

CASTLE LAGER 100% HOMEGROWN COMPETITION RULES

14 SEPTEMBER 2020 - 31 OCTOBER 2020

1. Introduction

- 1.1. This promotional competition ("**Competition**") is run by The South African Breweries (Pty) Limited ("**Promoter**") and is open to all persons of 18 years or older and resident in South Africa, except for (a) the directors, members, partners, agents, consultants or employees of the Promoter and their immediate families, (b) the directors, members, partners, agents, consultants or employees of any suppliers of any goods or services to the Promoter in respect of this Competition, or (c) directors, members, partners, agents, consultants or employees of the Promoter's advertising and promotion agencies, associated companies, and participating outlet owners and staff.
- 1.2. The rules set out in this document constitute the rules which will govern the Competition ("**Competition Rules**").
- 1.3. Participation in the Competition by all entrants ("**Participants**") constitutes acceptance of these Competition Rules.

2. Competition Period

This Competition will run from 14 September 2020 at 09:00 until 31 October 2020 at 22:00 or until the Promoter provides a public notice that the Competition has ended, whichever is earlier ("**Competition Period**"). Entries will only be accepted during the Competition Period.

3. Competition Entry Process

- 3.1. In order to enter the Competition, a Participant must purchase:
 - 3.1.1. 3 x 340ml Castle Lager NRBs, or 2 x 500ml Castle Lager Draughts at a Draught Beer participating outlet; or
 - 3.1.2. 3 x 340ml Castle Lager NRBs, or 2 x 500ml Castle Tank Beer at a Tank Beer participating outlet; or
 - 3.1.3. 1 x 500ml Castle Lager Draughts at a participating outlet that are supplied by URD's (not directly from SAB).
- 3.2. In respect of 3.1.1 and 3.1.2, at either a Castle Tank or Castle Draught participating outlet, the Participant shall then receive a digital scratch card, in terms of which the Participant can scan the QR code provided at the participating outlet with his / her mobile phone, enter the required details, and scratch the digital scratch card using a finger to reveal if he / she has won an instant prize. If the Participant does not have the ability to scan the QR code, they can either use the SMS line or URL provided and then follow the aforementioned steps. (Redemption rate 1:5).

3.3. In respect of 3.1.3, at a participating outlet supplied by URD's (not directly by SAB), the Participant shall then receive a scratch card which can be scratched to reveal if he / she has won an instant prize.

(Redemption Rate 1:10).

3.4. Entry is only valid through this medium.

3.5. The Participant must retain proof of purchase of the aforementioned products.

4. Description of Prize

4.1. The following prizes can be won in this Competition in each participating outlet:

4.1.1. In each participating outlet –

4.1.1.1. Draught and Tank Beer participating outlets – 40 x Castle Lager Heritage T-shirts (while stocks last),

4.1.1.2. Participating outlets supplied by URDs (not directly by SAB) – 30 x Castle Lager Heritage T-shirts (while stocks last),

(the "Prize").

4.2. No Prize, in whole or in part, can be transferred to any other person or exchanged for an alternate prize or for its cash value. A winner may not substitute him/herself with any other person.

4.3. The Prize will be available for collection by the winners at the participating outlet (spot-prize).

5. Winner Selection and Notification

Winning Participants shall receive their Prize on-the-spot at the participating outlet by redeeming the winning scratch card.

6. Winner Verification

6.1. The Prize will only be awarded after successful verification of the winners. Failing successful verification of any winners, a substitute winner may be selected at the discretion of the Promoter.

6.2. All winners must be over the age of 18 years old. Verification of age may be required prior to the awarding of any Prize.

6.3. The Promoter reserves the right to carry out audits in respect of any winners to verify their eligibility and/or the validity of the winners' entries. The Promoter may disqualify any winners if any fraud or cheating or related activity is suspected, including without limitation, through the manipulation of entries or otherwise falsifying data. All entries, participants or travel partners determined by the Promoter or their agents to be invalid or ineligible will forfeit all rights to any Prize and will not be compensated in any way.

7. Prize Forfeiture

- 7.1. Winners must communicate their full details to the Promoter or its agent as requested by the Promoter or its agent. Failure to do so may result in forfeiture of the Prize.
- 7.2. If a winner is unable to attend, receive or utilise (as applicable) the Prize then the entire Prize shall be forfeited. There will be no compensation, in any form, including, but not limited to monetary compensation and/or rescheduling, to any party, irrespective of the reason/s for the inability of that winner to attend, receive or utilise (as applicable) the Prize.
- 7.3. Time permitting and subject to the Promoter's approval, where a Prize is forfeited a substitute winner may be chosen in the same manner as the original winner was chosen.

