

LUNAR NEW YEAR SCRATCH CARD PROMOTION/SWEEPSTAKES OFFICIAL RULES



Gong cha

1. ENTRY PERIOD:

The Lunar New Year Scratch Card Promotion/Sweepstakes (the "Promotion") begins on January 29, 2025, and ends on February 1, 2025. All prizes, except for the "Free Gong Cha for a Year," expire on February 28, 2025.

2. ELIGIBILITY:

The Promotion is open to legal residents of the United States and Puerto Rico who are at least 18 years of age or older and meet the age of majority in their jurisdiction of residence at the time of entry. Employees of Gong cha Americas Inc. ("Sponsor"), its affiliates, subsidiaries, advertising and promotion agencies (collectively, the "Promotion Entities"), their immediate families (parent, child, sibling, and spouse), and individuals living in the same households of such employees are not eligible to participate.

3. HOW TO ENTER:

In-store, every guest will receive a scratch card with any purchase. No purchase is necessary to participate. Guests may request a scratch card by emailing Americas.communication@gong-cha.com.

4. PRIZE AND ODDS:

All prizes are awarded at random. Odds of winning depend on the total number of cards distributed and redeemed. Every card includes one of the following prizes:

- Free boba/pearls: 40%
- Free topping: 30%
- \$1 off any large drink: 25%
- BOGO (Buy One Get One Free): 5%
- 50 Grand Prizes: Free Gong Cha for a Year (out of 125,000 cards produced).

Approximate retail value (ARV) of each prize ranges from \$1 to \$400. Total ARV of all prizes will depend on the number of cards redeemed.

5. TAXES AND SUBSTITUTIONS:

Winners are solely responsible for all federal, state, and local taxes associated with the prizes. Prizes are nontransferable and cannot be redeemed for cash unless determined by Sponsor in its sole discretion. Sponsor reserves the right to substitute a prize of equal or greater value if the original prize becomes unavailable.

6. GENERAL CONDITIONS:

No purchase is necessary to participate. Void where prohibited by law. Entrants suspected of tampering with or disrupting any aspect of the Promotion will be disqualified. Sponsor's decisions regarding all aspects of the Promotion are final. By participating, entrants:

- a. Agree to comply with these Official Rules.
- b. Release and hold harmless the Promotion Entities, Meta Platforms, Inc., and Carbonate Inc. from all claims, damages, or liabilities arising from participation or prize acceptance.



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7. LIMITATION OF LIABILITY:

Sponsor makes no warranties, express or implied, regarding the prizes. Sponsor is not responsible for late, lost, misdirected, or incomplete entries or technical malfunctions. If the Promotion is compromised by unauthorized intervention, Sponsor reserves the right to terminate or modify the Promotion and award prizes from eligible entries received before termination.

8. GOVERNING LAW:

This Promotion is governed by the laws of the Commonwealth of Massachusetts. Entrants agree that:

- a. Exclusive jurisdiction for disputes will be in state or federal courts located in Boston, Massachusetts.
- b. Claims must be resolved individually, without class action.
- c. Awards are limited to actual out-of-pocket expenses, excluding attorneys' fees and punitive or incidental damages.

9. PRIVACY:

Entrants' information will only be used in connection with the Promotion and will not be shared with unaffiliated third parties, except as necessary to administer the Promotion or announce winners.

10. WINNERS LIST:

For the name, city, and state of winners, send a request to **Gong cha Americas Inc., 200 Clarendon Street, Boston, MA 02116** no later than February 15, 2025.

11. SPONSOR:

The Promotion is sponsored by Gong cha Americas Inc., 200 Clarendon Street, Boston, MA 02116. Questions or comments should be directed to the Sponsor.

This Promotion is in no way sponsored, endorsed, or administered by Meta Platforms, Inc. or its Facebook and Instagram platforms.