"yuu Football Fever" Terms and Conditions

「yuu 足球狂熱打氣時刻」條款及細則

These Terms and Conditions apply to the "yuu Football Fever" Campaign ("**Campaign**") organised by DFI Development (HK) Limited ("**yuu**", "**we**", "**us**" or "**our**").

本條款及細則適用於由 DFI Development (HK) Limited（以下簡稱「yuu」或「我們」）主辦的「yuu 足球狂熱打氣時刻」活動（「本活動」）。

By participating in this Campaign, you agree to be bound by these Terms and Conditions.

參加本活動即代表您同意受本條款及細則約束。

1. Campaign Period 活動期

This Campaign starts at 00:00 on 3 July 2026 and ends at 23:59 on 20 July 2026 (Hong Kong time) (both dates inclusive) ("**Campaign Period**").

本活動於 2026 年 7 月 3 日 00:00 開始，並於 2026 年 7 月 20 日 23:59 結束（香港時間）（包括首尾兩日）（「活動期」）。

2. Eligibility 參加資格

2.1 A person who satisfies all of the following requirements is an eligible participant ("Eligible Participant"):

符合以下所有條件之人士為合資格參加者(「合資格參加者」)：

(a) a valid yuu Member holding an active yuu account at the time of participation;
在參加本活動時持有有效 yuu 帳戶的 yuu 會員；

(b) completes all participation steps required by yuu during the Campaign Period in accordance with Clause 3; and
於活動期按照第 3 條規定，完成 yuu 要求的所有參加步驟；及

(c) complies with these Terms and Conditions,
遵守本條款及細則,

2.2 All employees of DFI Development (HK) Limited are not eligible to participate in this Campaign.

DFI Development (HK) Limited 的所有員工均不可參加本活動。

3. How to Participate 參加方法

3.1 To take part in the Campaign, you need to complete all of the following steps during the Campaign Period:

欲參加本活動，您必須在活動期完成以下所有步驟：

(a) Step 1 – Make a purchase
第一步 – 購物

Make a purchase from any yuu partner (refer to the yuu app for the full list of partners) and earn yuu Points on that purchase.

於任何 yuu 合作夥伴（完整合作夥伴名單請參閱 yuu 應用程式）購物，並透過該次購物賺取 yuu 積分。

(b) Step 2 – Post your content
發佈您的內容

Create and post your Submitted Content (as defined in Clause 4) on yuu's designated social media platforms:

創作並將您的「提交內容」(定義見第四條)發佈於 yuu 指定的社交媒體平台上：

(i) Facebook:

(A) follow yuu's official Facebook page; and
追蹤 yuu 的官方 Facebook 專頁；

(B) 及 post your Submitted Content as a comment on the Campaign post;

以評論發佈您的「提交內容」於本活動帖文的留言區中；

(ii) Instagram:

(A) follow yuu's official Instagram page;
追蹤 yuu 的官方 Instagram 專頁；

(B) switch your Instagram account to public; and
將 Instagram 帳號設定為公開帳號; 及

(C) post your Submitted Content on your Instagram Stories and tag @yuu.hk; and
發佈您的「提交內容」於您的 Instagram 限時動態中，並標記 @yuu.hk；及

(c) Step 3 – Register via chatbot
第三步 – 透過聊天機器人登記

After posting your Submitted Content:

在發佈您的「提交內容」後：

(i) click "agree" to these Terms and Conditions; and
點擊「同意」本條款及細則；及

(ii) enter your valid 15-digit yuu ID.
輸入您有效的 15 位數字 yuu ID。

3.2 Your entry will only be valid if:

您的參加資格僅在符合以下條件後方為有效：

(a) all steps above are completed (including complying with the submission requirements); and
完成上述所有步驟（包括符合提交要求）；及

(b) you receive a confirmation message from the chatbot confirming successful registration.
您收到來自聊天機器人確認登記成功的確認訊息。

If you enter an incorrect yuu ID or do not receive confirmation, please contact yuu customer support.

若您輸入錯誤的 yuu ID 或沒有收到確認訊息，請聯絡 yuu 客戶服務。

3.3 You may submit multiple entries; but each Eligible Participant may only win one Prize.

您可提交多個參加作品；但每位合資格參加者最多只能贏取一份獎品。

3.4. yuu is not responsible for any late, incomplete, invalid, corrupted or lost entries or for any failure to receive Submitted Content or registrations due to technical issues (including issues relating to social media platforms,

APIs or chatbot functionality) or any causes beyond yuu's reasonable control.

