



## YEAH PAY 2.0!

### TERMS AND CONDITIONS

#### A. BASIC TERMS

1.	<b>Organiser</b>	<b>ASTRO PRODUCTIONS SDN BHD</b> All Asia Broadcast Centre Technology Park Malaysia Lebuhraya Puchong-Sungai Besi Bukit Jalil 57000 Kuala Lumpur, Malaysia
2.	<b>Name of Gameshow/ Programme</b>	YEAH PAY 2.0! (" <i>Competition</i> ")
3.	<b>Brief Description of Gameshow</b>	<p>The current digital trend has seen a drastic shift in marketing and advertising with the presence of KOL. XUAN, the number one Malaysian Chinese digital entertainment brand takes a step further inventing a new digital reality IP titled "YEAH PAY". This reality show invites a pool of upcoming micro-influencers of Malaysia to participate as contestant and they are coached by four veteran KOLs.</p> <p>To keep viewers glued to the screen, the show features different battle rounds filled with series of challenges and a live finale. The contestants are divided into 3 teams led by each respective coach, they work together to compete on the field against other teams to contend the role of next prominent KOL.</p> <p>Throughout the competition journey, the contestants seize the opportunity to learn from their mentors to develop their skills, brush up their persuasive power and creativity, with the goal to create viral content and further expand their followers on social media platforms in order to significantly increase brand awareness and visibility of advertisers.</p>
4.	<b>Brief mechanism of Gameshow</b>	<p>The Competition comprises the following rounds:</p> <ol style="list-style-type: none"> <li><b>Recruitment</b> <u>via Online Registration (16<sup>th</sup> May – 2<sup>nd</sup> June 2021)</u> Contestants can submit their applications through <a href="http://www.yeahpay.xuan.com.my">www.yeahpay.xuan.com.my</a> by uploading their video link. Video uploaded should be recent (within year 2020 - 2021). Sixty (60) shortlisted contestants will be notified by the Organiser and they are required to attend the Online Audition stage.</li> </ol> <p><u>Judging Criteria:</u> Creativity: 45% Versatility: 35% Post-Editing: 20%</p> <ol style="list-style-type: none"> <li><b>Online Audition</b> The sixty (60) shortlisted contestants are required to perform via online. Their performances will be judged by the appointed judges. Thirty (30) shortlisted contestants will be selected by the judges and advance to the On-ground audition stage.</li> </ol> <p><u>Judging Criteria:</u></p>

		<p>Creativity: 45% Versatility: 35% Post-Editing: 20%</p> <p><b>3. On-ground Audition</b> The thirty (30) shortlisted contestants are required to produce one (1) digital video individually with sponsor integration. Their performances will be judged by the appointed judges. Twelve (12) shortlisted contestants will be selected by the judges and advance to the Preliminary stage.</p> <p><u>Judging Criteria:</u> Creativity: 45% Versatility: 35% Post-Editing: 20%</p> <p><b>4. Preliminary</b> The twelve (12) shortlisted contestants are divided into 3 groups. Each group is led by 1 coach. Each group consists of 4 contestants, and the contestants are required to produce one (1) digital video individually with sponsor integration. Their performances will be evaluated by the appointed judges. Two (2) contestants will be eliminated from each group while the rest will advance to Semi Final.</p> <p><u>Judging Criteria:</u> Creativity: 35% Versatility: 25% Post-Editing: 15% Judge Panel: 25%</p> <p><b>5. Semi Final</b> Each group consists of two (2) contestants, and the contestants are required to produce one (1) digital video individually with sponsor integration. One (1) contestant will be eliminated from each group while the rest will advance to the Final.</p> <p><u>Judging Criteria:</u> Creativity: 35% Versatility: 25% Post-Editing: 15% Judge Panel: 25%</p> <p><b>6. Final</b> The three (3) Finalists are required to produce one (1) digital video individually with sponsor integration. The Finalists will then need to compete against each other for the Champion title. Contestant with the highest total score will be the Champion of Competition.</p> <p><u>Judging Criteria:</u> Creativity, Content &amp; Characteristic: 50% 9 KOLs Judge Panel: 25% Online voting: 25%</p> <ul style="list-style-type: none"> <li>• The online voting will be conducted by XUAN on their website (<a href="http://www.yeahpay.xuan.com.my">www.yeahpay.xuan.com.my</a>)</li> <li>• Voting starts: 18/10/2021</li> <li>• Voting ends: 30/10/2021, before 9:00pm or such other time ("Voting Period") as may be determined by the Organiser at its sole and absolute discretion.</li> </ul> <p>The Contestants must adhere to the mechanism of the Competition as may be briefed and communicated to the Contestants by the Organiser during the Competition Period or the episode concerned (as the case may be).</p>
7.	<b>Eligibility Criteria</b>	a) The Competition is open to all Malaysians of the Age of Eligibility below.

