

CASTLE LAGER KINGDOMS COMPETITION RULES

3 OCTOBER 2022 - 30 DECEMBER 2022

1. Introduction

- 1.1. This promotional competition (“**Competition**”) is run by The South African Breweries (Pty) Ltd (“**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, (c) directors, members, partners, agents, consultants or employees of the Promoter’s advertising and promotion agencies or associated companies, and (d) 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 3 October 2022 until 30 December 2022, both dates inclusive, 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:
 - 3.1.1. purchase 2 (two) Castle Lager 750ml bottles at the same time (the “**Qualifying Product**”) at a participating outlet as set out in Annexure 1 (the “**Participating Outlet**”); and
 - 3.1.2. scratch the scratch card received at the Participating Outlet when purchasing the Qualifying Product. The scratch card will indicate if the Participant has won a Prize or not.
- 3.2. A Prize will be awarded on a first come first served basis.
- 3.3. Entry is only valid through this medium and manner.
- 3.4. Participants may enter the Competition as many times as they wish.

4. Description of Prizes

- 4.1. There will be a total of 98 Participating Outlets and each Participating Outlet will have the following total number of Castle Lager branded instant prizes available to be won during the Competition Period:

- 4.1.1. 900 Lions Replica Rugby Jerseys, each with a value of R225;
- 4.1.2. 12000 multifunctional headgears, each with a value of R19.95;
- 4.1.3. 300 bucket hats, each with a value of R50; and
- 4.1.4. 1200 bottle openers, each with a value of R10.

(each a “Prize” and together, the “Prizes”).

- 4.2. If the scratch card reveals that the Participant wins any one of the above Prizes then he/she shall collect his/her Prize immediately in store at the relevant Participating Outlet.
- 4.3. The Promoter does not guarantee in-store stock availability of a Prize, which shall at all times be subject to in-store stock availability at the relevant Participating Outlet, it being recorded that the Promoter shall not in any manner whatsoever be liable should the available stock be depleted prior to a winner being able to collect his/her Prize, and the Promoter shall not be liable to provide a prize (or prizes) or a good (or goods) in substitution for a Prize which is not available due to stock being depleted.
- 4.4. Notwithstanding the total number of Prizes available to be won during the Competition Period as set out in Competition Rule 4.1, the Promoter reserves the right to make certain quantities of the Prizes available at different intervals during the Competition Period, in its sole discretion.
- 4.5. A winner may not transfer a Prize, in whole or in part, to any other person or exchange a Prize for an alternate prize or for its cash value. A winner may not substitute him/herself with any other person.

5. Winner Verification

- 5.1. A winner must be over the age of 18 (eighteen) years old and must comply with the Participant eligibility criteria set out in Competition Rule 1.1 and the requirements in these Competition Rules, which may be verified by or on behalf of the Promoter. A Participant may be asked to provide a copy of his/her identity document/passport/driver’s license/proof of residential address/proof of purchase, if applicable, in order to be eligible to receive the Prize(s). The Promoter reserves the right to conduct the validation and verification process via automated means and/or any other means that the Promoter may deem necessary, and by participating in the Competition, all Participants consent to the appropriate validation and verification measures that the Promoter may implement from time to time.
- 5.2. A Prize will only be awarded by the Promoter and a Participant will only be regarded as a winner after the verification process set out in these Competition Rules has been completed to the satisfaction of the Promoter. Failing successful verification of a Participant, a substitute winner may be selected at the discretion of the Promoter.

- 5.3. The Promoter reserves the right to carry out audits in respect of a Participant to verify his/her eligibility and/or the validity of a Participant's entry. The Promoter may disqualify a Participant if any fraud or cheating or related activity is suspected, including without limitation, through the manipulation of an entry or otherwise falsifying data. Should the Promoter or its agent determine that an entry or Participant is invalid or ineligible, the relevant Participant shall not be entitled to receive a Prize and will not be compensated in any way.

6. Prize Forfeiture

- 6.1. A winner must communicate his/her 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 a Prize.
- 6.2. If a winner is unable to attend, receive or utilise (as applicable) a 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) a Prize.
- 6.3. 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 an original winner was chosen.

