

Promotion: Shop and Win one year of school fees (the “Promotion”)

*Spend **AED 50** at Dubai Gold District and get the chance to Win up to AED 30,000 towards one year of school fees. (the “Prize”)*

Duration: 25 August, Tuesday – 6 September, Sunday (“Promotion Period”)

TERMS & CONDITIONS

1.0 Terms & Conditions

1.1 This Promotion is valid during the Promotion Period. To be eligible to win the Prize, all receipts must be uploaded in accordance with the Receipt Requirements set out below by 23:00 GST on 6 September. All receipts uploaded after 23:00 GST on 6 September will be automatically disqualified.

This Promotion is organised by Deira Waterfront Properties 1 LLC, a wholly owned subsidiary of Deira Waterfront Development LLC.

1.2 Participants are eligible to receive one entry into the Prize draw for every AED 50 spent on an Eligible Purchase (as defined below). The entry is in the form of a Prize draw coupon. There is no maximum number of entries a participant may receive, and the number of entries received will be calculated based on the total amount spent on Eligible Purchases. For example, if a participant spends 500 AED, they will receive 10 entries into the Prize Draw (i.e. 10 Prize draw coupons).

1.3 “**Eligible Purchase**” means purchases made within the Dubai Gold District. Purchases from any other location, including within the broader Dubai Gold Souk area, are not valid. The promotion is open to all UAE residents.

1.4 Participants must upload pictures of original receipts complying with the Receipt Requirements below from retailers in the Dubai Gold District to [Dubai Gold District — Back to School Spend & Win | Dubai Gold District](#) to enter the Prize draw and receive a Prize draw coupon. SMS receipts, photocopies, duplicates or credit/debit card receipts are not acceptable. Digital receipts and e-receipts are not valid. See below for the full Prize draw registration procedure. 1.5 “**Receipt Requirements**” means to qualify for the Promotion, participants must provide a picture of an original receipt that:

1.5.1 clearly shows the purchase from one of the following shops: all shops within the Dubai Gold District, including gold and jewellery stores, restaurants and cafes, One Deira Mall cosmetics and perfumes, fashion (including abayas, dresses, men’s fashion, accessories, shoes and similar), electronics retailers, and services such as general retail,

travel, clinics and salons. The following Dubai Gold District shops are excluded from the Promotion:

- a. Money exchanges or banks (e.g. Al Ansari Exchange)
- b. Utility payment services (e.g. du or Etisalat)
- c. Driving licence services kiosks (e.g. Galadari driving school)

1.5.2 displays the transaction date (falling within the Promotion Period), item description, and total amount spent;

1.5.3 includes the shop's name and location, specifically indicating the Dubai Gold District; and

1.5.4 is legible and free from alterations or modifications.

1.6 Multiple purchases from different shops within the Dubai Gold District can be aggregated together to calculate the amount of Eligible Purchases. .

1.7 This Promotion cannot be combined with any other offer, discount or promotion unless otherwise stated by us. We reserve the right to amend or cancel the Promotion or these terms and conditions at any time without prior notice, at our sole discretion.

1.8 The Prize draw will take place on 7 September 2026, subject to the availability of officials from Dubai Economy and Tourism Department (the **"Prize Draw Date"**).

"Win up to AED 30,000 towards one year of school fees." One winner will receive an educational grant of up to AED 30,000 towards school fees for one child for the 2026/27 academic year.

The Draw Date is subject to change without prior notice and at Dubai Waterfront Development LLC's sole discretion.

Raffle schedule subject to change based on availability of Dubai Economy and Tourism Department

- **Draw Date:** 7 September 2026 with DET

1.9 The Prize Draw Date set out above is subject to change without prior notice and at Deira Waterfront Development LLC's sole discretion.

1.10 The decision by Deira Waterfront Development LLC of the winner of the Prize, based on the Prize draw, will be final and binding.

1.11 The winners of the Prize will be notified via the email address and mobile phone number they register. See below for the full Prize draw registration procedure. Notification will be made by email, phone call or SMS message. If a winner of the Prize does not

respond to the initial notification, Deira Waterfront Development LLC will make the following additional attempts to notify that winner of the Prize:

1.11.1 Second Attempt: 2 days after the initial attempt.

1.11.2 Final Attempt: 2 days after the second attempt.

1.12 The Prize must be claimed by the winner within 14 calendar days of the initial notification in accordance with paragraph 1.11 above. To claim the Prize, the winner must provide the documentation required under paragraph 1.13 and the Prize Details and Redemption provisions below within that 14-day period. Failure to do so will result in the Prize being rescinded and re-drawn. Subject to satisfactory verification of the required documentation, the Prize will be paid by bank transfer to the winner's bank account within 2 weeks of receipt of the complete supporting documentation.

