

KOPITIAM “MY LIFE IS BAGUS BECAUSE..” SHORT VIDEO/PHOTO CONTEST 2026 TERMS AND CONDITIONS

The “My Life is Bagus Because...” Video/Photo Contest (“Contest”) is organised by Kopitiam Investment Pte Ltd (the “Organiser”) on its website (“Platform”). By participating in the Contest, participants agree to these Terms and Conditions, in addition to any applicable terms of use found on the Platform. Please read these Terms and Conditions carefully to ensure your entry is valid.

2. HOW TO ENTER & CONTEST CRITERIA

2.1 Contest Period: The Contest runs from 1300 hrs (GMT +8) on 4 May 2026 (the “Opening Date“) to 2359 hrs (GMT +8) on 30 June 2026 (the “Closing Date“). The Organiser reserves the right to alter the Contest Period.

2.2 Submission Method: All entries (“Entries”) must be submitted via the online submission form on our landing page at [<https://www.kopitiam.biz/?bagus-stories>] no later than 2359 hrs (GMT +8) on the Closing Date. Entries received after the Closing Date are automatically disqualified. Any other forms of submission will not be accepted.

2.3 Originality and Copyright: Each submission must be an original work and must not infringe upon the copyrights, trademarks or other intellectual properties of any person or entity. Participants shall indemnify the Organiser and its affiliates and their respective officers, employees, agents and contractors (collectively, “FairPrice Group”) against any claims or allegations of infringement of intellectual property rights with respect to the use of the Entries by FairPrice Group in accordance with these Terms and Conditions.

2.4 AI Policy: Entries must not rely on generative AI models for the creation of the film. Any use of AI should be limited to minor post-processing enhancements that do not alter the originality of the content.

2.5 Content Restrictions: Entries must not contain obscene or pornographic material, threatening or defamatory statements about any person, company, organisation or entity, invade privacy or other rights of any person, company or entity, or violate applicable laws and regulations.

2.6 Entry Limit:

- Videos/Photos can be worked on individually or in teams
- A key contact person must be appointed and indicated on the entry form
- Each individual is permitted to submit only one entry under their name

2.7 Required Video Submission Format:

- Format: .mov or .mp4
- Aspect Ratio: 16:9 or 9:16

- Resolution: 1920×1080 or 1080x1920
- Frame Rate: 24 or 25 FPS only
- Audio: Stereo Channels, AAC codec, 48kHz sample rate
- Duration: 1 - 4 mins
- Maximum File Size: 1GB

2.8 Required Photo Submission Format

- Format: JPG, PNG
- Aspect Ratio: 16:9 or 9:16
- Resolution: 1920×1080 or 1080x1920

2.9 Group Entries: For group Entries, assign a group name and use it in the submission process.

2.10 File Naming Convention:

All Submissions must adhere to the following file naming convention: “_”

For example:

“ABC_AbbyLim”

“DEF_TheCrafters”

“XYZ_BenjaminSoh”

2.11 Mandatory Elements:

Each Submission must incorporate the following elements:

- Food: Include Bagus Food Court outlets as an integral part of the storyline
- Phrase: Include the phrase "My Life is Bagus" in the script

2.12 Language Requirement:

All Videos must primarily be in one of Singapore’s four official languages (English, Chinese, Malay, or Tamil). Local dialects and other languages may also be used where appropriate, provided that English subtitles are included for any non-English dialogue.

2.13 Fees/Payment:

No entry fees are required.

2.14 Contest Phases: The key contest phases are as follows:

- Call for Submission: 4 May 2026 to 30 June 2026
- Announcement of Winners: 30 July 2026

3. PRIZES AND AWARDS

3.1 Awards: Prizes will be awarded to the top 3 videos.

3.2 Eligibility: Each participant is eligible to win only one of the top 3 prizes, as determined by the judging criterias.

3.3 Prizes:

1st Prize: S\$800 worth of Kopitiam Vouchers

2nd Prize: S\$600 worth of Kopitiam Vouchers
3rd Prize: S\$400 worth of Kopitiam Vouchers
3 Consolation Prizes: S\$100 worth of Kopitiam Vouchers

3.4 Notification:

Only participants of the winning Entries will be contacted. Winners will be announced on 30 July 2026. All announcements will be made on our landing page and winners will be notified via email. Winners must complete the provided Google form with their full name and contact number by the specified deadline to receive prize collection details.

