

## **'Pretzel Catch' Game (July 2025) – Terms & Conditions ("T&Cs")**

1. The game T&Cs pertaining to 'Pretzel Catch' ("Campaign") from 21 July 2025 to 31 August 2025 ("Campaign Period") are stated below.
2. The game platform will be accessible only to users of the SimplyGo App during the Campaign Period for the purpose of participating in the game. Following the end of the Campaign Period, the game platform will remain accessible to SimplyGo App users solely for the purpose of accessing their earned rewards and redeeming prizes until 31 October 2025. Any prizes not redeemed by 31 October 2025 will automatically be forfeited without further notice or liability to Chrisna Jenio Pte Ltd ("Auntie Anne's") or the SimplyGo App users. For the avoidance of doubt, all prizes that are listed in-app and managed solely within the game interface will be available for redemption upon being won.
3. By registering for or taking part in this Campaign, users agree to be bound by these T&Cs and the decision(s) of SimplyGo Pte. Ltd. ("SimplyGo") in relation to and in connection with this Campaign.

### **4. Eligibility and Game Play**

- 4.1. To participate, users are to download the SimplyGo app. Thereafter, users are to start the game listed under the 'Rewards' tab and click on the 'EZ-Link Games' header in the SimplyGo app. Alternatively, users can also access the game via the floating icon within the app interface. Users will automatically be registered upon entering the game for the first time.
- 4.2. Users will have one (1) free play but will have the option to utilise their EZ-Link reward points to redeem additional game chances for subsequent rounds of the game. Each round of the game will be redeemable using sixty (60) EZ-Link reward points.
- 4.3. There are no limitations on the number of game chances that users can attain by utilising their EZ-Link reward points.

### **5. Prize Redemption**

#### **5.1 Prizes to be won:**

- |      |                     |   |
|------|---------------------|---|
| i.   | 60 Golden Pretzels: | 1 year's worth of pretzels per winner<br>(1 pretzel a week, for 52 weeks) |
| ii.  | Vouchers:           | 60-cents discount off 1 cinnamon sugar pretzel                            |
| iii. | Vouchers:           | 2 original pretzels for \$6 only  |
| iv.  | Vouchers:           | 1 free caramel dip with any pretzel purchase                              |
| v.   | Vouchers:           | Buy 1 Hazelnut Rocher Pretzel and get the second free                     |

- 5.2 Please note that all prizes won through the Campaign can only be accessed via the game interface within the SimplyGo app, and not through the EZ-Link rewards catalogue or other redemption platforms. Only Golden Pretzel prize winners will receive a notification via email.

All other prizes (such as vouchers) will be listed in-app and managed solely within the game interface.

- 5.3 Prizes won during the Campaign may be redeemed either in-store at participating Auntie Anne's outlets or at Auntie Anne's office, depending on the specific prize. Each prize will be tagged with a unique serial number which must be presented at the point of redemption. Winners must display the "Use Voucher Now?" game screen (as shown in the SimplyGo app) at the point of redemption, which includes the prize details and serial number, to validate their prize(s) won. Screenshots or alternative forms of presentation may not be accepted.
- 5.4 Each user is eligible to win the Golden Pretzel prize only once throughout the duration of the Campaign, regardless of the number of times they participate, or the number of entries submitted. However, there is no limit on the number of other prizes (such as vouchers) a user may win or redeem, subject to availability and the terms of use associated with each individual prize.
- 5.5 For the redemption of the Golden Pretzel prize, winners are required to provide the associated serial number to Auntie Anne's during the redemption process. Redemption instructions for the Golden Pretzel will be communicated via email to the winners and additional details such as Auntie Anne's office address will be made available within the SimplyGo app. Auntie Anne's may also require Golden Pretzel prize winners to register as members as part of the redemption process, and further details will be provided by Auntie Anne's accordingly. For the full terms and conditions relating to the Golden Pretzel prize (Auntie Anne's "1 Year's Worth of Pretzels" – Terms & Conditions), please refer to Appendix A of these T&Cs.
- 5.6 Each prize won through the Campaign is strictly non-stackable and cannot be combined, accumulated, or used in conjunction with any other prizes, offers, promotions, vouchers, or discounts, whether from this Campaign or any other ongoing campaigns by SimplyGo, Auntie Anne's, or any third parties. The use of any prize is subject to the specific terms and conditions stated for that prize, and SimplyGo and/or Auntie Anne's reserve the right to reject any redemption that does not comply with this clause.
6. Users are to update their SimplyGo App profile information before or within the Campaign Period. Users with incomplete or invalid SimplyGo App profile information shall not be entitled to receive any prizes.
7. For winners who are unsubscribed from SimplyGo's electronic mailing list, you will be given up to 5 September 2025 to reach out to SimplyGo to redeem your prize(s). Upon the expiration of this 21 July 2025 to 5 September 2025 period, SimplyGo reserves the right to forfeit your prize(s) without any further notice or liability to you. If a winner is unsubscribed from SimplyGo's electronic mailing list and remains uncontactable through other means, SimplyGo also reserves the right to forfeit the prize(s) without any further notice or liability to such winners.
8. All prizes received by the users from this Campaign are not transferrable, exchangeable, or redeemable for cash/credit in kind. All prizes received also cannot be used to offset against any form of administrative payments charged by SimplyGo or any outstanding amounts owed to SimplyGo prior to and/or after the user's participation in this Campaign.