因技術問題（包括與社交媒體平台、API 或聊天機器人功能相關的問題）或任何超出 yuu 合理控制範圍的原因，而導致的任何延誤、不完整、無效、損壞或遺失的參加作品，或没有收到「提交內容」或登記，yuu 概不負責。

3.5 You are responsible for complying with the terms and conditions of the relevant social media platforms and for ensuring that your Submitted Content is posted correctly and remains accessible for the purposes of the Campaign.

您有責任遵守相關社交媒體平台的條款及細則，並確保您的「提交內容」已正確發佈，且就參加本活動將其保持可供查閱的狀態。

4. Submitted Content Requirements 提交內容要求

4.1 Your content submitted in connection with this Campaign ("**Submitted Content**"):

您就本活動提交的內容（「**提交內容**」）：

(a) must include a photo that contains each of the following elements:
包括一張具有以下所有元素的照片：

(i) the product purchased from any yuu partner (refer to yuu app for full list of yuu partners) during the Campaign Period and you must have earnt yuu Points on such purchase;
於活動期內從任何 yuu 合作夥伴（完整合作夥伴名單請參閱 yuu 應用程式）購買的產品，且您必須透過該次購物已賺取 yuu 積分；

(ii) includes a device that shows your yuu app (but do not show your QR code or any other personally identifiable information on your yuu app); and
包括一部顯示您 yuu 應用程式的裝置（但請勿顯示您的二維碼或您 yuu 應用程式上任何其他個人識別資料）；及

(iii) has a football-themed setting;
有足球主題的背景設定；及

(b) must be original and must not infringe any intellectual property rights or other rights of any person;
屬原創作品，且不得侵犯任何人的任何知識產權或其他權利；

(c) where any identifiable person appears, you confirm that you have obtained all necessary consents from any individuals appearing in your Submitted Content (and from parents/guardians where applicable);
若當中有任何可識別身份的人士出現，您確認您已獲得該「提交內容」中出現之所有個人的所有必要的同意（如適用，包括其父母/監護人的同意）；

(d) must not be unlawful, fraudulent, defamatory, offensive or otherwise inappropriate; and
不得違法、欺詐、誹謗、侮辱或在其他方面不當；及

(e) must not be primarily generated using artificial intelligence tools; basic editing tools (such as filters, cropping or enhancements) are permitted, but the Submitted Content must reflect your genuine participation.
不得主要使用人工智能工具生成;允許使用基本編輯工具（例如濾鏡、裁剪或改良），但「提交內容」必須反映您真正的參與。

4.2. yuu reserves the right, at its sole discretion, to reject, remove or disqualify any Submitted Content or any Eligible Participant that does not comply with this Clause 4.

yuu 保留全權酌情決定，拒絕、刪除或取消任何不符合第 4 條規定的「提交內容」的資格或任何合資格參加者的資格的權利。

5. Rights in Submitted Content 提交內容之權利

5.1 By taking part in and registering for this Campaign, you agree that yuu and its related companies within the DFI Retail Group have a non-exclusive, royalty-free, perpetual, irrevocable and worldwide right to use and reproduce your Submitted Content (including editing, adapting or cropping the Submitted Content), together with your name, likeness, image, voice and social media username, for the purposes of administering the Campaign and for reasonable advertising, publicity and promotional purposes related to yuu.

您參加並登記本活動即代表您同意，yuu 及其於 DFI 零售集團內的關聯公司擁有非專屬、免版稅、永久、不可撤銷且全球性的權利，可為管理本活動以及與 yuu 相關的、合理的廣告、宣傳及推廣目的，使用及複製您的「提交內容」（包括編輯、改編或裁剪「提交內容」），並連同您的姓名、肖像、圖像、聲音及社交媒體用戶名稱。

5.2 Such use may be made without compensation or notification to you or further approval from you.

上述使用無需給予您任何補償、通知或經您進一步批准。

5.3 yuu shall not be responsible for any third-party use of Submitted Content once published on any platform.