1.13 Deira Waterfront Development LLC will carry out document checks before issuing the Prize to a winner, including, without limitation, to verify a participant's identity and age. The required documents will include: original national identification (passport or Emirates ID), and proof of address, along with the original receipt(s) for the Eligible Purchase. If a winner fails to provide the requested identification, or, if in Deira Waterfront Development LLC's sole discretion, Deira Waterfront Development LLC is not satisfied with the documents the winner provides, Deira Waterfront Development LLC reserves the right not to issue the Prize to that winner. Deira Waterfront Development LLC's decision shall be final and binding and it shall not be obliged to provide a reason for any refusal to issue the Prize to that winner.

1.14 Each winner will be required to be physically present at the time of document submission and verification including ID check and original receipt of purchase, we require photo shoot for our social media announcement. Deira Waterfront Development LLC will not be responsible for any costs relating to the winner being physically present at the time of the collection of their Prize.

1.15 Any failure by a winner to provide the original identification documents and original receipt(s) for the Eligible Purchase, together with any other documentation required under these terms and conditions, within the applicable claim period may result in the Prize being rescinded and re-drawn.

1.16 The winner will not be entitled to, and Deira Waterfront Development LLC will not offer, a cash alternative to the Prize or an alternative prize.

Prize Details and Redemption

1. The Prize consists of an education fund valued at up to AED 30,000.
2. The winner may direct the Prize toward any one of the following:
 - (a) If the winner is a parent- school or nursery fees for a child under the winner's legal guardianship.
 - (b) If the winners is not a parent; and school or nursery fees for another child nominated by the winner (e.g. a sibling's, relative's, or friend's child), subject to written consent from that child's parent/legal guardian.
3. The Prize must be claimed by the winner within 14 calendar days of the initial notification in accordance with paragraph 1.11 above. To claim the Prize, the winner must provide the documentation required under paragraph 1.13 and the Prize Details and Redemption provisions below within that 14-day period. Failure to do so will result in the Prize being rescinded and re-drawn. Subject to satisfactory verification of the required documentation, the Prize will be paid by bank transfer to the winner's bank account within 2 weeks of receipt of the complete supporting documentation.
4. The Prize is capped at AED 30,000.
5. The Prize will be paid by bank transfer to the winner's bank account following satisfactory verification of the required documentation. The amount paid will be the lesser of (i) AED 30,000 and (ii) the eligible annual tuition/school fees evidenced by the documentation provided by the winner.

Verification & Documentation

The winner must provide valid documentation supporting their chosen redemption option within 14 days of notification. Where the winner is the parent or legal guardian of the child, the winner must provide documentation evidencing that the child is under the winner's legal guardianship. Where the winner has nominated another child (in case the winner is not a parent) the winner must provide documentation relating to that nominated child together with the written parental/guardian consent referred to above. Required documentation includes:

- Applicable to one child only.
- The child must be enrolled in a UAE licensed school.
- The winner must provide valid proof of enrolment and school-fee documentation showing the annual fee irrespective of paid or unpaid.

- The grant applies to tuition/school fees only and excludes transport, uniforms, books, meals, extracurricular activities, registration fees, deposits, etc.
- Maximum prize value: AED 30,000.
- If the annual school fee is less than AED 30,000, the winner receives, or is reimbursed, only up to the actual eligible school fee.
- If the school fee exceeds AED 30,000, the winner pays the balance.

1.17 Employees of Ithra Dubai LLC, Deira Waterfront Development LLC, Deira Waterfront Development Holdings LLC (and all of the preceding companies' subsidiaries, affiliates, companies under their management and other related companies), the Dubai Gold District or traders operating within the Dubai Gold District are not eligible to enter the promotion even if they make an Eligible Purchase and/or receive a Prize draw coupon.

1.18 Participants must be at least 18 years of age at the Prize Draw Date to enter the Promotion.

1.19 Insofar as is permitted by applicable law, Ithra Dubai LLC, Deira Waterfront Development LLC, Deira Waterfront Development Holdings LLC (and all of the preceding companies' subsidiaries, affiliates, companies under their management and other related companies) and the Dubai Gold District will not in any circumstances accept any liability for any loss, damage, personal injury or death occurring as a result of running the promotion, issuing the Prize and/or the winner's collection of the Prize. In the circumstances where such exclusion of liability is held to be void or unenforceable, the total aggregate liability of Ithra Dubai LLC, Deira Waterfront Development LLC, Deira Waterfront Development Holdings LLC (and all of the preceding companies' subsidiaries, affiliates, companies under their management and other related companies) and the Dubai Gold District shall not exceed AED 100 (one hundred UAE dirhams).