		<p>b) Contestants must possess valid Malaysian Identity Cards and/or valid international passport.</p> <p>c) Contestants must be able to speak in Mandarin.</p>
8.	<b>Ineligibility</b>	<p>a) Employees of the Organiser and its respective subsidiaries and associated companies and their *immediate family members;</p> <p>b) Employees and *immediate family members of the Sponsor and appointed Judges.</p> <p>c) Top 4 Finalists of the previous season's Yeah Pay! are <b>not</b> eligible to enter this Competition.</p> <p><i>*immediate family members mean spouse, children, parents, brothers and sisters.</i></p>
9.	<b>Age of Eligibility</b>	The Competition is open to all Malaysians who are between 18 to 30 years old, meaning not below 18 years old and not exceeding 30 years old as of 1 <sup>st</sup> January 2021. If the Contestant was born before or after this window, he/she is not eligible to participate in the Competition.
10.	<b>Gameshow Period</b>	<p>16<sup>th</sup> May 2021 – 30<sup>th</sup> October 2021</p> <p>The Organiser reserves the right to amend, postpone or re-schedule the Competition or any date thereof at its sole discretion.</p>
11.	<b>Language of Gameshow</b>	The Competition will be organized and produced in Mandarin language.
12.	<b>Entry Procedure</b>	<p><b>Online Registration</b></p> <p>a) The Contestants are required to complete the Application Form online (which can be obtained from <a href="http://www.yeahpay.xuan.com.my">www.yeahpay.xuan.com.my</a>).</p> <p>b) The Contestants are then required to upload their video link to website: <a href="http://www.yeahpay.xuan.com.my">www.yeahpay.xuan.com.my</a> by 11:59pm on 2<sup>nd</sup> June 2021.</p> <p><b>On-ground Audition</b></p> <p>Thirty (30) shortlisted candidates will be required to attend On-ground Audition stage and attach the following (which shall be non-returnable):</p> <ul style="list-style-type: none"> <li>• One (1) clear photocopy of the Contestant' s Identity Card (new); and</li> <li>• Two (2) recent 4R size photos (1 half length, 1 full length) of the Contestant.</li> </ul> <p>The Organiser shall be entitled to request to sight the original Identity Card or the originals of other supporting documents/materials for verification purposes.</p>
13.	<b>Entry Deadline</b>	<p>All entries (Application Form &amp; video link) must be received by the Organiser via <a href="http://www.yeahpay.xuan.com.my">www.yeahpay.xuan.com.my</a> no later than 11:59pm on 2<sup>nd</sup> June 2021.</p> <p>Entries received before the commencement of the Competition Period and after the stipulated Entry Deadline will be disqualified and ineligible for consideration for prizes.</p>
14.	<b>Mode</b>	Application Form and video link must be submitted and uploaded to the Organiser through <a href="http://www.yeahpay.xuan.com.my">www.yeahpay.xuan.com.my</a>
15.	<b>Address</b> <i>If to be sent by email</i>	<a href="http://www.yeahpay.xuan.com.my">www.yeahpay.xuan.com.my</a>
16.	<b>Selection of Winner</b>	Winner will be chosen based on the format of the Competition.
17.	<b>Prize/Cash Prize</b>	Champion of Yeah Pay will be awarded RM20,000 cash prize.

18.	<b>Notification of Winner</b>	Champion will be announced by the Organiser at the end of Final Round.
19.	<b>Collection Period</b>	Within one (1) month from the date of Notification of Winners by the Organiser.
20.	<b>Collection Venue</b>	All Asia Broadcast Centre Technology Park Malaysia Lebuhraya Puchong Sungai Besi Bukit Jalil 57000 Kuala Lumpur  <i>or any other venue as may be advised by the Organiser.</i>
21.	<b>Additional Terms, if any</b>	<p>a) The Contestant identified in the Competition Application Form must participate in all segments of the Competition if he/she is selected to compete. No substitution or replacement is permitted at any point during the Competition.</p> <p>b) The Contestant must be free from any contractual obligation/arrangement or any other legal encumbrance, which may prevent him/her from participating in this Competition and/or entering into possible service or management contract with the Organiser after the Competition.</p> <p>c) Contestants understand and agree that:</p> <ol style="list-style-type: none"> <li>i. The selection of Contestants during the Audition until Final Round shall be at the Organiser's sole discretion, whose decision shall be final.</li> <li>ii. As required by the Organiser, the Champion shall represent XUAN &amp; MY. In the event the Champion is not able and/or refuse to fulfil his/her obligation as a Champion, the Organiser reserves the right to appoint either the 1<sup>st</sup> Runner-up or the 2<sup>nd</sup> Runner-up to fulfill the obligations on his/her behalf.</li> <li>iii. The Champion, 1<sup>st</sup> Runner-up and 2<sup>nd</sup> Runner-up respectively agree that if they cannot and/or refuse to fulfil their obligations to represent XUAN &amp; MY, the Organiser reserves the right to revoke their respective titles and declare the next winner, the winner in their stead.</li> <li>iv. The Champion respectively agree that he/she will be committed to his/her role as MY's part time DJ.</li> </ol> <p>d) All Contestants will be required to enter into a Contestant Participant Agreement and if selected as Semi-Finalist (Top 6), Contestants will be required to enter a Management Agreement with the Organiser and/or any its affiliated and/or related company. The Organiser has sole control over the details of the production and the broadcast of the Competition including determining any changes thereto.</p>

The Basic Terms, Privacy Notice and the Standard Terms and Conditions (collectively "Terms and Conditions") shall be binding on all contestants who participate in this Gameshow ("Contestants"). The definitions in the Standard Terms and Conditions shall apply unless otherwise expressly agreed in the Basic Terms. In the event of any inconsistency between the Standard Terms and Conditions and the Basic Terms, the Basic Terms shall prevail to the extent of such inconsistency.

Entry and participation in the Gameshow shall be deemed an unconditional acceptance by the Contestants of the Terms and Conditions.

**SIGNED BY CONTESTANT,**

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Name :  
NRIC No/Passport No :  
Date :