TERMS AND CONDITIONS

Hisense Buy and Win Promotional Campaign

TV · Laser TV · Audio (AV Category) | 23 November 2026 – 20 January 2027

1. Definitions and Interpretation

1.1 In these Terms and Conditions (the “Terms”), the following words have the meanings set out below:

“Promoter” Hisense Middle East FZE, a company registered in Jebel Ali Free Zone, Dubai, United Arab Emirates.

“Promotion” The “Buy & Win” promotional prize campaign described in these Terms.

“Promotion Period” The period from 00:00 GST on 23 November 2026 to 23:59 GST on 20 January 2027, inclusive.

“Territory” Online purchases delivered to an address in any of the seven UAE emirates and in-store purchases from participating locations promoting the campaign in Dubai, Abu Dhabi or Sharjah, as specified in Clause 3.2 and Annex B.

“Eligible Products” Hisense TV, Laser TV and Audio (AV Category) products listed in Annex A.

“Participating Retailer” A retailer, online sales channel or Hisense Brand Shop listed in Annex B, subject to the channel and location conditions in that Annex.

“Microsite” The official campaign website operated by the Promoter at hisenseme.com/year-end-tv-promo and any mobile-optimised version thereof.

“Entry” A valid registration submitted via the Microsite as per Clause 6, which has passed verification by the Promoter.

“Participant” A natural person who submits a valid Entry.

“Winner” A Participant whose Entry is drawn and verified as eligible in accordance with these Terms.

“Draw” The selection of Winners conducted under the supervision of the UAE Regulator.

“Grand Prize” One (1) MINI Countryman vehicle as further described in Clause 7 and Annex C.

“Travel Prizes” Three (3) travel vouchers as further described in Clause 7 and Annex D.

“Projector Prizes” Three (3) Hisense laser projectors as further described in Clause 7 and Annex C.

“Prize(s)” Collectively, the Grand Prize, Travel Prizes and Projector Prizes.

“Vehicle Supplier” AGMC MINI Dealer, UAE, as described in Clause 2.3.

“Travel Partner” Orient Travel, as described in Clause 2.4.

“Regulator” The competent UAE authority or authorities responsible for approving or supervising the Promotion and its Draws.

1.2 Headings are for convenience only and do not affect interpretation. References to any law or regulation include that law as amended or re-enacted from time to time. Words in the singular include the plural and vice versa.

2. Promoter and Regulatory Authority

2.1 The Promoter is Hisense Middle East FZE. The Promotion is conducted by the Promoter in the Territory.

2.2 The Promotion and Draws will be conducted in accordance with the applicable permits and directions of the competent authorities as described in Clause 3.2.

2.3 The vehicle offered as the Grand Prize is supplied by AGMC MINI Dealer, UAE (the “Vehicle Supplier”). The Vehicle Supplier is not a co-promoter and has no responsibility for the conduct of the Promotion beyond supply of the vehicle to the Winner.

2.4 Travel Prizes are fulfilled by Orient Travel (the “Travel Partner”). The Travel Partner is not a co-promoter and has no responsibility for the conduct of the Promotion beyond fulfilment of the Travel Prizes.

3. Promotion Overview

3.1 **Title:** Buy & Win Hisense Promotion.

3.2 UAE residents who meet Clause 4 may enter regardless of their emirate of residence. In-store purchases qualify only at participating locations actively promoting this campaign in Dubai, Abu Dhabi or Sharjah. Online purchases qualify through participating channels in Annex B when delivered to an address in any of the seven UAE emirates. An order placed online for in-store collection qualifies only if collected at a participating location promoting the campaign in Dubai, Abu Dhabi or Sharjah.

3.3 **Promotion Period:** 23 November 2026 to 20 January 2027 (inclusive). Entries submitted outside this period will not be accepted.

3.4 To enter, make a Qualifying Purchase, scan the campaign QR code or visit the Microsite directly, then register and upload the purchase invoice and the other evidence listed in Clause 6.

4. Eligibility

4.1 Participants must be natural persons aged 18 years or older at the time of Entry, legally resident in the UAE and holding a valid Emirates ID.

