GOOD EARTH LIMITED

ALPRO PROMOTION

TERMS AND CONDITIONS

WHERE TO CAMPAIGN

DRAFT - SUBJECT TO MGA APPROVAL

Promoter	Good Earth Limited (C110026)
Promotion Period	26 October 2026, 00:00 - 31 December 2026, 23:59
Grand Prize Draw	14 January 2027 at 12:00 noon
Total Prize Pool	EUR 10,000

Prepared for consumer publication and MGA submission

All persons participating in the Promotion agree to be bound by these Terms and Conditions.

1. PROMOTER

This consumer promotion (the "Promotion") is organised and conducted by Good Earth Limited, company registration number C110026, Hard Rocks Business Park, Burmarrad Road, Naxxar, Malta (the "Promoter").

Contact details: info@goodearth.com.mt | (+356) 2143 1309.

The Promotion is intended to promote qualifying Alpro products distributed through the Promoter's official distribution channel in Malta and Gozo.

2. REGULATORY STATUS

The Promotion is intended to be conducted as a Commercial Communication Game authorised by the Malta Gaming Authority ("MGA"), where such authorisation is required.

MGA Permit Number: MGA/CCG/098/2026 & MGA/CCG/097/2026 (Other Game).

The Promotion shall not commence unless and until any authorisation required by the MGA has been obtained.

If any mandatory condition imposed by the MGA conflicts with these Terms and Conditions, the applicable MGA requirement shall prevail and the Terms shall be amended as necessary.

3. PROMOTION PERIOD

The Promotion opens on 26 October 2026 at 00:00 and closes on 31 December 2026 at 23:59 (the "Promotion Period").

Purchases and/or entries made outside the Promotion Period shall not qualify.

4. ELIGIBILITY

The Promotion is open only to natural persons who:

- are aged 18 years or over at the time of entry;
- reside in Malta or Gozo;
- hold a valid identification document or residence document; and
- comply fully with these Terms and Conditions.

The following persons may not participate:

- employees of Good Earth Limited;
- employees of an associated company of Good Earth Limited involved in the Promotion; and
- any person directly involved in the administration, operation, supervision, creation or allocation of Winning Codes, winner selection, validation or auditing of the Promotion where such participation would create a conflict of interest or is prohibited by the MGA.

Immediate family members of employees are not excluded solely by reason of that family relationship unless they are themselves otherwise excluded under these Terms.

The Promoter may request reasonable evidence of age, residency and identity before awarding any prize.

5. QUALIFYING PRODUCTS

To enter, a participant must purchase during the Promotion Period at least one Alpro product carrying an authentic promotional sticker and unique promotional code issued by Good Earth Limited specifically for this Promotion (a "Qualifying Product").

Only stickered products carrying a valid Promotion code qualify. The promotional retail offer of "2 for EUR 5.50", where available, is a separate consumer price promotion and does not mean that two products must be purchased to enter unless expressly stated otherwise in final promotional material.

Qualifying Product	Promotional EAN / Barcode
Alpro Nutty Almond No Sugar 1L	5350802903852
Alpro Barista Oat For Professionals 1L	5350802903869
Alpro Oat No Sugar 1L	5350802903876

Alpro Nutty Almond 1L	5350802903883
Alpro White Almond No Sugar 1L	5350802903890
Alpro Soya 1L	5350802903906
Alpro Barista Coconut 1L	5350802903913
Alpro Oat 1L	5350802903920
Alpro Barista Almond 1L	5350802903937
Alpro Soya No Sugar 1L	5350802903944

Only products bearing an authentic Promotion sticker/code qualify, irrespective of retailer. This criterion identifies stock specifically allocated to the Promotion and is not based on the identity of any competing distributor or retailer.

6. PARTICIPATING RETAILERS AND ONLINE PURCHASES

Qualifying Products may be purchased from retail outlets in Malta and Gozo which stock the Promotion products. No particular retailer is intentionally excluded.

Purchases made directly from Good Earth Limited and/or Central Foods may qualify where the customer receives a Qualifying Product carrying a valid promotional code.

Online purchases may qualify where the participant legitimately purchases a Qualifying Product, receives a valid promotional code relating to that product, and can provide acceptable proof of purchase.

