign ("Entry"), 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.
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. Unfair or unethical methods of participation may result in disqualification.
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.

Prizes

1. In the event that a Winner (i) does not respond to Sony within seven (7) days of being notified by Sony of his/her win; (ii) refuses to provide his/her name, address and contact information for the purpose of delivering the Prize; (iii) has breached any Terms and Conditions herein; or (iv) his/her entry is invalid for whatever reasons, his/her Prize will be forfeited and Sony shall be entitled to select another Winner.
2. In the event that any Winner is disqualified from the Campaign, Sony, at its sole discretion, may decide whether a replacement Winner should be selected. In this event, any further Winner will be selected on the same criteria as set out in the Terms and Conditions. Sony can repeat this process any number of times until it has selected a satisfactory Winner in accordance with these Terms and Conditions.

3. Sony's decision regarding the Winners, award of all prizes, and/or in every situation including any not covered in these Terms and Conditions, shall be final and binding on all participants in the Contest, and no queries, themes or appeals may be made or entertained regarding Sony's decision on the same. The receipt by any Winner of any prize under this Contest is conditional upon compliance with any and all applicable laws, rules and regulations.
4. Sony has the final decision pertaining to any dispute on selection of Winner. Any appeals made including appeals to check the status of the Campaign entries, will not be entertained.
5. The prizes for each of the categories of the Campaign are as follows:

Category	Prize
Portrait Category Winner	1 x SEL2450G worth RM5,699
Wedding Category Winner	1 x SEL2450G worth RM5,699
Street Category Winner	1 x SEL2450G worth RM5,699
Top 10 Finalist Overall	1 x Uniqlo Multi Pocket Shoulder Bag worth RM99.90 (each)

6. Prizes are non-transferable and non-exchangeable for cash and may be subject to availability. Sony reserves the right to replace any prizes with items of similar value without prior notice.
7. The Winners shall be responsible to and bear any applicable tax in connection with the prizes. If any tax is applicable to the prize and such tax is (i) required to be withheld by Sony and (ii) permitted to be withheld from the payment under any applicable tax convention, the amount of such tax shall be deducted from the prize by Sony.
8. Acceptance of any prize shall constitute consent on the Winner's part to allow the use of the Winner's name, image, voice and/or likeness by Sony for editorial, advertising, promotional, marketing and/or other purposes without further compensation except where prohibited by law. Acceptance of any prize shall constitute a release and discharge of Sony by each Winner from any and all liability, claims, demands, causes of action, and/or damages which the Winner 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 Winner as a result of the use and/or enjoyment of the prize, and/or (iii) any tax liabilities in relation to the Campaign, prize and/or use or enjoyment of the same.
9. Sony will select 10 entries for final judging (the "Top 10 Finalist"). The Top 10 Finalist shall comprise of Entries from each of the 3 categories and the results of 10 Finalists will be announced on Alpha Universe MY Facebook page on 8 September 2025 at 10.00am.
10. Sony will select 1 winner (the "Category Winner") for each of the 3 categories from amongst the Top 10 Finalist. The announcement of the Category Winner for each of the 3 categories will be made at the Sony Alpha Experience on 21 September 2025 @ 7.00pm (the "Live Results Announcement"). The Top 10 Finalist are highly encouraged to attend the Live Results Announcement.
11. Winners 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.
12. Sony reserves the right to withhold Prizes pending verification of the Winner's compliance with the Terms and Conditions of the Campaign.
13. Prizes will be delivered to Winners by post to the address as provided by the Winners to Sony. Sony will not be liable for any loss and/or failure to deliver once the Prizes are handed to postage company, and shall not be responsible to replace the Prize for the affected Winner.
14. Where applicable, prizes not collected within 4 weeks from the date of notification for collection shall be disposed of at Sony's sole discretion. Sony's decision regarding the award of all prizes, and/or in every situation including any not covered in these Terms and Conditions, shall be final and binding on all participants in the Campaign, and no queries, themes or appeals may be made or entertained regarding Sony's decision

on the same. The receipt by any Winner of any prize under this Campaign is conditional upon compliance with any and all applicable laws, rules and regulations.

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 entering the Campaign or accepting any prize. 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 or accepting the prizes, 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 and acceptance of any prize, 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 and the prizes 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.