8. General

- 8.1. In the event of a dispute, the Promoter's decision is final and binding and no correspondence will be entered into.
- 8.2. The timelines stated by the Promoter or its agent must be adhered to. Failing adherence to any timeline, at any stage, may result in disqualification and forfeiture of the Prize in its entirety with no compensation to any party by the Promoter.
- 8.3. The Promoter will not share any personal information with any third party except where such disclosure is necessary to enable the Promoter to provide, deliver or in any other way give effect to these Competition Rules and/or the Prize, where such disclosure is permitted by law and/or where consent to the Promoter sharing personal information is obtained from the winners. The Promoter will comply with the relevant data protection legislation, including the Protection of Personal Information Act 14 of 2013.
- 8.4. The Promoter may make media announcements or publish the names and/or photographs of the winners without remuneration being made payable to the winners, provided that any such person may expressly elect to decline this by written communication to the Promoter.
- 8.5. Should the Prize not be available despite the Promoter's reasonable endeavours to procure the Prize, the Promoter reserves the right to substitute the Prize with another of equal value as determined in the Promoter's sole discretion and subject to availability. No person will be compensated in any way in this instance by the Promoter.
- 8.6. The Promoter will not be responsible for any costs, expenses or other liabilities incurred by the winners which are not expressly contemplated as part of the Prize.
- 8.7. These Competition Rules may be amended by the Promoter on public notice at any time during the Competition Period or thereafter. These Competition Rules will be interpreted by the Promoter only.

- 8.8. The Promoter reserves the right to alter, amend or cancel this Competition in whole or in part. Any alterations, amendments or cancellations will be interpreted by the Promoter only. In the event of an alteration, amendment and/or cancellation the Promoter will not compensate any individual for any reason whatsoever.
- 8.9. All Participants and winners indemnify and hold harmless the Promoter, their respective associated companies (directors, officers and employees) and agents, against any and all claims for any loss or damages, whether direct, indirect, consequential or otherwise, arising from any cause whatsoever connected to or arising out of their participation in any way in this Competition or their receipt, participation, ownership and/or use of the Prize. This indemnity is not intended to exclude any liability for any person which cannot be excluded under the Consumer Protection Act 68 of 2008.**
- 8.10. The Promoter shall not be responsible for any lost, damaged, corrupted, delayed, incorrect or incomplete entries for any reason whatsoever. Proof of sending an entry will not be accepted as proof of receipt of such entry. The Promoters shall not be responsible for the failure of any technical element relating to this Competition that may result in an entry not being successfully submitted. The Promoter is not responsible for lost, damaged or delayed entries as a result of any network, computer or cell phone hardware or software failure of any kind. No applications from agents, third parties, organized groups or applications automatically generated by computer will be accepted. Entries will only be accepted if they comply with all entry instructions. Any form of network or systems manipulation including but not limited to Botnets, Sim Farms, Trojans, SMS malware may not be used when entering the Competition.
- 8.11. By participating in the Competition each Participant gives the Promoter consent to market its products and campaigns to Participant, using the details provided by the Participant, which Participants may decline by opting out via the opt out mechanism provided on the communications.
- 8.12. These Competition Rules are also available on www.castlelager.co.za.

CASTLE LAGER 100% HOMEGROWN COMPETITION RULES

14 SEPTEMBER 2020 - 31 OCTOBER 2020

1. Introduction

- 1.1. This promotional competition ("**Competition**") is run by The South African Breweries (Pty) Limited ("**Promoter**") and is open to all persons of 18 years or older and resident in South Africa, except for (a) the directors, members, partners, agents, consultants or employees of the Promoter and their immediate families, (b) the directors, members, partners, agents, consultants or employees of any suppliers of any goods or services to the Promoter in respect of this Competition, or (c) directors, members, partners, agents, consultants or employees of the Promoter's advertising and promotion agencies, associated companies, and participating outlet owners and staff.
- 1.2. The rules set out in this document constitute the rules which will govern the Competition ("**Competition Rules**").
- 1.3. Participation in the Competition by all entrants ("**Participants**") constitutes acceptance of these Competition Rules.