「提交內容」一旦在任何平台上發佈，yuu 對任何第三方使用該「提交內容」之行為概不負責。

6. Judging and Winner Selection 評審與得獎者甄選

6.1 Valid submissions will be assessed based on:

有效的參加作品將根據以下標準進行評審：

(a) relevance to the yuu brand and Campaign theme;
與 yuu 品牌及本活動主題的相關性；

(b) originality; and
原創性；及

(c) creativity.
創意。

6.2 Judging will be conducted by yuu or its appointed panel based on the criteria above and 200 winners will be selected (each a "**Winner**").

評審將由 yuu 或其委任的評審小組根據上述標準進行，並將選出 200 名得獎者（各稱為「得獎者」）。

6.3 yuu's decisions on all matters relating to the Campaign, including eligibility and winner selection, are final and conclusive. No correspondence will be entered into regarding any decision made by yuu.

yuu 就與本活動相關的所有事項（包括參加資格及得獎者甄選）所作出的決定均為最終及具決定性的。就 yuu 所作出的任何決定，恕不另行通知。

7. Prize 獎品

7.1 Each Winner will receive 10,000 yuu Points (the "**Prize**").

每位得獎者將獲得 10,000 yuu 積分（「獎品」）。

7.2 The Prize will be credited to the Winner's yuu account that was used to register the Submitted Content within 30 days after announcement, subject to verification under Clause 10.

獎品將於公佈後 30 日內存入得獎者用於登記「提交內容」的 yuu 帳戶中，惟須根據第 10 條進行核實。

7.3 The Prize:

(a) is not transferable (except as expressly permitted in accordance with the yuu membership terms and conditions), exchangeable or redeemable for cash; and
不得轉讓（除非 yuu 會員條款及細則明確允許）、交換或換成現金；及

(b) must be accepted as awarded.
必須按獎品所頒發的形式接受獎品。

8. Winner Announcement and Disqualification 得獎者公佈及取消資格

8.1 Winners will be announced on yuu's designated channels on or before 31 July 2026.

得獎名單將於 2026 年 7 月 31 日或之前於 yuu 指定的渠道公佈。

8.2 You may be disqualified if:

若出現以下情況，您的資格可能會被取消：

(a) your yuu account is invalid, suspended or terminated;
您的 yuu 帳戶無效、被暫停或被終止；

(b) you breach these Terms and Conditions;
您違反本條款及細則；

(c) your submission is invalid or non-compliant including where you fail to complete all the participation steps or comply with the submission requirements set out in these Terms and Conditions; or
您的參加作品無效或不符合規定，包括您未能完成所有參加步驟或未能遵守本條款及細則中所列明的提交要求；或

(d) yuu reasonably suspects fraud or improper conduct in your participation of this Campaign including the use of multiple accounts, or any automated or unfair means to participate in the Campaign.
yuu 合理懷疑您參加本活動當中存在欺詐或不當行為，包括使用多個帳戶，或使用任何自動化或不公平的方法參加本活動。

8.3 yuu reserves the right to select replacement Winners.

yuu 保留挑選替代得獎者的權利。

9. Liability and Indemnity 責任與賠償

9.1 To the fullest extent permitted by law, you agree to indemnify and hold harmless yuu and DFI Retail Group from any claims arising from:

在法律允許的最大範圍內，您同意賠償 yuu 及 DFI 零售集團，並使其免受以下原因所引起的任何申索的損害：

(a) your participation;
您參加本活動；

(b) your Submitted Content; or
您的「提交內容」；或

(c) any breach of these Terms and Conditions on your part.
您任何違反本條款及細則的行為。

9.2 yuu shall not be liable for any loss or damage arising from the Campaign or your Submitted Content except where caused by yuu's fraud, wilful misconduct or gross negligence.

yuu 對因本活動或您的「提交內容」而引起的任何損失或損害概不負責，除非該等損失或損害是由 yuu 之欺詐、故意失當行為或重大疏忽所致。

10. Verification 核實

10.1 yuu reserves the right to verify identity, eligibility and participation records at any time.

yuu 保留隨時核實身份、參加資格及參加記錄的權利。

10.2 If you do not provide the requested information it may result in disqualification or forfeiture of the Prize.

若您未能提供所需資料，可能會導致參加資格被取消或獎品被沒收。

11. Changes, Suspension and Cancellation 變更、暫停及取消

yuu may amend, suspend or cancel the Campaign at any time without liability.