1.20 A participant can be disqualified by Deira Waterfront Development LLC from the Promotion in the event of any misappropriations, misconduct or any breach of these terms and conditions, whether before or after the Prize Draw Date and as determined by Deira Waterfront Development LLC at its sole discretion.

1.21 By entering this promotion, you are agreeing to be bound by these terms and conditions. The promotion, and these terms and conditions, are governed by the laws of the Emirate of Dubai and the applicable federal laws of the UAE and the courts of Dubai shall be the exclusive jurisdiction to settle any dispute relating to the promotion or these terms and conditions.

1.22 By ticking the "I agree" box on the registration form, participants acknowledge that they have read, understood, and agree to be bound by these terms and conditions (which

include the processing of participant personal data in accordance with the privacy policy below). Deira Waterfront Properties 1 LLC reserves all rights in interpreting and enforcing these terms and conditions, as necessary.

1.23 For more information about this Promotion, visit the Dubai Gold District participant service desk (Hind Plaza) or call our toll-free number 800 48472.

2.0 Procedure – Participant Registration

Participant – Registration

2.1 Participant will upload a picture of the original receipt, in accordance with the Receipt Requirements above, and register their details through [Dubai Gold District — Back to School Spend & Win | Dubai Gold District](#)

2.2 Participants must input the following details:

- a. Participant name
- b. Email address
- c. Mobile number
- d. Resident
- e. Country and city of residence
- f. Nationality
- g. Confirmation that the participant agrees to these terms and conditions (including the linked privacy policy)

PRIVACY POLICY

What personal data we will process

We will process the following participant personal data as part of the Promotion:

- name
- email address
- mobile phone number
- country and city of residence
- resident
- nationality
- Eligible Purchase receipt(s)
- image and voice (through photographs or video recordings) (including the photograph of the winner).

By consenting to our use of their personal data, a participant confirms that the personal data they provide to us is complete, up to date and accurate. If it is not, we may not be able to contact the participant in relation to the Promotion.

Our purposes for processing participant personal data

Participant personal data will be processed in relation to the Promotion. This will involve the processing of participant personal data in the following ways:

- registering the participant's contact details as part of the Promotion.
- updating the participant on the Promotion.
- notifying the participant of similar promotions in the future or other Dubai Gold District events.
- promoting the Promotion and the Dubai Gold District generally on our public social media platforms and through other digital marketing campaigns.

How we collect participant personal data

We will collect participant personal data directly from the participant. Most of the personal data we collect will be provided by the participant as part of the Promotion registration process. We will not be collecting personal data relating to participants from any third-party sources.

How long do we retain participant personal data

We will retain participant personal data for the Promotion Period and then for a period of up to 2 years after the Promotion to notify participants of similar future promotions or other Dubai Gold District events.

Who will access participant personal data

Participant personal data will be shared with our subsidiaries, affiliates, companies under our management and other related companies. We may share participant personal data on our public social media platforms and with other third parties in the future (e.g. as part of digital marketing campaigns or when we organise similar promotions so that participants can be contacted about these promotions). We may also provide participant personal data to third-party media organisations and/or government authorities, if required.

Where do we process participant personal data

Participant personal data will be processed in the United Arab Emirates. We will not transfer participant personal data outside of the United Arab Emirates.

Exercising rights in relation to participant personal data

Participants have certain rights, depending on the applicable data protection law, in relation to the processing of their personal data. These rights may include: the right to receive information about how we process their personal data (including the purposes for processing, who we share their personal data with and the protections we put in place to ensure their personal data stays secure when sharing their personal data); to correct any inaccuracies in their personal data; to stop or restrict their personal data being processed in certain circumstances; and to have their personal data deleted or transferred.

Consent for marketing purposes

By ticking the “*I consent*” box when they register, a participant consents to the processing of their personal data for marketing purposes (as detailed above). Consent can be withdrawn at any time and participants may exercise their right to withdraw their consent by contacting us at: DPO@ithradubai.com. Please include in the subject line of the withdrawal email: “*Consent Withdrawal*”. If a participant withdraws their consent to our processing their personal data before the end of the Promotion, we may be unable to contact the participant relating to the Promotion. The withdrawal by a participant of their consent will not affect any processing of their personal data that took place prior to the withdrawal.

How to contact us

We can be contacted regarding any matter relating to our processing of personal data as part of this Promotion at: DPO@ithradubai.com. Please include in the subject matter line of the email: “Personal Data Query”.