# AED 1 Million Cash Grand Prize Campaign

## Short Campaign Policy & Customer Service Guide

### CAMPAIGN AT A GLANCE

Campaign period: 1-30 November 2026 | Registration closes: 30 November 2026 at 11:59 PM UAE Time | Draw: on or before 8 December 2026 | Grand Prize: AED 1,000,000 cash for one winner | DET Permit No. COP-26-111016

## 1. Where the Campaign Applies

- In-store: Eligible purchases made only at Brands For Less stores located in Dubai.
- Online: Eligible UAE online transactions through brandsforless.ae and the Brands For Less UAE mobile app.
- Minimum qualifying bill value: AED 100 after all discounts, promotions and vouchers.
- Customers must be at least 18 years old and provide a valid mobile number and/or email address.

## 2. How Customers Enter the Raffle

| Channel | What the Customer Receives | What the Customer Must Do |
|---|---|---|
| **Dubai store** | A QR code printed on the purchase receipt. | Scan the QR code, open the Dream Dubai registration page, enter the required details and submit before the deadline. |
| **UAE online** | A unique registration link sent by SMS and/or email after the eligible purchase. | Open the link, complete the Dream Dubai registration and submit before the deadline. A confirmation may be received from Dream Dubai via WhatsApp. |

## 3. Raffle Entry Tiers

| Final bill value per transaction | Dream Dubai raffle entries |
|---|---|
| AED 100-AED 249 | **1 entry** |
| AED 250-AED 499 | **3 entries** |
| AED 500 and above | **10 entries** |

Each bill is assessed separately. Bills cannot be combined. Multiple qualifying transactions are allowed. Maximum 10 entries per transaction.

## 4. Support & Escalation Routing

| Issue | Route | Contact |
|---|---|---|
| **Eligible customer did not receive the SMS/email link, or a store receipt QR/link issue** | Brands For Less support. Raise and email the case through Kapture. | charuhasini.natarajan@bflgroup.ae<br>siby.j@bflgroup.ae |
| **Dream Dubai portal or app is not working, registration page fails, or raffle registration cannot be completed** | Customer must contact Dream Dubai Customer Support directly. | support@dreamdubai.com<br>+971 4 589 8989 |
| **General BFL purchase eligibility or campaign query** | Brands For Less Customer Care. | customercare@bflgroup.ae<br>800 8333 |

### IMPORTANT ROUTING RULE

BFL supports purchase eligibility and delivery of the raffle link or receipt QR. Dream Dubai owns and supports the registration platform, raffle processing, draw, winner selection and prize fulfilment.

## 5. Key Rules

- Only registrations successfully completed on the Dream Dubai platform during the campaign period will be eligible.

- Providing accurate contact details is the customer's responsibility. Incorrect details, spam filters or network issues may delay or prevent link delivery.
- Receiving a link or QR code does not guarantee a prize. Registration and eligibility checks remain mandatory.
- If a qualifying transaction is returned, refunded, exchanged or cancelled, the related raffle entitlement may be withdrawn or treated as ineligible for the final draw, even if an entry remains visible in the Dream Dubai account.
- Employees of Brands For Less Group and Dream Dubai, and their immediate family members, are not eligible.
- Fraudulent, manipulated, suspicious or abusive participation may be disqualified.
- Dream Dubai is responsible for the draw, winner verification, notification and prize fulfilment. Participation does not guarantee winning.

## 6. Alternative Entry Through Dream Dubai

Customers may alternatively purchase AED 75 Modesh Credit through the Dream Dubai app to receive one raffle ticket during the same campaign period. This route is managed by Dream Dubai and is separate from BFL purchase-based entry.

## 7. Legal & Data Note

Participation constitutes acceptance of the full campaign Terms & Conditions. Personal data may be processed by Brands For Less and Dream Dubai for campaign administration, validation, fraud prevention, winner verification, support, prize fulfilment and regulatory compliance. The campaign is governed by UAE and Dubai laws and applicable DET requirements.