

Terms and Conditions

1. Event Duration and Enrolment. From 01st July – 30th September, 2025, participants ("You, "Your", as applicable) may enroll in the MSI "Cool Down, Build Up" promotion ("Event") – while supplies last. To enter, You must complete the following steps:
 - i) Subject to full compliance with these terms and conditions ("Terms and Conditions"), purchase one (1) eligible product (see eligible model charts below).
 - ii) Participants may register and make up to a maximum of one (1) redemption per eligible product line purchased, and a maximum of two (2) participants in total per household. All registration and redemption can only be initiated after fourteen (14) days from Your purchase date, and must be completed between 15th July – 28th October, 2025. Event registration will automatically be closed if the Event ends earlier due to stocks being depleted.
 - iii) Go to the product registration page and register your eligible product and the "Cool Down, Build Up" promotion. You will need to sign up for a new MSI Member account at <https://account.msi.com/login> if You have not previously registered. Event registration will automatically be closed if the Event ends earlier due to stocks being depleted – you will be notified when trying to register.
 - iv) Provide a copy of Your proof of purchase for MSI verification. Documentation must include a picture of the model's serial number label on the product itself. Photos of the color box will not be accepted. Invoice with MSI model name, date, and shop/vendor name. Invoice date must be between 01st July – 30th September, 2025. If necessary, MSI may ask You provide a cutout of the product color box showing the serial numbers.
 - v) Individual products used in an eligible claim cannot be re-used for separate or other claims under the Event. Redemption must be made in the country where the eligible product was purchased. Cross region and/or country redemption(s) shall be strictly prohibited.
 - vi) Agree to the Event Terms and Conditions and await MSI review. If MSI determines You meet all eligibility criteria, the applicable Steam code(s) (see below) will be sent to Your registered email address. Verification may take up to 14 business days. Incomplete Event registration information may result in additional processing time of up to fourteen (14) business days if You are required to provide additional information. MSI reserves the right to verify, approve, or deny submissions in its sole discretion if Event registration is

incomplete, not provided within seven (7) days of MSI's request, or provided after the Event registration period.

- vii) If the registered MSI product is being returned or refunded, You must notify MSI in writing, and the promotion application will be withdrawn automatically without further notice. MSI reserves the right to ask the applicants for the return of redemption items earned from products returned or refunded within fourteen (14) days of Event registration.
- viii) If You claim a Steam code and return MSI product without notifying MSI, Your MSI account will be ineligible to join any promotion in the future.
- ix) Steam Code: One (1) copy of Steam code (valued as shown in the chart directly below) per piece of eligible product. Limited Steam code quantities apply. All codes are not transferable or redeemable for cash alternatives. If a code becomes unavailable due to circumstances beyond MSI's reasonable control, MSI may, at its sole discretion, adjust the redemption item by replacing the code with another product of equivalent value. Applicable Steam code(s) must be redeemed via Steam website before 31st December, 2025. Please contact MSI customer service if You are unable to redeem the Steam code before the listed deadline.

I. Eligible MSI products*:

Actual Steam code value may vary based on conversion to local currency.

Motherboard	Steam Code Value (GBP)
MEG Z890 GODLIKE	70
MEG Z890 ACE	50
MEG Z890 UNIFY-X	50
MPG Z890 CARBON WIFI	35
MPG Z890 EDGE TI WIFI	35
MPG Z890I EDGE TI WIFI	35
MAG Z890 TOMAHAWK WIFI	20
PRO Z890-P WIFI	15
PRO Z890-A WIFI	15
Z890 GAMING PLUS WIFI	15
Z890 GAMING WIFI	15
MPG B860I EDGE TI WIFI	15
MAG B860 TOMAHAWK WIFI	15
MAG B860M MORTAR WIFI	15