4.2 Tourists, visitors on short-term visas, and any person without a valid Emirates ID are not eligible to participate.

4.3 The following persons are excluded from the Promotion and will be disqualified if an Entry is submitted:

(a) Employees, officers, directors and agents of the Promoter and of its holding, subsidiary and affiliated companies;

(b) Employees of any Participating Retailer, the Vehicle Supplier, the Travel Partner, media buying agency, creative agency or other agency involved in the operation of the Promotion;

(c) The spouse, parents, siblings and children of any person listed above, and anyone living in that person’s household.

4.4 The Promoter may request reasonable evidence of eligibility. Entry-stage requests are subject to the correction process in Clause 6.4. Provisional winner requests are subject to the claim deadline in Clause 9.4.

5. Qualifying Purchase

5.1 A “Qualifying Purchase” is a purchase made during the Promotion Period through an eligible channel under Clause 3.2. The amount actually paid for one or more Eligible Products on a single invoice must be at least AED 2,999. Other products, delivery, installation and warranty extensions do not count towards the threshold. Separate invoices cannot be combined.

5.2 Eligible Product categories are:

(a) Hisense TV;

(b) Hisense Laser TV;

(c) Hisense Audio / AV products, including soundbars, home theatre systems and party speakers.

5.3 Products outside the categories set out in Annex A – including (without limitation) home appliances, mobile devices, air conditioners, white goods, parts, accessories and warranty extensions – are not Eligible Products and do not confer an Entry.

5.4 The invoice must:

(a) be issued by a Participating Retailer or its authorised seller under Annex B, with the relevant branch or online channel identifiable;

(b) be dated within the Promotion Period (23 November 2026 – 20 January 2027 inclusive);

(c) clearly show the Eligible Product model, the invoice value in AED (inclusive of VAT), the retailer’s name, invoice number and date of purchase;

(d) be an authentic retailer-issued invoice, including a retailer-issued electronic invoice or reissued copy showing the same original invoice number. Quotations, pro forma invoices and order confirmations do not qualify.

5.5 Purchases made outside the UAE, through unauthorised resellers, or on the grey market do not qualify.

5.6 A return, refund, cancellation or exchange before claim invalidates the Entry if the remaining purchase no longer qualifies or the Entry cannot be verified against the revised invoice. A forfeited Prize will be handled under Clauses 8.3 and 9.4. Statutory return and warranty rights continue to apply.

6. Entry Mechanism

6.1 To enter, a Participant must, during the Promotion Period:

(a) make a Qualifying Purchase from a Participating Retailer;

(b) scan the campaign QR code or navigate directly to hisenseme.com/year-end-tv-promo;

(c) complete the registration form with full legal name, confirmation of age and UAE residency, UAE mobile number, email address, retailer and branch or online channel, invoice number and date, eligible product model, and eligible purchase amount;

(d) upload a legible image or PDF of the purchase invoice. For delivered online orders, the Promoter will request evidence of the UAE delivery address;

6.2 Each qualifying invoice generates one Entry. If several Eligible Products on one invoice contribute to the threshold, submit one detailed invoice and retain evidence for the other products. The same invoice may be used only once.

6.3 A single Participant may submit a maximum of three (3) valid Entries during the Promotion Period, provided each Entry corresponds to a separate Qualifying Purchase with a unique invoice.

6.4 Entries must be submitted by 20 January 2027. For online purchases, the qualifying invoice must be issued during the Promotion Period and the invoice must be available by the entry deadline.

6.5 If a material Microsite outage affects entry, the Promoter will publish the procedure for affected entrants, including any extension approved by the Regulator. Applicable consumer rights continue to apply.

7. Prizes

The total prize pool is as follows:

Prize	Quantity	Approx. Value per Unit (AED)	Total Value (AED)
Grand Prize — MINI Countryman vehicle (Annex C)	1	185,000	185,000
Travel Prize — Travel voucher (Annex D)	3	20,000	60,000
Projector Prize — Hisense Laser Projector (Annex C)	3	3,999	11,997
TOTAL	**7 Winners**	**—**	**256,997**

7.1 General Prize Terms (applicable to all Prizes)

(a) Prizes are non-transferable, non-exchangeable and non-refundable, and may not be redeemed for cash in whole or in part.