7. HOW TO ENTER

During the Promotion Period, an eligible participant must:

- purchase a Qualifying Product;
- retain the original purchase receipt;
- retain the original promotional sticker/code and, where required, the relevant packaging;
- scan the Promotion QR code or visit https://goodearth.com.mt/alpro/win-with-alpro/;
- complete the online entry form;
- provide first name, surname, mobile telephone number, email address, receipt number and promotional code;
- upload a clear image of the qualifying receipt;
- confirm that the participant is aged 18 or over and accepts these Terms and Conditions; and
- submit the entry before 23:59 on 30 November 2026.

An ID-card number or copy of an identification document shall not ordinarily be required at entry stage. Identification shall normally be requested only from a potential winner for verification purposes.

8. PROMOTIONAL CODES

Each promotional code is unique and may be used only once.

A code shall be invalid if it is counterfeit, copied, duplicated, altered, manipulated, previously redeemed, obtained without a genuine qualifying purchase, generated or guessed through automated or fraudulent means, not contained within the Promoter's official Promotion-code database, or otherwise incapable of authentication.

Participants must retain the original promotional sticker/code and, where reasonably necessary, the relevant packaging until their participation and any winner-verification process have concluded.

A potential winner who cannot produce the original code/sticker or other reasonably required evidence may be disqualified where the Promoter cannot otherwise satisfactorily verify the entry.

9. RECEIPT REQUIREMENTS

Every entry must be supported by a valid qualifying purchase receipt.

Each receipt may support one or more entries, provided that each entry corresponds to a distinct, valid promotional code evidenced by that receipt. A receipt may not be used to support an entry for a code it does not evidence, and may not be reused once all codes evidenced by it have been validly submitted.

The receipt should clearly show, insofar as reasonably available from the retailer, the retailer, transaction date, transaction reference or receipt number, and the relevant Qualifying Product.

A potential winner must retain and, when requested, present the original receipt.

An entry may be rejected where the supporting receipt is materially illegible, incomplete, altered, fraudulent, inconsistent with submitted information, unavailable when required for verification, or incapable of demonstrating the qualifying purchase.

The Promoter shall exercise verification and disqualification powers reasonably and on objective grounds connected with compliance with these Terms.

10. MULTIPLE ENTRIES

Participants may submit an unlimited number of valid entries, provided that each entry is supported by a valid promotional code and a receipt evidencing the corresponding qualifying purchase. Where a single receipt evidences the purchase of more than one Qualifying Product, each carrying its own valid promotional code, that receipt may support multiple entries submitted within the same form submission. A promotional code may not be reused, and a receipt may not be used to support an entry beyond the codes it evidences.

11. PRE-ALLOCATED WINNING CODE MECHANISM

Before the Promotion commences, the Promoter shall create or maintain a database of unique promotional codes relating to the Qualifying Products.

A predetermined number of those codes shall be designated as "Winning Codes" before the Promotion commences, and each Winning Code shall be allocated to a specific promotional prize listed in the Prize Schedule.

The allocation of prizes to Winning Codes shall be completed before launch and then locked and maintained in a manner capable of demonstrating to the MGA that the allocation has not been altered or manipulated during the Promotion.

When a participant submits a code through the Promotion website, the system shall determine whether that code corresponds to a Winning Code.

Where a submitted code corresponds with a Winning Code, the participant becomes a potential prize winner, subject to successful verification of eligibility, qualifying purchase, original receipt, original code/sticker or packaging where required, and compliance with these Terms.

The allocation of a Winning Code does not create an unconditional entitlement to a prize. A prize is awarded only after successful validation by the Promoter.

If a Winning Code is never validly submitted before the end of the Promotion Period, the prize allocated to that code shall remain unclaimed and shall not be reallocated, subject to the terms of the MGA permit and any direction imposed by the MGA.

If a Winning Code is submitted but the claim is invalid or the participant is disqualified, the allocated prize shall be forfeited and shall not be reallocated unless the MGA permit or the MGA requires otherwise.

The Promoter shall maintain appropriate records identifying the code pool, Winning Codes, prize allocation, date/time of code submission, validation outcome, reasons for rejection where applicable, and eventual allocation or non-allocation of each prize.