PRO Z890-S WIFI PZ	15
PRO B860-P WIFI	5
PRO B860M-A WIFI	5
B860 GAMING PLUS WIFI	5
B860M GAMING PLUS WIFI	5
B860M GAMING WIFI	5
Liquid Cooling	Steam Code Value (GBP)
MPG CORELIQUID P13 360	20
MPG CORELIQUID P13 360 WHITE	20
MAG CORELIQUID A15 360	15
MAG CORELIQUID A15 240	15
MAG CORELIQUID I360	15
MAG CORELIQUID I360 WHITE	15
MAG CORELIQUID I240	15
MAG CORELIQUID I240 WHITE	15
Chassis	Steam Code Value (GBP)
MPG VELOX 300R AIRFLOW PZ	15
MPG VELOX 300R AIRFLOW PZ WHITE	15
MAG PANO 100R PZ	15
MAG PANO 100R PZ WHITE	15
Power Supply	Steam Code Value (GBP)
MEG Ai1600T PCIE5	20
MPG A1250GS PCIE5	15
MPG A1000GS PCIE5	15
MPG A850GS PCIE5	15

Note: Individual eligible product(s) included in any prebuilt personal computer(s) and POWERED BY MSI system product(s) are excluded from this Event.

- II. Eligible Regions: Ireland and United Kingdom only, excluding Russia, Belarus, Cuba, Iran, Syria, North Korea, and restricted, sanctioned or embargoed countries or regions.
 - III. Eligible Resellers: Currys, Very, SCAN, OCUK, CCL, EBUYER, AWD-IT
Note: Purchases made through unauthorized third-party sellers on any marketplace platform are not eligible for this promotion.
 - IV. This Event is only for eligible end-user consumers and not businesses. MSI, MSI affiliates, subsidiary, manufacturer, business partner, distributor, wholesaler, reseller, retailer, I-Cafe, or agency employees and their immediate families are not eligible to participate in this Event.
 - V. MSI retains the right to make adjustments of these terms without prior notice subject to any directions from a regulatory authority.
 - VI. Participants must be at least 18 years old. Void where prohibited or restricted by law.
 - VII. Automated or robotic entries submitted by individuals or organizations will be disqualified. Entry must be made by the participant. Any attempt by a participant to obtain more than the stated number of entries by using multiple/different email addresses, identities, registrations, logins or any other methods will void that participant's entry and may result in immediate disqualification.
2. Privacy Policy. We may ask You for information during the Event enrolment and product registration process that may, as applicable, include without limitation Your email, name, product serial number, redemption code, purchase information, and other voluntary information You provide. In addition, we may indirectly gather information from you via cookies or website embedded analytics. The information we collect will be used in the following manner: to run this Event, to verify Your eligibility, to contact You if needed, to ensure prize(s) can be sent to You, to store registered product data for as long as an ongoing relationship exists between us (eg. When You use our services such as warranty, eDM notices, etc.), and to use solely for internal market studies for developing better products and services. Your information will not be shared with third parties, except: i) to third party processors such as our internet service and website providers in order for us to execute this Event; or ii) when reporting or responding to actual or suspected breach of applicable laws to legal and regulatory authorities such as courts or the police to the extent needed.
- Because of the international nature of our business, we transfer information within the MSI group, and to third parties as referenced above, in connection with the purpose set forth in these terms and conditions. Therefore, we may transfer information to countries that may have different laws and data protection compliance requirements that those applicable in the country You are located.

Further details of how Your information may be used and processed are detailed in MSI's privacy policy, available at <https://www.msi.com/page/privacy-policy>. The MSI Privacy Policy constitutes a part of this Terms and Conditions, and is hereby incorporated by reference with full force and effect.

