Pokémon Center POP-UP STORE in HONG KONG

THE GULU Advance Reservation and Admission Terms and Conditions

Item	Information
Event Period	11 November 2026 to 3 January 2027
Event Venue	Festival Walk
Reservation Platform	THE GULU
General Opening Hours	11:00 a.m. to 9:00 p.m. (subject to on-site and official announcements)
Organiser and Operator	Saka Saka Limited

These Terms and Conditions apply to THE GULU advance reservations, electronic admission passes, on-site check-in and admission arrangements for the above Event. By completing a reservation, using an electronic admission pass or entering the Event venue, customers confirm that they have read, understood and agreed to comply with these Terms and Conditions, as well as the applicable terms of use and privacy terms of THE GULU platform.

This Event is organised and operated by Saka Saka Limited (the "Organiser"). The Organiser may adjust the arrangements in response to crowd flow, safety considerations, venue operations and actual circumstances. The latest arrangements announced through the Event's official channels, the GULU reservation page and at the venue shall prevail.

A. Reservation System and Release Schedule

Reservation Release	Reservation Opening Date	Applicable Admission Dates
Phase 1	4 November 2026	11 November to 24 November 2026
Phase 2	18 November 2026	25 November to 8 December 2026
Phase 3	2 December 2026	9 December to 22 December 2026
Phase 4	16 December 2026	23 December 2026 to 3 January 2027

1. The actual opening time of each reservation release shall be subject to the GULU reservation page and official announcements.

2. All reservation slots are available on a first-come, first-served basis and will close once fully booked.

3. Each reservation time slot is 30 minutes. The reserved time slot is the designated period for check-in and admission arrangements. The Organiser may admit customers in groups according to crowd conditions and safety requirements at the venue.

4. Customers must complete a survey and provide a valid mobile phone number when making a reservation. The same mobile phone number must not be used for more than one reservation registration. If duplicate registrations are identified, the relevant reservations and eligibility for admission will be cancelled.

5. After a reservation has been successfully completed, customers may view their electronic admission pass and dynamic QR Code on the GULU page. The dynamic QR Code will be activated two hours before the reserved admission time slot begins. A valid dynamic QR Code must be presented upon admission; screenshots will not be accepted. A reservation only confirms eligibility to enter during the designated time slot and does not guarantee the availability or purchase of any specific product.

B. Phased Admission Arrangements

Item	Phase 1 (11 November to 24 November)	From Phase 2 onwards (25 November to 3 January)
Admission Method	THE GULU advance reservation only	THE GULU advance reservations and walk-in queueing
Admission Priority	Customers holding a valid reservation only	Customers holding a valid reservation receive priority
Repeat Reservations	Only one successful reservation per account and mobile phone number	A new reservation may be made only after 24 hours have elapsed since the admission pass was used or cancelled
Accompanying Guest	Up to one accompanying guest of any age may be registered per account	Up to one accompanying guest of any age may be registered per account

1. From 11 November to 24 November 2026, no on-site queueing, standby or walk-in admission will be available.

2. From 25 November 2026 onwards, the Organiser may accept both advance reservations and walk-in customers. Customers holding a valid reservation will receive priority admission during their designated time slot.

3. Walk-in places are not guaranteed. The Organiser will determine whether walk-in admission is available and the number of customers who may be admitted based on the number of reservations for each time slot, actual attendance, the number of customers inside the venue and safety conditions.

4. The Organiser may adjust the number of reservation places, walk-in places or pace of admission for each time slot, or suspend on-site queueing, according to actual crowd conditions without prior notice.

C. Accounts, Repeat Reservations and Accompanying Guests

1. During Phase 1, each GULU account and each mobile phone number may be used to make only one successful reservation. The same mobile phone number must not be used for more than one reservation registration. If duplicate registrations are identified, the relevant reservations and eligibility for admission will be cancelled. Customers must not circumvent this restriction by using multiple accounts, multiple mobile phone numbers or any other means.

2. From Phase 2 onwards, customers may make another reservation only after 24 hours have elapsed since the previous electronic admission pass was used or cancelled.

3. To change a reservation date or time slot, customers must first cancel the original reservation in accordance with the procedure shown on the GULU page and then make a new reservation. All new reservations are subject to availability and these Terms and Conditions.

4. Each account may register no more than one accompanying guest. There is no age restriction, and infants are included in this limit.

5. An accompanying guest must be registered at the time of reservation and will count towards the admission capacity of the relevant time slot. Any unregistered accompanying guest may be refused admission.

6. The reservation holder and accompanying guest must arrive together, complete check-in together and enter the venue together. An accompanying guest may not use the same electronic admission pass to enter separately at a later time.

7. Electronic admission passes may not be transferred, sold, exchanged or used for commercial purposes. The Organiser may cancel without prior notice any reservation suspected of involving automated bots, false accounts, duplicate registration, resale or any other improper means of obtaining a reservation place.

D. Check-in, Admission and Late Arrivals

1. Customers should arrive at the designated check-in location 15 minutes before the reserved time slot and must have joined the queue and be ready for check-in before the time slot begins.