3.5 Final Decision:

The Organiser's decision on all matters relating to or in connection with the Contest shall be final and binding. The Organiser shall not be obliged to enter into any correspondence with any participant on any matter relating to the Contest.

3.8 Forfeiture: If a winner does not respond within 3 working days of being contacted via email, the Organiser reserves the right to disqualify them, forfeit their prize, and/or select an alternative winner.

3.9 Prize Conditions: All prizes are non-refundable, non-transferable, and non-exchangeable. Prizes not claimed by the stipulated deadline will be forfeited.

4. PUBLICITY AND PROMOTION

4.1 Copyright: The copyright and any equivalent rights to the submitted Entries will remain with the participant. However, by entering this Contest, you grant the Organiser a perpetual and irrevocable license to use, republish, edit and/or modify the Entries, in whole or in part, for administering and promoting the Contest, supporting the Organiser's business, and for any other purposes deemed appropriate by the Organiser (including for commercial interests, as outlined below), in any form, through any media, and worldwide.

The Organiser will retain the rights as outlined in the terms below.

- Show the Entries to live audiences and on online platforms
- Screen the Entries on the FairPrice Group and the Organiser's website, in-store digital screens, social media platforms including, but not limited to: Facebook, Instagram, TikTok, and Xiaohongshu
- Resize or reformat the Entries for optimal viewing on platforms, but not limited to: Facebook, Instagram, TikTok, and Xiaohongshu
- Reproduce and include clips of the Entries to promote the Contest and FairPrice Group business.

The participant represents and warrants that all elements contained in the Entries are original to them or fully cleared for use as contemplated herein, and shall not require the Organiser to pay or incur any sums to any person or entity as a result of the Organiser or FairPrice Group's use or exploitation of the same.

5.2 Use of Names and Likeness:

Participation in the Contest constitutes permission for the Organiser, along with its advertising and promotional agencies to use any of the winner's names and/or likeness for advertising and promotional purposes without further notification, remuneration or compensation to the winner, unless prohibited by law.

5.3 Publication of Results:

By participating in this Contest, the winning Participants grant the Organiser the right to publish the results of the Contest and Prizes, and disclose and publish their information (including name) across any media or platform that the Organiser deems appropriate.

6. GENERAL

6.1 Screening of Entries:

All participating Entries will be screened to ensure they comply with the instructed rules. Should the Organiser identify any explicit, unrelated, or unsuitable content, the entry will be immediately disqualified.

6.2 Limitation of Liability: The Organiser shall not be liable for any loss (including, without limitation, indirect, special or consequential loss or loss of profits), expense, damage, personal injury or death arising (whether due to negligence or otherwise) in connection with the Contest or the acceptance or use of any prize, except for any liability that cannot be excluded by law, in which case such liability will be limited to the minimum amount required by law.

6.3 Copyright Responsibility:

Participants are responsible for ensuring that all copyrights in their submitted Entries are cleared for the uses described in these Terms and Conditions.

6.4 Duplicate Video Submissions:

Duplicate video submissions are not permitted. If the same video is submitted under multiple Entries, only the first entry will be eligible for the Contest. Subsequent Entries featuring the same video will not be considered, and participants will not be recognised as primary authors or eligible for prizes.

6.5 Technical Issues: Participants are fully responsible for any technical issues with their submitted Entries.

6.6 Personal Data: By participating in the Contest, participants understand and agree that their personal data – including name, identification, images (such as photographs), and voice recordings – may be collected, used, disclosed and/or transferred by FairPrice Group for the purposes related to conducting and administering the Contest. This may include publicity and use in advertisements across all media without further notification, remuneration or compensation to the participant. Please refer to the terms featured on FairPrice Group's Privacy Notice at <https://www.fairpricegroup.com.sg/privacy-policy/>

6.6 FairPrice Group reserves the right to make changes to the Terms and Conditions of the Contest without any prior notice. By participating in this Contest, participants agree to abide by all rules and regulations set forth in these Terms and Conditions.

6.7 The Terms and Conditions of this Contest shall be governed by and construed in accordance with the laws of the Republic of Singapore. All participants shall irrevocably submit to the exclusive jurisdiction of the courts of Singapore.