7. General

- 7.1. Should the process for entry into the Competition or the Prize/s involve any alcoholic beverage, Participants shall ensure that it is enjoyed responsibly.
- 7.2. To the extent that any intellectual property right/s arise as a result of or through the creation and/or submission by a Participant of content, including without limitation any pictures, videos, drawings or other creative works, to enter this Competition, such intellectual property right/s will vest in the Promoter and the Participant hereby waives any associated right/s. To the extent such rights have vested in a Participant, the Participant hereby cedes, assigns and transfers (by way of present and future cession, assignment and transfer) to Promoter such rights and undertakes to do such things, takes such steps and sign such documents as are necessary to give effect to such cession, assignment and transfer. Each Participant indemnifies and holds harmless the Promoter from and against any and all claims, actions, legal proceedings, losses, damages and expenses (including attorney's fees and expenses) arising as a result of or in connection with any actual or alleged infringement of any intellectual property rights of a third party arising from entry in the Competition and/or the Promoter's use of any content, including without limitation any pictures, videos, drawings or other creative works, created pursuant to the Participant's entry in the Competition.

- 7.3. In the event of a dispute, the Promoter's decision is final and binding and no correspondence will be entered into.
- 7.4. 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 a Prize in its entirety with no compensation to any party by the Promoter.
- 7.5. Each Participant, by participating in the Competition, acknowledges, agrees and expressly consents to:
- 7.5.1. the Promotor processing the Participant's personal information, including in the form of names, telephone numbers, identity numbers and/or email addresses, during and after the course and scope of the Competition; and
- 7.5.2. the Promotor transferring the winning Participant's personal information, including names, telephone numbers, identity numbers and/or email addresses, to the relevant third parties in order to make any required travel, delivery or other arrangements, as may be applicable, during the course and scope of the Competition for utilisation of a Prize,
- which processing and transfer shall take place in accordance with the provisions of the Protection of Personal Information Act 14 of 2013 ("POPIA") and any other applicable law, and for the purpose of giving effect to the Competition.
- 7.6. With the exception of Competition Rule 7.5 above, 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 a Prize, where such disclosure is permitted by law and/or where consent to sharing personal information is obtained from the relevant Participant by the Promoter. The Promoter will comply with the relevant data protection legislation, including POPIA.
- 7.7. A Participant may submit a request at <https://www.sab.co.za/content/data-subject-request-0> for the Promoter to:
- 7.7.1. correct or delete personal information about the Participant in the Promoter's possession or under its control that is inaccurate, irrelevant, excessive, out of date, incomplete, misleading or obtained unlawfully; or
- 7.7.2. destroy or delete a record of personal information about the Participant that the Promoter is no longer authorised to retain.
- 7.8. The Promoter may make media announcements containing, or otherwise publish, the names and/or photographs of a winner without remuneration being payable to a winner, provided that the Promoter

will not do so if a winner communicates in writing to the Promoter that he/she does not want his or her names or photographs to be contained in media announcements or otherwise published.

- 7.9. Should a Prize not be available despite the Promoter's reasonable endeavours to procure a Prize, the Promoter reserves the right to substitute a Prize with another of equal value as determined in the Promoter's sole discretion and subject to availability. No person will be entitled to be compensated in any way in this instance by the Promoter.
- 7.10. The Promoter will not be responsible for any costs, expenses or other liabilities incurred by a winner which are not expressly contemplated as part of a Prize.
- 7.11. 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.
- 7.12. 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.
- 7.13. **Each Participant indemnifies and holds harmless the Promoter, its associated companies, and the directors, officers, employees and agents of the Promoter and its associated companies, 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 his/her participation in any way in this Competition or his/her receipt, participation, ownership and/or use of a 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.**
- 7.14. 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 Promoter 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 entry from an agent, third party, organized group or entry automatically generated by computer will be valid or accepted. An entry will only be valid and accepted if it complies with all entry instructions and requirements. 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.

7.15. By participating in the Competition, each Participant gives the Promoter consent to: (i) market its products and campaigns to the Participant; (ii) conduct market research using personal information of the Participant which may be shared with third parties to enable the Promoter to develop appropriate marketing strategies in respect of its customers; and (iii) use the personal information and other details provided by the Participant during the Competition entry process for the purposes of facilitation of the Competition. A Participant may decline to provide or retract his/her consent by opting out via the opt out mechanism provided on the communications of the Promoter.