9. Users who are eligible to receive the prizes are decided by SimplyGo and/or Auntie Anne's in their sole and absolute discretion and the determination of such eligible users according to SimplyGo and/or Auntie Anne's decision shall be final and conclusive.
10. SimplyGo reserves the rights to postpone the Campaign Period, withdraw and forfeit any prizes without any further notice or liability to any party. All vouchers and prizes are available while stocks last. SimplyGo also reserves the right to adjust the quantity of prizes and the chances of prize distribution at any time during the Campaign without prior notice. Any changes in the Campaign Period will be published in an updated version of these T&Cs and in the FAQs for this Campaign, which can be found on the SimplyGo app within the 'Pretzel Catch' game page under the 'Rewards' tab.
11. This Campaign is subject to the General Conditions of Issue and use for EZ-Link cards and Terms and Conditions for the SimplyGo Mobile App located at <https://simplygo.com.sg/terms-and-conditions-simplygo-services/#simplygo-mobile-app-usage-terms-and-conditions>.
12. SimplyGo will not be responsible for any failure, delay, injuries, loss, claim or damage suffered or incurred in connection with this Campaign (including but not limited to any error in transmission of evidence of sales transactions by any acquiring merchant, merchant establishments, computing any qualifying transaction, any breakdown or malfunction in any computer system or equipment) and/or any evidence, information, notices, letters or correspondence lost, stolen or misdirected in the postal system or telecommunication authorities or any other parties, and the consequences arising from the non-receipt of such communication.
13. SimplyGo does not assume any responsibility or liability for the acts, omissions, representations, warranties, or guarantees (whether express or implied) of any merchant, nor for the quality, fitness for purpose, merchantability, or any other aspect of the goods or services provided. SimplyGo shall not be liable for any loss, damage, cost, or expense (whether direct, indirect, special, or consequential) suffered or incurred by any party arising from or in connection with any unforeseen circumstances, including but not limited to the unavailability, withdrawal, cancellation, termination, suspension, modification, or delay of the Campaign or any part thereof, regardless of the cause or reason. Participation in this Campaign is at the user's sole risk and discretion. Users are advised to directly approach and resolve any queries, disputes, claims, complaints, or issues relating to the goods or services provided by the participating merchant(s) with the relevant merchant(s).
14. When a qualified user receives or redeems his/her prize, he/she agrees that the laws of Singapore apply, without regard to principles of conflict of laws, and such laws will govern these T&Cs. SimplyGo reserves the right to change these T&Cs, without prior notice, from time to time at its discretion to the extent permitted by law.
15. SimplyGo reserves the right to investigate complaints or reported violations of these T&Cs and to take any action SimplyGo deems appropriate, including, but not limited to reporting any suspected unlawful activity to law enforcement officials or regulators and disclosing any information necessary or appropriate to such persons.
16. SimplyGo reserves the right to change these T&Cs from time to time at its discretion to the extent permitted by law.

17. SimplyGo's decision on all matters relating to this Campaign shall be final, conclusive and binding on all users and any other person. SimplyGo has the sole discretion to exclude any person from participating in this Campaign without any obligation to furnish any notice and/or reason. No correspondence or claims will be entertained.
18. SimplyGo reserves the right to vary any of the terms and conditions herein, or withdraw, or suspend, or terminate this Campaign at any time without any further notice or liability to any party. In the event of any inconsistency between these T&Cs and any brochures, marketing or promotional materials relating to this Campaign, these T&Cs shall prevail.
19. These T&Cs shall be governed by the laws of the Republic of Singapore.
20. For terms and conditions governing all SimplyGo in-app games, please refer to <https://simplygo.com.sg/terms-and-conditions-simplygo-services/#simplygo-mobile-app-usage-terms-and-conditions>.