(b) No cash alternative is available for any Prize.

(c) If a Prize becomes unavailable for reasons beyond the Promoter’s reasonable control, it may be replaced with a prize of equivalent or greater value, subject to any required approval from the Regulator.

(d) Prize images are illustrative. The prize specifications and restrictions are set out in Annexes C and D.

(e) Prizes must be claimed under Clause 9.4. Unclaimed or forfeited Prizes will be handled under Clause 8.3 and the procedure approved by the Regulator.

(f) The Winner is responsible for personal expenses and any charges expressly identified in these Terms as payable by the Winner.

(g) Prizes must be collected or taken delivery of within the UAE.

(h) Each Participant may receive only one Prize. The priority and reserve procedure in Clause 8.3 applies across all Entries and Prize categories.

8. Draw Procedure and Winner Selection

8.1 All Draws will be conducted from the pool of valid, verified Entries under the supervision of the Regulator(s).

8.2 Draw dates:

(a) Grand Prize (MINI Countryman): 25 January 2027;

(b) Travel Prizes (3 vouchers) and Projector Prizes (3 projectors): 1 February 2027.

8.3 Ordered reserve lists will be drawn under the Regulator-approved procedure. The MINI has first priority, followed by the Travel Prizes and then the Projector Prizes. If the MINI allocation is pending on 1 February, the other selections are provisional and final awards will follow that priority. Ineligible, duplicate and forfeited selections will be replaced in reserve order. If reserves are exhausted, the Regulator-approved procedure applies.

8.4 Draw results are subject to verification and the reserve procedure. Participants may raise a concern under Clause 16 or with a competent authority.

9. Winner Notification, Verification and Claim

9.1 The Promoter will make its first contact attempt within seven calendar days of the relevant Draw for provisional winners, or within seven calendar days of a reserve being called. Contact will use the mobile number and email address provided at registration.

9.2 If there is no response, the Promoter will make at least three documented contact attempts over at least five calendar days. A selection may be treated as forfeited after those attempts and expiry of the claim period in Clause 9.4, subject to the Regulator-approved procedure.

9.3 Prior to receiving a Prize, each Winner must:

(a) produce the original Emirates ID matching the Entry;

(b) provide the authentic retailer-issued invoice, including an electronic invoice where applicable, and any evidence reasonably needed to confirm the eligible sales channel;

(c) provide a clear photograph of the serial-number label or equivalent evidence reasonably acceptable to the Promoter;

(d) sign a prize acceptance and eligibility declaration. Any consent for promotional publicity will be requested separately.

9.4 A provisional winner or reserve must respond and provide the evidence in Clause 9.3 of the Promoter’s first written notification sent to the registered email address. The Promoter will confirm the claim after verification and arrange handover separately. If the claim deadline passes without satisfactory verification, the reserve procedure in Clause 8.3 applies.

9.5 Winner publicity is governed by Clause 12.

10. Disqualification, Fraud and Misconduct

10.1 The Promoter may, in its sole discretion, disqualify any Participant and void any Entry where the Promoter has reasonable grounds to suspect:

(a) the use of false, incomplete, misleading or fraudulent information;

(b) the use of multiple identities, accounts or Emirates ID numbers to submit Entries;

(c) the use of automated scripts, bots or any technical means to generate or submit Entries;

(d) the use of fraudulent, altered, stolen or reused invoices, identification or serial numbers;

(e) any collusion with Participating Retailer staff to circumvent these Terms;

(f) any behaviour that, in the Promoter’s reasonable opinion, undermines the fairness or integrity of the Promotion.

10.2 The Promoter may report any suspected fraud to the Regulator and the UAE law-enforcement authorities.

10.3 If disqualification occurs after a Prize has been awarded, the Promoter reserves the right to recover the Prize or its monetary value from the disqualified Winner by any lawful means.