7.16. These Competition Rules are also available on <https://www.castlelager.co.za/>.

ANNEXURE 1
PARTICIPATING OUTLETS

	PARTICIPATING OUTLET NAME
1.	KWA RENI'S TAVERN
2.	AVIWE'S TAVERN
3.	KWA BALUKA'S TAVERN
4.	KWA STICKS TAVERN
5.	JUNIORS JAZZ CLUB
6.	TYGERBERG PLACE
7.	MLANJANA TAVERN
8.	ZOLEKAS TAVERN
9.	SCENERY PARK BOTTLE STORE
10.	PREMIER DELI AND RESTAURANT
11.	SUNRISE LIQUOR TAVERN
12.	KATLEGO LIQUOR TAVERN
13.	KENWOOD TAVERN
14.	SMALL TAVERN
15.	MOTSAGE BAR LOUNGE
16.	BROTHERS LIQUOR RESTAURANT
17.	MOLELEMA TAVERN
18.	MAITISO LIQUOR TAVERN
19.	ANNAS TAVERN
20.	CIVILIZATION INN
21.	KLIPDRIFT EATING HOUSE
22.	HA NTSWAKI
23.	MAMANUKUS TAVERN
24.	LOKALENG BAR LOUNGE
25.	ZERO ONE ONE LIQUOR RESTAURANT
26.	LAS VEGAS TAVERN
27.	TIRISANO LIQUOR TAVERN
28.	SPEED TAVERN
29.	SQUEEZAS RESTAURANT
30.	SEODIN LIQUOR STORE
31.	YA MAMPELA TAVERN
32.	MELAS DRANKWINKEL
33.	MACHETES TAVERN
34.	MARC BOTTLE STORE
35.	NDOFAM RESTAURANT
36.	UNCLE EDDIES PLACE
37.	BAFANA S GRILL
38.	BOBO'S FAST FOODS
39.	SIZAKANCANE TAVERN
40.	BATAU TAVERN
41.	LEKGOLOKWE TAVERN
42.	TWO SISTERS TAVERN
43.	MIKES TAVERN
44.	THEMBAS PLACE
45.	NUMBER 2
46.	MHLONGOS TAVERN
47.	BOZZAS TAVERN

	PARTICIPATING OUTLET NAME
48.	LEKKI BAR
49.	MONICA'S PUB
50.	STEWIE'S PLACE
51.	PEBETSI LIQUOR RESTAURANT
52.	MIKES BAR LOUNGE
53.	VILLAH LIQUOR RESTAURANT
54.	ITUMELENG TAVERN
55.	TLHAPIS TAVERN
56.	KING RODGER'S SHEBEEN
57.	SEBATHAS CHILLAS
58.	NDLOZILAME TAVERN
59.	J D S TAVERN
60.	WERK MET LUS TAVERN
61.	MABOTHE TAVERN
62.	SANIBONANI SHEBEEN
63.	GARAGE TAVERN
64.	NENZO TAVERN
65.	MOONLIGHT TAVERN
66.	PINK HOUSE PUB
67.	ALINAS PLACE
68.	BETHUELS TAVERN
69.	MACHAVA INN
70.	SABELOS TAVERN
71.	KAYBEES
72.	SAMS PLACE
73.	MADLAMINIS TAVERN
74.	LAKA BAR LOUNGE
75.	PAUL MAKHUBA
76.	CHINA S TAVERN
77.	PETERS PLACE
78.	MAPOPS PLACE
79.	TLAKS PLACE PERMIT
80.	GATSHENI
81.	FANNY S TAVERN
82.	KHUMBULA TAVERN
83.	THENGEDUZE TAVERN
84.	GABELA TAVERN
85.	ITHOLELE TAVERN
86.	STAR TAVERN
87.	EMANSINIS TAVERN
88.	MASITANDI TAVERN
89.	THOKOMANI LIQUOR
90.	MBOVU TAVERN
91.	ESIBANINI TAVERN
92.	MAKELENI TAVERN
93.	LETHUKUKHANYA TAVERN
94.	ETHEMBENI TAVERN

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	PARTICIPATING OUTLET NAME
95.	MAMKHULU TAVERN
96.	MDIMA S TAVERN
97.	DE VILLIERS LIQUORS
98.	MBANJWA TAVERN