2. Competition Period

This Competition will run from 14 September 2020 at 09:00 until 31 October 2020 at 22:00 or until the Promoter provides a public notice that the Competition has ended, whichever is earlier ("**Competition Period**"). Entries will only be accepted during the Competition Period.

3. Competition Entry Process

- 3.1. In order to enter the Competition, a Participant must purchase 2 x 750ml Castle Lager bottles at a participating outlet.
- 3.2. The Participant shall then receive a scratch card which can be scratched to reveal if he has won an instant prize.
- 3.3. Entry is only valid through this medium.
- 3.4. The Participant must retain proof of purchase of the aforementioned products.

4. Description of Prize

- 4.1. The following prizes can be won in this Competition in each participating outlet:
 - 4.1.1. In each participating outlet –
 - 4.1.1.1. 5 x Castle Lager-branded T-shirts; and
 - 4.1.1.2. 11 x Castle Lager-branded bucket hats,(the "**Prize**").

4.2. No Prize, in whole or in part, can be transferred to any other person or exchanged for an alternate prize or for its cash value. A winner may not substitute him/herself with any other person.

4.3. The Prize will be available for collection by the winners at at the participating outlet (spot-prize).

5. Winner Selection and Notification

Winning Participants shall receive their Prize on-the-spot at the participating outlet by redeeming the winning scratch card.

6. Winner Verification

6.1. The Prize will only be awarded after successful verification of the winners. Failing successful verification of any winners, a substitute winner may be selected at the discretion of the Promoter.

6.2. All winners must be over the age of 18 years old. Verification of age may be required prior to the awarding of any Prize.

6.3. The Promoter reserves the right to carry out audits in respect of any winners to verify their eligibility and/or the validity of the winners' entries. The Promoter may disqualify any winners if any fraud or cheating or related activity is suspected, including without limitation, through the manipulation of entries or otherwise falsifying data. All entries, participants or travel partners determined by the Promoter or their agents to be invalid or ineligible will forfeit all rights to any Prize and will not be compensated in any way.

7. Prize Forfeiture

7.1. Winners must communicate their full details to the Promoter or its agent as requested by the Promoter or its agent. Failure to do so may result in forfeiture of the Prize.

7.2. If a winner is unable to attend, receive or utilise (as applicable) the Prize then the entire Prize shall be forfeited. There will be no compensation, in any form, including, but not limited to monetary compensation and/or rescheduling, to any party, irrespective of the reason/s for the inability of that winner to attend, receive or utilise (as applicable) the Prize.

7.3. Time permitting and subject to the Promoter's approval, where a Prize is forfeited a substitute winner may be chosen in the same manner as the original winner was chosen.

8. General

8.1. In the event of a dispute, the Promoter's decision is final and binding and no correspondence will be entered into.

8.2. The timelines stated by the Promoter or its agent must be adhered to. Failing adherence to any timeline, at any stage, may result in disqualification and forfeiture of the Prize in its entirety with no compensation to any party by the Promoter.

- 8.3. The Promoter will not share any personal information with any third party except where such disclosure is necessary to enable the Promoter to provide, deliver or in any other way give effect to these Competition Rules and/or the Prize, where such disclosure is permitted by law and/or where consent to the Promoter sharing personal information is obtained from the winners. The Promoter will comply with the relevant data protection legislation, including the Protection of Personal Information Act 14 of 2013.
- 8.4. The Promoter may make media announcements or publish the names and/or photographs of the winners without remuneration being made payable to the winners, provided that any such person may expressly elect to decline this by written communication to the Promoter.
- 8.5. Should the Prize not be available despite the Promoter's reasonable endeavours to procure the Prize, the Promoter reserves the right to substitute the Prize with another of equal value as determined in the Promoter's sole discretion and subject to availability. No person will be compensated in any way in this instance by the Promoter.
- 8.6. The Promoter will not be responsible for any costs, expenses or other liabilities incurred by the winners which are not expressly contemplated as part of the Prize.
- 8.7. These Competition Rules may be amended by the Promoter on public notice at any time during the Competition Period or thereafter. These Competition Rules will be interpreted by the Promoter only.
- 8.8. The Promoter reserves the right to alter, amend or cancel this Competition in whole or in part. Any alterations, amendments or cancellations will be interpreted by the Promoter only. In the event of an alteration, amendment and/or cancellation the Promoter will not compensate any individual for any reason whatsoever.
- 8.9. All Participants and winners indemnify and hold harmless the Promoter, their respective associated companies (directors, officers and employees) and agents, against any and all claims for any loss or damages, whether direct, indirect, consequential or otherwise, arising from any cause whatsoever connected to or arising out of their participation in any way in this Competition or their receipt, participation, ownership and/or use of the Prize. This indemnity is not intended to exclude any liability for any person which cannot be excluded under the Consumer Protection Act 68 of 2008.**
- 8.10. The Promoter shall not be responsible for any lost, damaged, corrupted, delayed, incorrect or incomplete entries for any reason whatsoever. Proof of sending an entry will not be accepted as proof of receipt of such entry. The Promoters shall not be responsible for the failure of any technical element relating to this Competition that may result in an entry not being successfully submitted. The Promoter is not responsible for lost, damaged or delayed entries as a result of any network, computer or cell phone hardware or software failure of any kind. No applications from agents, third parties, organized

