



Fisherman's Friend "Which One Are You?" Campaign Terms & Conditions

(Valid from 3 June 2026 – 28 July 2026)

1. Organizer

- 1.1. GBA Corporation (S) Pte Ltd ("Organizer") is the organizer of the Fisherman's Friend "Which One Are You?" Campaign ("Campaign").
- 1.2. The Campaign will run from 3 June 2026, 00:00 (Singapore Time) to 28 July 2026, 23:59 (Singapore Time), both dates inclusive ("Campaign Period").
- 1.3. The Campaign is valid in Singapore only.

2. Eligibility

- 2.1. The Campaign is open to all residents of Singapore aged 18 years and above.
- 2.2. Employees of the Organizer, its affiliates, advertising agencies, digital agencies, participating outlets, distributors, and immediate family members are not eligible to participate.
- 2.3. Traders, resellers, bulk purchasers, or commercial entities purchasing products for resale purposes are strictly prohibited from participating in the Campaign.
- 2.4. The Organizer reserves the right to request proof of identity, age, residency, and eligibility at any time.

3. Campaign Mechanics

- 3.1. To participate in the Campaign, eligible participants must, during the Campaign Period:
 - (i) Purchase any Fisherman's Friend products in a single transaction from a participating 7-Eleven outlet in Singapore. Participants will be entitled to one (1) pouch claim for every three (3) packs of Fisherman's Friend products purchased on a single receipt, subject to a maximum of eight (8) pouch claims per receipt;
 - (ii) Upload the receipt through the official Fisherman's Friend Singapore WhatsApp chatbot;
 - (iii) Complete the required registration process (one-time registration only), including submission of:
 - Full Name
 - Age Group
 - Gender
 - Response to the question: "Do you usually buy Fisherman's Friend?"
 - (iv) Upon successful receipt verification and approval, claim one (1) "Which One Are You?" Pouch and one (1) selected collectible velcro phrase patch through the campaign web application; and
 - (v) Redeem the claimed pouch and phrase patch in person at The Corner Shop (Zha Huo Dian) @ Far East Plaza, #03-16, 14 Scotts Road, Singapore 228213, by presenting the valid Redemption Message received from the official Fisherman's Friend Singapore WhatsApp chatbot.
- 3.2. Participants who have previously completed registration through an official Fisherman's Friend Singapore WhatsApp chatbot campaign may not be required to re-register.



3.3. Upon successful receipt verification and approval, participants will be entitled to claim one (1) "Which One Are You?" Pouch and one (1) selected collectible velcro phrase patch for every three (3) Fisherman's Friend packs purchased on the approved receipt, subject to a maximum of eight (8) pouch claims per receipt and while stocks last.

3.4. Participants may select one (1) phrase from the available phrase options within the web application, subject to stock availability at the point of claim and redemption.

3.5. Available collectible phrases include:

- Chao Keng Champion
- BTO-Ready?
- Main Character Energy
- Send Help
- Let's Take This Offline
- Walking Red Flag
- Situationship Specialist
- Sorry I'm Like This
- Did You Ask AI?
- Surviving on Coffee

3.6. Pouch colours and velcro patch background colours are randomly distributed and subject to stock availability. Participants may only select the phrase text and not the colour variant.

3.7. Once a phrase has been claimed within the web application, it cannot be changed, amended, exchanged, or transferred.

3.8. Each approved receipt may entitle the participant to multiple claims based on the number of eligible Fisherman's Friend packs purchased. Participants will receive one (1) claim for every three (3) packs purchased, subject to a maximum of eight (8) claims per receipt.

3.8A. Claim entitlements shall be calculated based on complete multiples of three (3) eligible Fisherman's Friend packs purchased on a single receipt. Any remaining packs that do not form a complete set of three (3) will not qualify for an additional claim.

3.9. Multiple submissions are permitted with separate valid receipts.

3.10. Duplicate receipts, reused receipts, altered receipts, fraudulent receipts, or receipts generated or manipulated using artificial intelligence ("AI") tools or editing software will be automatically disqualified.

3.11. The Organizer reserves the sole and absolute discretion to determine the validity of all receipts and submissions.

4. Participating Merchants

4.1. The Campaign is applicable exclusively for purchases made at all 7-Eleven outlets in Singapore during the Campaign Period.