Winning Codes shall not be altered, substituted or manually reassigned during the Promotion except under a procedure permitted or approved by the MGA.

12. PROMOTIONAL PRIZES

Prize	Quantity
Apple iPad 11 Wifi 256GB Silver EUR 649	1
Apple iPhone 17 256GB Black EUR 999	1
Ninja Detect Blender Pro TB201EU EUR 179	1
Sony PlayStation 5 Slim Digital Edition EUR 599	1
FCM Travel Voucher - EUR 200 each	2
Central Foods Voucher - EUR 10 each	20
Alpro Case	100

The aggregate value of all prizes available under the Promotion, including the Grand Prize, is EUR 10,000.

The same participant may win more than one pre-allocated promotional prize if each winning entry is separately valid. Any participant who wins one or more of these promotional prizes shall, however, be excluded from the Grand Prize Draw.

13. GRAND PRIZE

A separate Grand Prize consists of one FCM Travel Voucher with a value of EUR 5,000.

The Grand Prize Travel Voucher is issued by FCM Travel, may be transferred by the winner to another person, and may not be exchanged for cash.

Any additional issuer terms that apply at the date of issue shall be communicated transparently to the winner and shall not materially reduce the advertised value of the prize.

14. GRAND PRIZE ELIGIBILITY

All otherwise-valid entries received during the Promotion Period shall be eligible for the Grand Prize Draw, except entries belonging to a participant who has already won any pre-allocated promotional prize.

Before the Grand Prize Draw, the Promoter shall remove from the eligible pool all entries belonging to participants who have previously won a promotional prize.

15. GRAND PRIZE DRAW

The Grand Prize Draw shall take place on 14 December 2026 at 12:00 noon at Good Earth Limited, Hard Rocks Business Park, Burmarrad Road, Naxxar, Malta.

The list of eligible participants shall be stored securely on the Promotion's entry system, hosted via WordPress, with access restricted to authorised Good Earth Limited personnel.

The Grand Prize winner shall be selected at random from all eligible entries using www.random.org and in accordance with any procedure, supervision or audit requirement imposed by the MGA. The draw shall be drawn under the supervision of a Malta Gaming Authority's representative.

In addition to the principal Grand Prize winner, ten (10) reserve winners shall be selected and recorded in order of priority.

If the principal winner cannot be contacted, does not respond within the applicable response period, fails verification, cannot produce required proof, or is otherwise ineligible, the Grand Prize shall pass to the first eligible reserve winner and, where necessary, to subsequent reserve winners in the order drawn.

The Promoter shall retain records sufficient to demonstrate that the Grand Prize Draw was conducted fairly and honestly and shall make such records available to the MGA as required.

16. WINNER NOTIFICATION

Potential winners shall primarily be contacted using the mobile telephone number provided with their entry. The Promoter shall make up to three reasonable contact attempts.

A potential winner shall have seven (7) calendar days from the Promoter's first formal notification attempt to contact the Promoter and begin the verification process.

Where a potential winner cannot reasonably be contacted after three attempts, does not respond within seven days, fails verification, supplied materially incorrect information, cannot provide required proof, or has materially breached these Terms, the winning claim may be forfeited in accordance with the relevant prize mechanism and the MGA permit.

17. WINNER VERIFICATION

Before any prize is released, a potential winner may be required to provide a valid identification document, original qualifying receipt, original promotional sticker/code and/or packaging where required, confirmation email or entry reference where applicable, and any other reasonable information necessary to establish eligibility.

The name submitted with the entry must correspond with the winner's identification document.

The Promoter may record that identification was checked but shall not retain copies of identification documents longer than reasonably or legally necessary.

18. PRIZE COLLECTION

Unless otherwise agreed in writing, prizes must be collected from Good Earth Limited, Hard Rocks Business Park, Burmarrad Road, Naxxar, Malta. Prizes shall not ordinarily be delivered.

A validated winner must collect the prize within thirty (30) days from the relevant winning notification or draw, as applicable, and in any event within any shorter period required by the MGA permit.

A prize may be collected on behalf of a winner by an authorised representative who presents written authorisation signed by the winner, identification of the representative, and any other reasonable verification requested by the Promoter.