yuu 可隨時修改、暫停或取消本活動，且無需承擔任何責任。

12. Disclaimers 免責聲明

12.1 This Campaign is run by yuu and is not connected with Facebook or Instagram.

本活動由 yuu 主辦，與 Facebook 或 Instagram 無關。

12.2 You must ensure that your Submitted Content does not include any copyrighted materials unless authorised.

您必須確保您的「提交內容」不包括任何受版權保護的材料，除非已獲得授權。

12.3 By taking part in this Campaign:

參加本活動即代表：

(a) any information you provide for this Campaign is provided to yuu, but not Facebook, Instagram or any other social media platform; and
您就本活動所提供的任何資料均是提供予 yuu，而非 Facebook、Instagram 或任何其他社交媒體平台；及

(b) Facebook and Instagram and any other social media platform are not responsible for this Campaign and have no liability in connection with it.

Facebook、Instagram 及任何其他社交媒體平台對本活動概不負責，且不承擔與之相關的任何責任。

13. Use of Personal Data 個人資料之使用

13.1 Personal data collected in connection with this Campaign will be handled in accordance with yuu's Privacy Policy (available at https://www.yuurewards.com/en/privacy-policy).

就本活動收集的個人資料將按照 yuu 私隱政策（見 https://www.yuurewards.com/zh-hant/privacy-policy）處理。

13.2 yuu may collect, use and share with relevant partners or suppliers personal data provided by you, for the purposes of administering the Campaign, verifying eligibility, contacting participants, awarding and fulfilling the Prize, and complying with applicable laws and regulations.

yuu 可為管理本活動、核實資格、聯絡參加者、頒發和交付獎品，以及遵守適用法律法規之目的收集、使用及與相關合作夥伴或供應商分享您所提供的個人資料。

13.3 Providing the required personal data is necessary to participate in this Campaign. If such data is not provided, yuu may be unable to process the entry, award the Prize or provide any related benefits.

您必須提供所需的個人資料以參加本活動。倘若您未能提供相關資料，yuu 或無法處理您的參加資格、頒發獎品，或提供任何相關利益。

13.4 By participating in this Campaign, you consent to yuu's collection, use and sharing of your personal data as described above.

您參加本活動，即表示您同意 yuu 按上文所述收集、使用和分享您的個人資料。

14. General 一般條款

14.1 These Terms and Conditions should be read together with yuu Terms and Conditions available on the yuu App and at https://www.yuurewards.com/en/terms-and-conditions. If there is any

inconsistency, these Terms and Conditions shall prevail to the extent of the inconsistency.

本條款及細則應與在 yuu 應用程式上和

https://www.yuurewards.com/zh-hant/terms-and-conditions 上所示的 yuu 條款及細則一併閱讀。若存在不一致之處，在該不一致之範圍內應以本條款及細則為準。

14.2 The decisions made by yuu in relation to any and all aspect of the Campaign, including any disputes, are final and conclusive and shall be binding on all parties. No correspondence will be entered into regarding any decision made by yuu.

yuu 就本活動之任何及所有事宜（包括任何爭議）所作出的決定對所有各方均具有最終及決定性的約束力。就 yuu 所作出的任何決定，恕不另行通知。

14.3 The invalidity, illegality or unenforceability of any provision of these Terms and Conditions shall not affect the remaining provisions of these Terms and Conditions, which shall continue to be valid and binding.

本條款及細則中任何無效、違法或不可執行的條款，均不影響本條款及細則其餘條款之效力，其餘條款將繼續有效並具有約束力。

14.4 These Terms and Conditions shall be governed by, and construed in accordance with, the laws of Hong Kong. The Hong Kong courts shall have exclusive jurisdiction to deal with all matters relating to this Campaign and these Terms and Conditions.

本條款及細則受香港法律管轄並據此解釋。香港法院對所有與本活動及本條款及細則有關的事宜具有專有司法管轄權。

14.5 No person other than you and yuu shall have any rights under the Contracts (Rights of Third Parties) Ordinance (Chapter 623 of the Laws of Hong Kong) to enforce or enjoy the benefit of any of the provisions of these Terms and Conditions.

除合資格參加者及 yuu 外，任何人士均無權根據《合約（第三者權利）條例》（香港法例第 623 章）執行或享有本條款及細則任何條文所賦予的利益。

14.6 In case of any inconsistency or discrepancy between the English version and the Traditional Chinese version of these Terms and Conditions, the English version shall prevail.

若本條款及細則之英文本與繁體中文本出現不一致或差異之處，概以英文本為準。