4.2. Purchases from non-participating merchants, online marketplaces, third-party delivery platforms, or overseas retailers will not be accepted.

5. Redemption Mechanics

5.1. Upon successful claim confirmation, participants will receive an official WhatsApp redemption message ("Redemption Message") from the official Fisherman's Friend Singapore WhatsApp number.

5.2. The Redemption Message will contain a unique redemption link required for prize collection. Participants may refer to the redemption guide for detailed redemption instructions at:

<https://qr1.be/FDJTNN>

5.3. Redemption must be made in person at:

The Corner Shop (Zha Huo Dian) @ Far East Plaza
#03-16, 14 Scotts Road
Singapore 228213

5.4. Redemption hours are strictly:

- Daily from 2:00 PM to 8:00 PM (Singapore Time)

5.5. Participants must present the valid Redemption Message to the redemption staff for verification.

5.5A. Redemption must be completed by the participant in person at the designated redemption location. Representatives, proxies, or third parties are not permitted to redeem on behalf of participants.

5.5B. Participants must present the valid Redemption Message from the official Fisherman's Friend Singapore WhatsApp chatbot at the point of redemption. Failure to present the Redemption Message may result in redemption being rejected.

5.6. Redemption is strictly non-transferable.

5.7. Once redeemed, the Redemption Message becomes invalid and cannot be reused or redeemed again.

5.8. All redemptions must be completed before 28 July 2026, 11:59 PM (Singapore Time), while stocks last.

5.9. Any unredeemed claims after the Campaign Period will be automatically forfeited without compensation.

5.10. The Organizer reserves the right to change the redemption location, redemption hours, or redemption process at any time without prior notice where reasonably necessary.

6. Campaign Stock Availability

6.1. A total of 2,000 "Which One Are You?" Pouches are available for this Campaign on a first-come, first-served basis, while stocks last.

6.2. Phrase selections are subject to stock availability at the redemption centre.

6.2A. If a participant's selected phrase is unavailable at the time of redemption, the participant may be required to select an alternative available phrase. No compensation, exchange, or replacement will be provided.

6.3. The Organizer does not guarantee the availability of any specific phrase, pouch colour, or velcro patch colour throughout the Campaign Period.



6.4. The Organizer reserves the right to substitute unavailable items with items of similar type or value without prior notice.

6.5. The Organizer reserves the right to cease accepting claims once all Campaign items have been fully claimed, regardless of whether the Campaign Period has ended. Claim availability shall be determined based on total claim entitlements rather than the number of receipts submitted.

7. Personalized Pouch (Upgraded Reward)

7.1. As an upgraded alternative to the standard “Which One Are You?” Pouch, eligible participants may opt to receive a personalized Fisherman’s Friend pouch featuring a custom phrase of their choice attached as a Velcro tag (“Personalized Pouch”).

7.2. To claim a Personalized Pouch, eligible participants must, during the Campaign Period:

- (i) Purchase any three (3) packs of Fisherman’s Friend products in a single transaction on a single receipt from a participating 7-Eleven outlet in Singapore;
- (ii) Upload the receipt through the official Fisherman’s Friend Singapore WhatsApp chatbot;
- (iii) Enter their custom phrase, subject to approval by the Organizer;
- (iv) Provide a valid Singapore mailing address for delivery; and
- (v) Upon successful receipt verification and approval, receive one (1) personalized Fisherman’s Friend pouch and one (1) custom Velcro phrase tag featuring the approved phrase.

7.3. Custom phrase requirements:

- (i) Each custom phrase is limited to a maximum of fifteen (15) characters, including spaces;
- (ii) Only appropriate phrases will be approved. Phrases containing offensive, obscene, discriminatory, defamatory, unlawful, or otherwise inappropriate language will not be approved;
- (iii) If a submitted phrase is deemed offensive or inappropriate, or is otherwise not approved, the phrase will be rejected and the participant will be requested to submit an alternative phrase for approval before the claim can be processed;
- (iv) The Organizer reserves the sole and absolute discretion to approve or reject any custom phrase without providing reasons.