11. Data Protection and Privacy

11.1 Personal data collected via the Microsite is processed by the Promoter as data controller in accordance with UAE Federal Decree-Law No. 45 of 2021 on the Protection of Personal Data (“PDPL”) and any applicable implementing regulations.

11.2 **Purposes of processing:** the Promoter will use personal data solely to (a) administer the Promotion, including Entry verification, Winner selection, notification and Prize fulfilment; (b) comply with its legal obligations, including Regulator reporting; and (c) with the Participant’s additional opt-in consent, send marketing communications about Hisense products and future promotions.

11.3 The Promoter collects the registration and purchase information listed in Clause 6.1. Identification is checked during provisional winner verification under Clause 9.3. Copies or additional information will be collected only where necessary for verification, fulfilment or regulatory obligations.

11.4 **Data sharing:** personal data may be shared with (a) the Regulator for supervision and audit purposes; (b) the Vehicle Supplier and Travel Partner solely for Prize fulfilment; and (c) agencies engaged by the Promoter to administer the Microsite and the Promotion, subject to contractual data-protection commitments.

11.5 The Promoter will keep campaign information only for as long as needed for administration, verification, dispute handling or applicable legal and regulatory obligations. The Privacy Notice will explain retention by data type, participant rights, relevant recipients and any international data transfers. Privacy requests may be sent to dubaimarketing@hisense.com.

12. Publicity and Intellectual Property

12.1 The Promoter may use a Winner’s name, emirate, image, voice or footage for marketing or PR only under a separate voluntary consent. Declining publicity does not affect eligibility, claim or handover. Any disclosure required by a competent authority will be handled separately under applicable law.

12.2 The Promoter will not publish the Winner’s full home address, full ID number, contact number or any other sensitive personal identifier.

12.3 All intellectual property rights in the Promotion, the Microsite, campaign creative, trade marks, logos and promotional materials remain the exclusive property of the Promoter or its licensors. Nothing in these Terms transfers any such rights to the Participant.

12.4 MINI and MINI Countryman are trade marks of BMW AG. The Promoter will use MINI branding and imagery in campaign materials subject to the applicable permissions.

13. Limitation of Liability

13.1 To the fullest extent permitted by UAE law, the Promoter, its directors, officers, employees, agents and affiliates shall not be liable for any loss, damage, injury, cost or expense (including loss of profit, loss of opportunity, indirect or consequential loss) suffered by any Participant or Winner in connection with the Promotion, the Microsite or any Prize, except where such liability cannot be excluded by law.

13.2 Nothing in these Terms excludes or limits liability for (a) death or personal injury caused by the Promoter’s negligence; (b) fraud or fraudulent misrepresentation; or (c) any liability that cannot be lawfully excluded.

13.3 Manufacturer warranties apply as described in Annex C. The Winner retains any rights and remedies available under applicable law.

13.4 The Winner is responsible for lawful possession and use of the Prize after handover. This does not affect rights or remedies under applicable law.

14. Force Majeure

14.1 Where events beyond the Promoter’s reasonable control affect the Promotion or Prize handover, the Promoter will notify affected Participants where reasonably practicable and follow Clauses 14.2 and 15. Applicable legal rights remain available.

14.2 In such circumstances, the Promoter may modify, suspend or terminate the Promotion in whole or in part, subject to approval by the Regulator where required.

15. Modification, Suspension and Termination

15.1 The Promoter reserves the right, subject to approval by the Regulator where required, to modify, suspend or terminate the Promotion at any time if: (a) the Promotion is subject to fraud, abuse or technical failure that undermines its proper administration; (b) a change in law, regulation or Regulator direction requires it; or (c) a force majeure event occurs.

15.2 The Promoter will publish material changes on the Microsite, explain how existing Entries are affected, and notify affected Participants where reasonably practicable. Any required Regulator approval will be obtained before a change takes effect. Statutory consumer rights and remedies remain available.

16. Complaints and Contact

16.1 Questions and complaints may be submitted to dubaimarketing@hisense.com. Participants may also contact the competent consumer protection or regulatory authority.