groups or applications automatically generated by computer will be accepted. Entries will only be accepted if they comply with all entry instructions. Any form of network or systems manipulation including but not limited to Botnets, Sim Farms, Trojans, SMS malware may not be used when entering the Competition.

8.11. By participating in the Competition each Participant gives the Promoter consent to market its products and campaigns to Participant, using the details provided by the Participant, which Participants may decline by opting out via the opt out mechanism provided on the communications.

8.12. These Competition Rules are also available on www.castlelager.co.za.

CASTLE LAGER 100% HOMEGROWN PROMOTIONAL OFFER RULES

14 SEPTEMBER 2020 – 31 OCTOBER 2020

1. Introduction

- 1.1. This promotional offer (“**Promotion**”) is run by The South African Breweries (Pty) Limited (“**Promoter**”) and is open to all persons of 18 years or older and resident in South Africa, except for (a) the directors, members, partners, agents, consultants or employees of the Promoter and their immediate families, (b) the directors, members, partners, agents, consultants or employees of any suppliers of any goods or services to the Promoter in respect of this Promotion, or (c) directors, members, partners, agents, consultants or employees of the Promoter’s advertising and promotion agencies, associated companies, and participating outlet owners and staff.
- 1.2. The rules set out in this document constitute the rules which will govern the Promotion (“**Promotion Rules**”).
- 1.3. Participation in the Promotion by all customers (“**Participants**”) constitutes acceptance of these Promotion Rules.

2. Promotion Period

This Promotion will run from 14 September 2020 until 31 October 2020 or until the Promoter provides a public notice that the Promotion has ended, whichever is earlier (“**Promotion Period**”). Entries will only be accepted during the Promotion Period.

3. Promotion Process

- 3.1. In order to participate in the Promotion, a Participant must purchase a case (24 x 340ml bottles or 24 x 500ml cans) of Castle Lager at a participating outlet. Note that the Promotion will only be available for participation at Makro stores by purchasing a case of 24 x 340ml bottles of Castle Lager.
- 3.2. Upon purchasing the aforementioned product, the Participant shall receive a Castle Lager-branded T-shirt at no additional cost (“**Promotion Item**”), while stocks last.
- 3.3. The Participant must retain proof of purchase of the aforementioned products.

4. Promotion Items

- 4.1. No Promotion Item, in whole or in part, can be exchanged for an alternate item or for its cash value.

5. General

- 5.1. In the event of a dispute, the Promoter’s decision is final and binding and no correspondence will be entered into.

- 5.2. The Promoter may make media announcements or publish the names and/or photographs of the Participant without remuneration being made payable to the Participants, provided that any such person may expressly elect to decline this by written communication to the Promoter.
- 5.3. Should the Promotion Item not be available despite the Promoter's reasonable endeavours to procure the Promotion Item, the Promoter reserves the right to substitute the Promotion Item with another of equal value as determined in the Promoter's sole discretion and subject to availability. No person will be compensated in any way in this instance by the Promoter.
- 5.4. These Promotion Rules may be amended by the Promoter on public notice at any time during the Promotion Period or thereafter. These Promotion Rules will be interpreted by the Promoter only.
- 5.5. The Promoter reserves the right to alter, amend or cancel this Promotion in whole or in part. Any alterations, amendments or cancellations will be interpreted by the Promoter only. In the event of an alteration, amendment and/or cancellation the Promoter will not compensate any individual for any reason whatsoever.
- 5.6. **All Participants indemnify and hold harmless the Promoter, their respective associated companies (directors, officers and employees) and agents, against any and all claims for any loss or damages, whether direct, indirect, consequential or otherwise, arising from any cause whatsoever connected to or arising out of their participation in any way in this Promotion or their receipt, participation, ownership and/or use of the Promotion Items. This indemnity is not intended to exclude any liability for any person which cannot be excluded under the Consumer Protection Act 68 of 2008.**
- 5.7. These Promotion Rules are also available on www.castlelager.co.za.