7.4. All submitted custom phrases remain subject to Fisherman’s Friend Global’s prevailing brand guidelines, corporate policies, and intellectual property requirements. The Organizer reserves the right to reject, amend, or withdraw the customization of any custom phrase where necessary to ensure compliance with such guidelines and policies.



7.5. Once a custom phrase has been submitted and approved, it cannot be changed, amended, exchanged, or transferred.

7.6. The custom phrase Velcro tag will be produced in white. The pouch will be provided in a randomly allocated colour, subject to availability. Participants may only select the phrase text and not the tag or pouch colour variant.

7.7. The Personalized Pouch will be mailed to the Singapore mailing address provided by the participant. In-store collection is not available for the Personalized Pouch.

7.8. Delivery is available within Singapore only and will be made approximately twenty (20) days after the end of the Campaign Period.

7.9. The Organizer shall not be liable for any delay, loss, or misdelivery arising from an incorrect, incomplete, or invalid mailing address provided by the participant.

8. Receipt & Submission Requirements

8.1. Accepted receipt formats include physical printed receipts and official electronic receipts issued by 7-Eleven Singapore.

8.2. Receipts must clearly display:

- Merchant name
- Purchase date
- Receipt number
- Participating products purchased
- Total purchase amount

8.3. Receipts must be uploaded in a clear and legible format.

8.4. Blurry, cropped, incomplete, edited, manipulated, duplicated, forged, tampered, AI-generated, or otherwise suspicious submissions may be rejected at the Organizer's sole discretion.

8.5. The Organizer reserves the right to request additional supporting documents or proof of purchase for verification purposes.

8.6. Each receipt may only be used once throughout the Campaign. Any receipt previously submitted, whether approved or rejected, may not be resubmitted.

9. Fraud, Abuse & Disqualification

9.1. The Organizer maintains a zero-tolerance policy towards fraudulent activity.

9.2. The Organizer reserves the right to immediately reject, suspend, disqualify, or ban any participant suspected of fraudulent or abusive conduct.



9.3. The Organizer reserves the right to conduct audits, investigations, and verification checks on any submission or participant at any time.

9.4. Failure to cooperate with verification requests may result in disqualification.

9.5. Decisions made by the Organizer regarding eligibility, claims, and disqualification shall be final and binding.

10. Personal Data Protection & Privacy

10.1. By participating in the Campaign, participants consent to the collection, use, disclosure, and processing of their personal data for Campaign administration and fulfillment purposes.

10.2. Personal data may be shared with agencies, service providers, and redemption partners solely for Campaign-related purposes.

10.3. All personal data shall be handled in accordance with the Singapore Personal Data Protection Act 2012 ("PDPA").

10.4. Participants may contact the Organizer regarding personal data inquiries at support@skale.today.

11. Social Media & Publicity

11.1. By participating in the Campaign, participants grant the Organizer the right to use, repost, publish, reproduce, or feature Campaign-related content for marketing and promotional purposes without further compensation or prior notice.

11.2. Participants agree that the Organizer may use such materials across digital, print, social media, and advertising platforms worldwide.

12. Liability & Disclaimer

12.1. The Organizer shall not be liable for lost, delayed, corrupted, or failed submissions, technical interruptions, or lost Redemption Messages.

12.2. The Organizer makes no warranties or representations regarding the quality or fitness of any Campaign items.

12.3. Participation in the Campaign is at the participant's own risk.

12.4. To the fullest extent permitted by law, the Organizer shall not be liable for any indirect or consequential damages arising from participation in the Campaign.

13. General Conditions

13.1. Participation in the Campaign constitutes full and unconditional acceptance of these Terms & Conditions.

13.2. The Organizer reserves the right to amend, modify, suspend, extend, or terminate the Campaign or these Terms & Conditions at any time without prior notice.



13.3. The Organizer's decisions on all matters relating to the Campaign shall be final, conclusive, and binding.

13.4. In the event of any inconsistency between promotional materials and these Terms & Conditions, these Terms & Conditions shall prevail.

13.5. These Terms & Conditions shall be governed by the laws of Singapore.

14. Contact Information

For Campaign inquiries, please contact:

support@skale.today