17. General Provisions

17.1 **Entire agreement:** these Terms constitute the entire agreement between the Participant and the Promoter in relation to the Promotion and supersede any prior representations, statements or agreements.

17.2 **Severability:** if any provision of these Terms is held to be invalid, illegal or unenforceable, the remaining provisions shall continue in full force and effect.

17.3 **No waiver:** failure by the Promoter to enforce any provision of these Terms does not constitute a waiver of that provision or any other provision.

17.4 By submitting an Entry, the Participant accepts these Terms and acknowledges the Privacy Notice.

18. Governing Law and Jurisdiction

18.1 These Terms are governed by UAE law, including the mandatory rules applicable in each relevant emirate.

18.2 Disputes may be brought before the competent UAE courts, subject to mandatory jurisdiction rules. Participants may also raise a complaint with the relevant authority.

Annex A — Eligible Products

The categories below qualify subject to Clause 5 and the AED 2,999 minimum spend on Eligible Products.

- Hisense TV
- Hisense Laser TV
- Hisense Audio / AV products, including soundbars, home theatre systems and party speakers

Annex B — Participating Retailers

In-store eligibility applies only to branches actively promoting the campaign in Dubai, Abu Dhabi or Sharjah. For listed online channels, delivery may be to any UAE emirate. Marketplace orders qualify only when the invoice is issued by the platform itself or a Hisense-authorised seller participating in the campaign.

Retailer	Channel
Sharaf DG	Stores and sharafdg.com
Emax	Stores and emax.ae
Carrefour Hypermarkets	Stores and carrefouruae.com
LuLu Hypermarket	Stores and luluhypermarket.com
Jumbo Electronics	Stores and jumbo.ae
E-City	Stores
Hisense Brand Shops	Dubai Hills Mall; Reem Mall
Amazon.ae	Online
Noon.com	Online
Etisalat Shops / E-Shops	Store & Online
Hisense E-Shop	Hisense UAE Official Online Store

Annex C — Prize Specifications

Grand Prize — MINI Countryman

- Model: MINI Countryman S ALL4
- Colour and specification: to be confirmed with the Vehicle Supplier (AGMC)
- Warranty: the vehicle comes with the manufacturer’s two (2) year brand warranty only.
- Not included: extended warranty, service package, vehicle registration fees and comprehensive insurance. These are not part of the Prize and are the sole responsibility of the Winner.

Projector Prizes

- Hisense Laser Projector, model TBC, with the manufacturer’s standard warranty.
- Approximate retail value: AED 3,999 each.

All approximate values in this Annex are exclusive of VAT and reflect estimated retail prices at the time of drafting.

Annex D — Travel Prize Terms

Each Orient Travel voucher has a face value of AED 20,000, inclusive of agency fees. The booking and redemption conditions below apply.

- Redeemable for travel-related services (e.g. air tickets, hotel bookings, tours and car rental).
- Valid upon issue and redeemable by 31 July 2027. Confirm available travel dates and whether travel must be completed by that date with Orient Travel before booking.
- The Winner must be one of the travellers on the booking made with the voucher.
- The voucher is redeemable against one booking. Any unused balance has no cash value and cannot be carried forward or combined with another offer.
- The voucher is non-transferable.
- To request a booking, contact Orient Travel at traveldeskdxb@orienttravels.com, Monday to Friday, 09:00 – 18:00 GST.
- Provide the voucher and travel requirements through Orient Travel. If identification is required for booking, request Orient Travel’s secure submission instructions.
- The original voucher (printed or digital) must be provided to Orient Travel to complete redemption.

Annex E — Key Dates Summary

Milestone	Date
Promotion start	23 November 2026 (00:00 GST)
Promotion end — last Entry accepted	20 January 2027 (23:59 GST)
Entry verification cut-off	22 January 2027
Grand Prize Draw (MINI Countryman)	25 January 2027
Travel & Projector Prize Draws	1 February 2027
First contact attempt for provisional winners from the second draw by	8 February 2027
Prize-claim deadline	Within 30 calendar days of first written notification

— End of Terms and Conditions —