

**Gayamu, Caramu New Seller Contest**  
**Contest Terms**

**Campaign Period**

"Gayamu, Caramu New Seller Contest" ("**Contest**") is a contest organised by Lazada Malaysia ("**Lazada**") which will run from 07 December 2022, 00:00:00 (12:00 AM) to 28 February 2023 at 23:59:59 (11:59 PM) ("**Contest Period**"), both dates are inclusive unless otherwise notified.

**Eligibility**

1. This Contest is open to all new sellers on Lazada who have an active and selling account under the Fashion category (hereinafter referred to as "**Eligible Participants**").

**Campaign Mechanics**

2. To participate in this Contest, the Eligible Participants must perform the following:
  - (a) Sign up as a new seller under Fashion category on Lazada platform;
  - (b) Upload at least 10 Fashion category assortments within the Contest Period; and
  - (c) Adopt Free Shipping Max program, Lorikeet and Store Builder.

**Selection of Winners**

3. Shortlisted Participants will be selected by Lazada from the group of Eligible Participants ("**Shortlisted Participants**"), based on the highest volume of Orders and highest Gross Merchandise Value ("**GMV**") achieved throughout the Contest Period.
4. Winners will be contacted by Lazada through the Winners' mobile number and email address registered in Lazada Seller Center ("**Seller Center**"), and it is essentially the obligation of the Eligible Participants to ensure that they register the accurate and latest mobile number and email address in the Seller Center for otherwise Lazada shall not be held responsible or liable for the inaccurate or outdated mobile number(s) provided by the Eligible Participants or in the event that Lazada is unable to contact the Winners for any reasons whatsoever.
5. The Cash Prize will be credited into the Winners' provided Bank Account whereas the LSS Credit will be credited into the Winners' Seller Center account, within eight (8) weeks after the end of the Contest Period ("**Cash Prize Payment Period**").
6. It is essentially the obligations of the Winners to inform Lazada in the event of non-receipt of the Cash Prize within sixty (60) days after the end of the Cash Prize Payment Period, failing which the Winners are deemed to have received the Cash Prize and any appeal or request for the reimbursement of the Cash Prize shall not be entertained by Lazada.

**Prizes**

7. Prizes for the Contest are as per the table below:

<b>Cash Prize</b>	<b>LSS Credit</b>	<b>No. of Winners</b>
RM 20,000 each	RM 1,000 each	3 x Winners

8. Three (3) Eligible Participants who fulfilled the criteria provided in paragraph 3 above will be selected as the winners of this Contest and each will be entitled to RM 20,000 Cash ("**Cash Prize**") and RM 1,000 Lazada Sponsored Solutions Credit "LSS Credit" ("**Winners**"). Cash Prize and LSS Credit are not transferable nor exchangeable and will only be given to the verified Winners.

## **General Terms:**

These Terms and Conditions (“**Terms**”) regulate your participation in the Contest.