*Updated as of 16 July 2025*

## **APPENDIX A**

### **Golden Pretzel Prize: Auntie Anne's "1 Year's Worth of Pretzels" – Terms & Conditions**

#### **1. Eligibility**

- 1.1 The selected winner must be a resident of Singapore at the time of entry.
- 1.2 The selected winner must be an active Auntie Anne's Rewards member or register for an Auntie Anne's Rewards account upon prize notification in order to claim the prize.

#### **2. Prize Details**

- 2.1 One (1) winner will receive "1 Year's Worth of Pretzels", defined as:
  - i. 52 regular Auntie Anne's pretzel vouchers (1 pretzel per week for 52 weeks);
  - ii. All vouchers will be issued digitally via Auntie Anne's Rewards by Advocado.

#### **3. Redemption Terms**

- 3.1 Each voucher is valid for one (1) Signature pretzel only. Flavours include: Original, Cinnamon Sugar, Almond Crunch, Cheezy Turkey, Sour Cream & Onion, Matcha Green Tea, Parmesan Cheese, Choco Eclair, Seaweed, Choco Mint, Hazelnut Rocher.
- 3.2 Pretzel flavours available for redemption are subject to in-store availability and may be subject to changes without prior notice.
- 3.3 Vouchers will be issued into the winner's Auntie Anne's Rewards account in four batches of 13 vouchers each, every 3 months.
- 3.4 The winner must make a one-time visit physically to the Auntie Anne's Singapore office before Friday, 31 October 2025 (during designated hours) to acknowledge the prize redemption and complete their Auntie Anne's Rewards account registration, if not already a member.
- 3.5 Unutilised voucher(s) will not be replaced or extended in terms of its validity. Any unutilised voucher(s) shall be deemed forfeited, and any request to extend such vouchers' validity shall not be entertained.
- 3.6 Vouchers are non-stackable, non-transferable, non-exchangeable, and not redeemable for cash.
- 3.7 Redemption is available at all Auntie Anne's outlets in Singapore except Jewel Changi.

#### **4. Winner Notification**

- 4.1 The winner will be notified via email. The email will be sent to the email address which the winner had used for their SimplyGo app account.
- 4.2 Winners will also be immediately informed of their win within the app through a "lucky draw" animation or notification presented at the end of the gameplay.

4.3 In this email, redemption details will be included. Redemption has to be done by Friday, 31 October 2025.

4.4 For the Golden Pretzel prize redemption, the Winner will have to contact Auntie Anne's team via email at [hello.auntieannesg@gmail.com](mailto:hello.auntieannesg@gmail.com) and include the serial number and preferred redemption date and time in the email subject based on the following format:

e.g. Golden Pretzel Winner – S/N: <code generated>, Preferred Redemption Date, Preferred Redemption Time

4.5 Please note that the email address [hello.auntieannesg@gmail.com](mailto:hello.auntieannesg@gmail.com) is strictly for handling enquiries and redemptions related to the Golden Pretzel prizes only. Emails regarding any other prize types (such as vouchers) sent to this email address will not be entertained, responded to, or processed. All other prize redemptions must be carried out in accordance with the instructions provided within the SimplyGo app interface, and no further correspondence will be entertained for non-Golden Pretzel prizes or rewards.

4.6 If the winner fails to redeem the prize within the designated collection period, the prize may be forfeited.

## 5. **Use of Image & Personal Data**

5.1 By entering the giveaway, users agree that if selected as the winner, they:

- i. Consent to the use of their name, photo, likeness, and/or any content captured at the prize presentation by Auntie Anne's Singapore for marketing, publicity, and promotional purposes, across all media platforms, without additional compensation or prior notice.
- ii. Agree to cooperate with any photo or video shoots related to the prize fulfilment and marketing use.

## 6. **General Conditions**

6.1 Auntie Anne's Singapore reserves the right to amend, suspend, or terminate the giveaway or these Terms & Conditions at any time without prior notice.

6.2 All decisions made by Auntie Anne's Singapore in relation to the giveaway are final and binding.

6.3 By participating, users agree to abide by these terms & conditions.