Failure to collect a prize within the permitted period may result in forfeiture in accordance with these Terms and any applicable MGA condition.

19. PRIZE CONDITIONS

Prizes are not exchangeable with the Promoter for cash.

Subject to applicable supplier conditions, a winner may transfer a prize to another person only after the winner has successfully completed verification and the Promoter has confirmed the award.

Voucher prizes are subject to legitimate and disclosed conditions of their respective issuers. The FCM EUR 200 vouchers and Central Foods EUR 10 vouchers currently have no additional campaign-specific restrictions notified to the Promoter.

The Promoter shall not materially reduce the value of a prize after it has been advertised. If a prize becomes genuinely unavailable for reasons outside the Promoter's reasonable control, the Promoter may, subject to MGA approval where required, substitute it with a prize of equal or greater retail value.

20. WINNER ANNOUNCEMENTS AND PUBLICITY

For transparency in the conduct of the Promotion, the Promoter may publish the name of a confirmed winner through its Facebook and/or Instagram channels where such publication is reasonably necessary and lawful.

Only the minimum information reasonably necessary to identify a winner shall be published unless the winner separately agrees otherwise.

Winners may be invited to participate in photographs, videos or publicity relating to the award of their prize. Where consent is the applicable lawful basis, such participation shall be subject to separate, freely given consent.

Refusal to consent to optional photographs, video or extended marketing publicity shall not by itself invalidate an otherwise-valid winning entry or result in forfeiture of a prize.

21. PERSONAL DATA AND PRIVACY

Good Earth Limited is the controller of personal data processed directly by it for administration of the Promotion.

The Promoter may process first name, surname, email address, mobile number, receipt information/images, promotional codes, entry records, limited identity information for winner verification, and winner image/video material where lawfully obtained.

Personal data may be processed to administer entries, verify promotional codes and purchases, prevent duplicate or fraudulent entries, select and contact winners, verify eligibility, award prizes, comply with MGA and other legal obligations, maintain required records, address complaints/disputes, and, where separately permitted, conduct direct marketing.

Depending on the processing activity, the lawful basis may include performance of the Promotion arrangement, compliance with legal/regulatory obligations, the Promoter's legitimate interests in fair administration/security/fraud prevention, and consent where specifically required.

Website/form hosting provider and any technical processor: Wordpress

Personal data shall not be retained longer than necessary. Ordinary unsuccessful entry data should normally be deleted or anonymised after completion of the Promotion, prize fulfilment and a reasonable complaint period unless longer retention is justified. Winner/regulatory records shall be retained for the period required by applicable law or the MGA. Copies of identification documents, if taken, should be deleted as soon as verification and mandatory regulatory requirements are complete.

Participants may, subject to applicable law, exercise rights of access, rectification, erasure, restriction, objection and data portability and may complain to the Office of the Information and Data Protection Commissioner in Malta. Privacy queries may be sent to info@goodearth.com.mt.

22. OPTIONAL DIRECT MARKETING

Entry into the Promotion does not require a participant to consent to future marketing.

Any consent to receive future Good Earth marketing communications shall be obtained separately from acceptance of these Terms and Conditions, using a separate unticked opt-in control which explains that consent may be withdrawn at any time.

Participants who do not consent to direct marketing shall have the same opportunity to participate and win as those who do consent.

Competition administration messages, including entry confirmations, verification requests and winner communications, are not optional direct marketing merely because they are sent electronically.

23. FRAUD, ABUSE AND INVALID ENTRIES

The Promoter may reject an entry or withhold a prize where it has reasonable evidence of a fabricated, altered or duplicated receipt; receipt reuse; copied, stolen, generated, altered or counterfeit codes; automated or bot-generated entries; manipulation of the Promotion website/database; collusion; materially false identity or purchase information; or another deliberate attempt to circumvent the Promotion rules.

The Promoter may request reasonable supporting evidence before making a final decision. Any disqualification shall be based on objective grounds and shall not be exercised arbitrarily.

24. TECHNICAL FAILURES

Participants are responsible for submitting entries successfully before the Promotion closes. The Promoter shall take reasonable measures to maintain the Promotion website and entry system.