1. By participating in the Contest, you, as an eligible Seller (“**you**” or “**Seller**”), confirm and agree that you have read, understood and agreed to be bound by these Terms, in addition to [Terms of Use](#), [Platform Engagement Tools Terms & Conditions](#), [Privacy Policy](#) and other relevant terms and conditions available at <https://lazada.com.my>, which are incorporated by reference in these Terms. Your continued participation in the Contest after any such modification shall constitute your acceptance of the changes to the Terms or Contest. If you do not agree to any changes, you must cease your participation in the Contest. For the avoidance of doubt, the capitalized terms used and not defined herein shall have the same meanings as ascribed to them in such terms and conditions as mentioned above.
2. Lazada has the right to change, modify, add and/or otherwise vary these Terms and the mechanism of the Contest and/or substitute the Prize(s) with item(s) of comparable value(s) at its sole discretion, at any time without prior notice, and in a way that Lazada deems appropriate and in accordance with applicable laws.
3. You represent and warrant that your Contest entry, and all information which you submit to Lazada will not infringe the intellectual property, privacy or any other rights or interests of any third party, and will not contain anything which is libellous, defamatory, obscene, indecent, harassing, religious or threatening. If Lazada has any reason to believe your Contest entry is not your own work or otherwise breaches the Terms and Conditions of this Contest, Lazada may, at its sole and absolute discretion, reject it and disqualify it without giving reasons. In the event you breach this warranty, you agree to indemnify and hold harmless Lazada from and against all proceedings, claims, damages, liabilities, costs and expenses arising out of such Breach.
4. The amount and quantity of Rewards issued to you, the conversion rates amongst Rewards, as well as the redemption mechanism of the Rewards are determined by Lazada and may change from time to time at its sole discretion. You will bear any and all expenses arising from and/or relating to the receipt of any Rewards, including personal income tax (if any).
5. Lazada reserves the right not to give, cancel or void any Rewards issued to you, where it determines or reasonably suspects that you have committed fraud, or illegal acts, have breached any specific rules of the Contest, or any applicable terms and conditions applicable to Sellers on the Lazada platform. In such cases, the Seller will not be entitled to either claim or hold Lazada responsible for any rejection, delay, suspension, confiscation or cancellation of any Rewards issued to the Seller.
6. If for any reason any aspect of the Contest is not capable of running as planned, including by reason of computer virus, communications network failure, bugs, tampering, unauthorized intervention, fraud, technical failure or any cause beyond the control of Lazada, Lazada reserves the right, in its sole discretion, to cancel, terminate, modify, and/or suspend the Contest and invalidate any effected activities.
7. Lazada reserves the right, at any time, to validate and check Sellers’ participation or details. In the event the Seller is unable to provide the appropriate evidence/information as requested by Lazada for validation purposes, the Seller may be disqualified from the Contest.
8. Lazada reserves the right to disqualify any Seller in the event of non-compliance with any provisions of the Contest or other terms and conditions stated in these Terms.
9. In the event of disputes regarding the Contest or the Terms of the Contest, Lazada shall have the right to make the final decision.
10. Lazada accepts no responsibility for any damage, loss, liabilities or injury incurred or suffered by you as a result of entering the Contest or accepting any prize. Lazada further disclaims liability for any injury or damage to you or any other properties relating to or resulting from your participation in the Contest
11. The Contest, including these Terms shall be governed by and interpreted in accordance with the laws of Malaysia. Any controversy, claim or dispute arising out of or relating to these Terms or the breach, termination or invalidity thereof shall be referred to and settled by arbitration in accordance with the Arbitration Rules of the Asian International Arbitration Centre (“**AIAC**”) held in Kuala Lumpur, Malaysia. The arbitral tribunal shall consist of a sole arbitrator who is legally trained and who has experience in the information technology field in

Malaysia and is independent of either party. The place of arbitration shall be Malaysia. Any award by the arbitration tribunal shall be final and binding upon the parties. Notwithstanding the foregoing, Lazada reserves the right to pursue the protection of intellectual property rights and confidential information through injunctive or other equitable relief through the courts.

## Gayamu, Caramu Contest FAQs

### 1. When will the Contest commence and end?

The Contest will commence on 7 December (00:00:00) and end on 28 February 2022 (23:59:59).

### 2. How to qualify for Gayamu, Caramu Contest?

- a. New or existing Marketplace seller of Lazada
- b. Business entity registered in Malaysia

### 3. How do I join the contest?

Step 1: Register as a fashion seller on Lazada from December 2022 to February 2023

Step 2: Upload at least ten (10) fashion products and/or assortments

Step 3: Utilize three (3) tools on Lazada Seller Center such as Store Builder, Lorikeet and Free Shipping Max (FSM).

Step 4: You are ready to start selling!

Step 5: Winners will be chosen based on the highest GMV and order number.

### 4. How to upload a Product?

You can choose to upload your products through either single upload or mass upload according to the number of products you have. Click [here](#) to learn about Product upload.

### 5. How to increase my Product Content Score?

Make sure you have all the product content ready. We recommend a minimum of 3 product main images, minimum 50 words of product description, minimum 1 image product description. For more tips, click [here](#).

### 6. Why is my product not Live and how do I fix them?

To be eligible of winning this contest, all sellers must ensure products uploaded are Live and Viewable, and thus ensure your SKUs are meeting the guidelines. Click [here](#) to learn more.

### 7. How many winners altogether?

There will be a total of 3 Grand Prize winners. Grand prize includes RM20,000 cash, RM1,000 LSS ads credit, 1-month 0% Free Shipping Max, and 1-month CEM.

### 8. Where can I download Lazada Seller Center App?

Please find Lazada Seller Center App for Android device [here](#) and iOS device [here](#).

### 9. How do I know if I am considered as valid and active in Seller Center?

You are considered valid and active in Seller Center if you can login to the [Lazada Seller Center](#).

### 10. I am a non-Malaysian and a new seller, can I take part in this Contest?

Yes, as long as your business entity and seller stores are both registered in Malaysia.