2. To avoid obstructing passageways within the shopping centre, customers arriving more than 15 minutes early may be asked to leave the waiting area and return at the designated time. Any queue formed without the Organiser’s arrangement will not be recognised.

3. At check-in, the reservation holder must use a mobile device to present the valid dynamic QR Code displayed in real time on the GULU page and follow staff instructions for scanning and verification of the number of attendees.

4. The dynamic QR Code will be activated automatically two hours before the reserved admission time slot begins and will refresh periodically. Forwarded links or emails, printed copies, screen recordings or screenshots of the QR Code will not be accepted as valid admission passes.

5. If the reservation holder cannot present a valid dynamic QR Code, the number of attendees does not match the registration, or the customer does not cooperate with staff verification, the Organiser may refuse or delay admission.

6. The reservation holder and all registered accompanying guests must be present before check-in can be completed.

7. Customers arriving after the reserved time slot has begun will be treated as late, and their reservation may become invalid immediately. The Organiser does not guarantee alternative admission arrangements or walk-in places.

8. Once scanned, the electronic admission pass will be marked as used and may not be used again.

9. Staff will admit customers in groups according to the number of customers inside the venue. Customers may still be required to wait briefly even if they hold a valid reservation.

E Walk-in Arrangements

1. Walk-in arrangements apply only to Event dates from 25 November 2026 onwards and are subject to the Organiser's decision and on-site announcements on the relevant day.

2. Customers with an advance reservation will receive priority admission during their designated time slot. Staff will first confirm the number of reservations and actual attendance for that time slot before determining the number of walk-in customers who may be admitted.

3. Joining the on-site queue does not guarantee admission. Depending on conditions at the venue, the Organiser may suspend or stop issuing walk-in places, close the queue early or ask customers to return at another time.

4. Walk-in customers must follow staff instructions and must not obstruct shopping-centre passageways, shop entrances or exits, or emergency access routes.

F Products, Purchases and Stock Availability

1. An electronic admission pass or walk-in admission arrangement only confirms eligibility to enter the venue. It does not reserve any product or guarantee product availability or the ability to purchase any product.

2. All products are available in limited quantities on a first-come, first-served basis while stocks last. There may be a time lag between actual stock levels and information displayed in the system or at the venue. The Organiser is not required to disclose the remaining quantity of any individual product.

3. Purchase limits may apply to individual products per person, per day or per transaction. Details are subject to official announcements, on-site notices and staff instructions. Customers must not circumvent purchase limits by queueing repeatedly, using multiple accounts, arranging proxy purchases or by any other means.

4. Payment methods, returns and exchanges, and after-sales arrangements are subject to on-site announcements, the sales receipt and applicable law.

G Personal Data and Privacy

1. To complete a reservation, GULU will collect the mobile phone number and reservation survey information provided by the customer. An email address may also be collected if required by the system or the customer's notification settings. The reservation system will also record the reservation date and time slot, the number of registered attendees, check-in status and admission-pass usage status.

2. Customers must complete a questionnaire when making a reservation. The questionnaire may collect non-identifying information such as age group and gender for Event footfall analysis and operational improvement.

3. Customers are not required to provide their name, Hong Kong Identity Card or passport number, a copy of any identity document, or a personal photograph for this reservation arrangement.

4. Personal data will be used only to prevent duplicate reservations, manage reservations and admission, provide customer service, handle complaints, manage safety and security, conduct statistical analysis and comply with legal obligations.

5. The Organiser will disclose relevant data only to the extent necessary to THE GULU, Event operations service providers and organisations legally entitled to receive such data. Event reports provided to the brand owner, venue or other partners will contain only aggregated or anonymised data and will not directly disclose complete mobile phone numbers.

6. Personal data will be retained only for as long as necessary to fulfil the above purposes and applicable legal requirements, after which it will be securely deleted or anonymised.

7. To request access to or correction of personal data, or to enquire about how personal data is handled, please contact the Organiser using the contact details shown on the Event page or refer to THE GULU's Privacy Policy.

H General Terms

1. Customers must comply with venue rules, staff instructions and all applicable laws. Any customer who causes a nuisance, obstructs passageways, engages in dangerous conduct, abuses or threatens staff, or is suspected of scalping or fraud may be refused admission or required to leave the venue.

2. If the Event is delayed, suspended, changed or cancelled due to severe weather, a Black Rainstorm Warning Signal, a tropical cyclone, public-safety concerns, venue requirements, system failure, transport disruption, government measures or any other circumstances beyond the Organiser's reasonable control, the Organiser will announce the relevant arrangements through official channels where practicable.

3. The Organiser reserves the right to amend reservation release dates, time slots, capacity, admission methods, walk-in arrangements, purchase restrictions and these Terms and Conditions as reasonably required.

4. If these Terms and Conditions are inconsistent with the general terms of use of the GULU platform, these Terms and Conditions shall prevail in relation to reservation and admission arrangements for this Event. The handling of personal data is also subject to the applicable privacy policies.

5. These Terms and Conditions are governed by the laws of the Hong Kong Special Administrative Region. To the extent permitted by applicable law, the Organiser’s decision shall be final in the event of any dispute.