The Promoter shall not be responsible for an individual participant's internet connection, device failure, incorrect contact details or other circumstances outside the Promoter's reasonable control.

Where a material technical problem within the Promoter's systems compromises the fairness or integrity of the Promotion, the Promoter shall take reasonable corrective action and, where required, consult or obtain approval from the MGA.

Nothing in these Terms excludes any liability which cannot lawfully be excluded under Maltese law.

25. CHANGES, SUSPENSION OR CANCELLATION

The Promoter may amend, suspend or cancel the Promotion only where reasonably necessary because of fraud or attempted fraud, material technical failure, force majeure, regulatory requirements, circumstances beyond the Promoter's reasonable control, or another serious circumstance affecting the integrity or lawful operation of the Promotion.

Where MGA approval is required for a material change, the change shall not take effect until the relevant approval has been obtained. Material changes shall be communicated through reasonable channels and accrued participant rights shall be protected to the extent reasonably and legally possible.

26. SOCIAL MEDIA AND ADVERTISING

The Promotion may be advertised on Facebook, Instagram, through influencers, radio, in-store point-of-sale material, product stickers and email.

To the extent required under applicable platform terms, the Promotion is not sponsored, endorsed or administered by, or associated with, Facebook or Instagram/Meta.

Advertising shall be subject to applicable MGA and consumer-protection requirements. The MGA permit number and other mandatory regulatory information shall be included in pertinent advertising once the permit has been issued.

27. LIABILITY

The Promoter shall use reasonable care in administering the Promotion.

The Promoter shall not be responsible for additional expenditure voluntarily incurred by a winner in connection with a prize unless expressly included in the prize description.

Supplier or voucher-provider conditions may apply to the use of particular prizes, provided material limitations have been appropriately disclosed.

The Promoter shall not be liable for loss arising solely from circumstances genuinely outside its reasonable control except where such liability cannot lawfully be excluded.

Nothing in these Terms shall exclude or limit liability where exclusion or limitation is prohibited by Maltese law or prejudice mandatory consumer rights.

28. COMPLAINTS

Queries or complaints concerning the Promotion should first be submitted to info@goodearth.com.mt. The Promoter shall consider complaints reasonably and in good faith.

Nothing in these Terms prevents a participant from referring a matter to the Malta Gaming Authority, Malta Competition and Consumer Affairs Authority, Information and Data Protection Commissioner, or another competent authority where that authority has jurisdiction.

29. GOVERNING LAW

These Terms and Conditions and the Promotion shall be governed by the laws of Malta.

Any dispute shall be subject to the jurisdiction of the competent Maltese courts and tribunals, without prejudice to any mandatory consumer rights available to a participant.

30. ACCEPTANCE OF TERMS

Submission of an entry constitutes confirmation that the participant has read these Terms and Conditions, meets the eligibility requirements, and agrees to be bound by the Promotion rules.

A copy of these Terms and Conditions shall remain accessible through the Promotion website throughout the Promotion Period and for a reasonable period thereafter.

APPENDIX 1 - PRIZE SCHEDULE

Pre-allocated promotional prizes:

Prize	Quantity	Notes
Apple iPad 11 Wifi 256GB Silver EUR 649	1	https://intercomp.com.mt/apple-ipad-11-wifi-256gb-silver-md4g4ty-a.html
Apple iPhone 17 256GB Black EUR 999	1	https://intercomp.com.mt/apple-iphone-17-256gb-black-mg6j4.html
Ninja Detect Blender Pro TB201EU EUR 179	1	https://intercomp.com.mt/ninja-detect-blender-pro-tb201eu-158251.html
Sony PlayStation 5 Slim Digital Edition EUR 599	1	https://intercomp.com.mt/sony-playstation-5-slim-digital-edition-console-fe-1000040666-fe.html
FCM Travel Voucher	2	EUR 200 each
Central Foods Voucher	20	EUR 10 each
Alpro Case	100	Prize description as advertised

Grand Prize: 1 x FCM Travel Voucher worth EUR 5,000, transferable to another person but not exchangeable for cash.

Total advertised prize pool value: EUR 10,000.

END OF TERMS AND CONDITIONS