CASTLE LAGER 100% HOMEGROWN PROMOTIONAL OFFER RULES

14 SEPTEMBER 2020 – 31 OCTOBER 2020

1. Introduction

- 1.1. This promotional offer (“**Promotion**”) is run by The South African Breweries (Pty) Limited (“**Promoter**”) and is open to all participating wholesalers of the Promoter (“**Traders**”) (represented by the owners, partners, directors (in the case of a company), members (in the case of a close corporation) and / or their employees authorised to enter the Promotion on the Trader’s behalf, who are currently residing in South Africa and have a valid identity document / passport and who are 18 years or older (in the case of sole proprietors and partnerships) or are registered and have a registered address in South Africa (in the case of companies and close corporations), except for (a) directors, members, partners, agents, consultants or employees of the Promoter and their immediate families, (b) the directors, members, partners, agents, consultants or employees of any suppliers of any goods or services to the Promoter in respect of this Promotion, or (c) directors, members, partners, agents, consultants or employees of the Promoter’s advertising and promotion agencies, associated companies, and participating outlet owners and staff.
- 1.2. The rules set out in this document constitute the rules which will govern the Promotion (“**Promotion Rules**”).
- 1.3. Participation in the Promotion by all Traders (“**Participants**”) constitutes acceptance of these Promotion Rules.

2. Promotion Period

This Promotion will run from 14 September 2020 until 31 October 2020 or until the Promoter provides a public notice that the Promotion has ended, whichever is earlier (“**Promotion Period**”). Entries will only be accepted during the Promotion Period.

3. Promotion Process

- 3.1. In order to participate in the Promotion, a Participant purchase the required Castle Lager volume sold in and stipulated by the SAB sales representative.
- 3.2. Upon purchasing the aforementioned product, the Participant shall receive 29 kits for their outlet. Each kit contains 5 x Castle Lager-branded T-shirts, 6 x Castle Lager-branded bucket hats, and 12 x Castle Lager-branded keyrings, at no additional cost (“**Promotion Item**”), while stocks last. The Participant can then use these kits to drive sales in their own outlet.
- 3.3. The Participant must retain proof of purchase of the aforementioned products.

4. Promotion Items

4.1. No Promotion Item, in whole or in part, can be exchanged for an alternate item or for its cash value.

5. General

5.1. In the event of a dispute, the Promoter's decision is final and binding and no correspondence will be entered into.

5.2. The Promoter may make media announcements or publish the names and/or photographs of the Participant without remuneration being made payable to the Participants, provided that any such Participant may expressly elect to decline this by written communication to the Promoter.

5.3. Should the Promotion Item not be available despite the Promoter's reasonable endeavours to procure the Promotion Item, the Promoter reserves the right to substitute the Promotion Item with another of equal value as determined in the Promoter's sole discretion and subject to availability. No Participant or their authorised representative will be compensated in any way in this instance by the Promoter.

5.4. These Promotion Rules may be amended by the Promoter on public notice at any time during the Promotion Period or thereafter. These Promotion Rules will be interpreted by the Promoter only.

5.5. The Promoter reserves the right to alter, amend or cancel this Promotion in whole or in part. Any alterations, amendments or cancellations will be interpreted by the Promoter only. In the event of an alteration, amendment and/or cancellation the Promoter will not compensate any Participant or their authorised representative for any reason whatsoever.

5.6. All Participants indemnify and hold harmless the Promoter, their respective associated companies (directors, officers and employees) and agents, against any and all claims for any loss or damages, whether direct, indirect, consequential or otherwise, arising from any cause whatsoever connected to or arising out of their participation in any way in this Promotion or their receipt, participation, ownership and/or use of the Promotion Items. This indemnity is not intended to exclude any liability for any person which cannot be excluded under the Consumer Protection Act 68 of 2008.

5.7. These Promotion Rules are also available on www.castlelager.co.za.