3. eDM Subscription. You may be asked to join MSI's eDM emailing list to receive MSI product news or service updates. If you do not want to subscribe to this list, please do not check the subscribe or similarly titled check box.
4. Participant License. For any material You may provide to us for this Event, including without limitations, pictures, videos, reviews, content, comment, feedback, and written material, as applicable (collectively, "Submitted Materials"), You hereby grant MSI and its worldwide subsidiaries a perpetual, irrevocable, royalty-free, fully paid up, worldwide, sublicensable license to use, reproduce, copy, distribute, create derivative works of, publicly display and perform, and otherwise use or exploit the Submitted Materials in any legal manner reasonably determined by MSI and subject to MSI's Privacy Policy.
5. Participant Representation and Warranties. You hereby represent and warrant that:
 - i) The information You have provided is accurate and true;
 - ii) You have the full authority, capacity, power, and right to enroll in this Event, and make the required license grant, representation, and warranties under this Terms and Conditions;
 - iii) You have obtained and will maintain all applicable approval, consent, permissions, licenses, and waivers necessary to grant the licenses stated above to MSI and its subsidiaries; and
 - iv) You have complied with all applicable laws in enrolling in this Event.
6. Participant Indemnification. You shall defend, indemnify, and hold harmless MSI, its affiliates, and successors, assigns, directors, and agents, from and against any and all liabilities, damages, judgments, costs, expenses, and fees (including reasonable attorney's fees) resulting from any claims, investigations, litigation, or other legal or administrative action by third parties arising out of or relating to any actual or alleged breach by You of any representations, warranties, undertakings in this Terms and Conditions
7. Participant Acknowledgement and Consent. You hereby acknowledge and agree that:
 - i) MSI reserves the sole and discretionary right:
 - i) to determine, on a final and conclusive basis, whether a participant has fulfilled the Event requirements in good faith. For illustrative purpose without limiting any other terms, MSI may disqualify participants: a) if Event enrolment or product registration is incomplete, b) if Event eligibility requirements such as applicable product line or regional restrictions are not met; c) if the provided documents are forged, fraudulent, or void; d) if automated codes, scripts, plugins or other means were used to enter or complete Event enrolment; e) if participant does not have the legal capacity to enroll in this Event, or f) if criminal or illegal acts are committed or allegedly committed to enroll in this Event;

- ii) to replace the prize with items of similar value without prior notice;
 - iii) to vary, delete or add to any of these terms and conditions without prior notice;
 - ii) MSI is not liable and assumes no liability to any person for any loss, dissatisfaction, or damage arising from the prize, and uses thereof. Winners shall not make any claims against MSI;
 - iii) MSI disclaims all liability for any delays, misdelivery, loss, or failure in the delivery of the winning notification due to mechanical, technical, electronic, communications, telephone, computer, hardware, internet, or software errors, malfunctions, or failures of any kind. In such eventuality, the winner unconditionally waives his/her right to the prize and any associated compensation.
8. MSI Warranties Exclusion. MSI PRIZE(S) IS/ARE PROVIDED "AS IS" WITHOUT ANY EXPRESS OR IMPLIED WARRANTY OF ANY KIND, INCLUDING WARRANTIES OF MERCHANTABILITY, NONINFRINGEMENT, OR FITNESS FOR A PARTICULAR PURPOSE.
9. Limitation of Liability. TO THE GREATEST EXTENT PERMITTED BY APPLICABLE LAWS, MSI SHALL NOT BE LIABLE TO YOU ON ACCOUNT OF ANY CLAIM (REGARDLESS OF THEORY OF LIABILITY WHETHER BASED UPON PRINCIPLES OF CONTRACT, WARRANTY, NEGLIGENCE OR OTHER TORT, BREACH OF ANY STATUTORY DUTY, OR OTHERWISE) FOR ANY SPECIAL, CONSEQUENTIAL, RELIANCE, INDIRECT, INCIDENTAL, PUNITIVE OR EXEMPLARY DAMAGES, WHETHER FORESEEABLE OR NOT, INCLUDING BUT NOT LIMITED TO LOST PROFITS, REVENUE, GOODWILL OR COST OF REPLACEMENT.
10. Miscellaneous. This Terms and Conditions is governed and construed by the laws of Taiwan, regardless of conflict of law principles, and all disputes arising from the Event and these terms shall be adjudicated by the Taipei District Court in Taipei, Taiwan. Any provision invalidated by a competent court shall be stricken, and the remaining Terms and Conditions will remain in full force and effect. Failure by MSI to enforce any right under this Terms and Condition shall not be deemed to be a waiver. MSI shall not be liable for any failure to perform due to circumstances beyond its reasonable control. This Terms and Conditions shall not be assigned or otherwise transferred by You to any other third party; all unauthorized assignments are null and void. This Terms and Conditions constitute the entire agreement between the parties with respect to the Event, and supersede any prior agreements, communications, representations, or discussions, oral or otherwise.