

## CASTLE LAGER SMART CHOICE CAMPAIGN TERMS AND CONDITIONS

### 1. INTRODUCTION

- 1.1 The South African Breweries (Pty) Ltd (“**SAB**”) is running a campaign called the “Castle Lager Smart Choice Campaign” (the “**Campaign**”), organized and run by Castle Lager, which strives to encourage outlets to sell certain products at the recommended price. All related marketing materials will be advertised on SAB’s relevant digital communications platforms or as otherwise communicated by SAB.
- 1.2 The Campaign is open to all persons of 18 years or older.
- 1.3 The Campaign will not include any prize or other reward.
- 1.4 The terms and conditions set out in this document will govern the Campaign (the “**Ts&Cs**”).
- 1.5 Engagement in the Campaign by a Customer constitutes acceptance of these Ts&Cs.

### 2. CAMPAIGN PROCESS

- 2.1 Provided that Customers are eligible to engage in the Campaign in accordance with clause **Error! Reference source not found.**, Customers will be able to purchase Castle Lager 750ml NRB’s from R15 (the “**RSP**”) (the “**Product**”) at the relevant SAB main market outlet (the “**Outlet**”), as communicated by SAB on the store locator map from time to time (available at: <https://www.castlelager.co.za/smart-choice>).

### 3. GENERAL

- 3.1 The Customer will ensure that their conduct complies with any applicable laws within the Republic of South Africa.
- 3.2 SAB will not be responsible for any costs or expenses which a Customer may incur during the Campaign.
- 3.3 SAB reserves the right to cancel the Campaign at any time, if deemed necessary in its opinion or if circumstances arise that are outside of its control. SAB will not be liable to Customers in such event for any cause or action whatsoever.
- 3.4 The store locator map will only serve as a guide to Customers and SAB reserves the right to amend the store locator map from time to time. SAB will not be responsible for a Customer’s reliance on the store locator map during the Campaign.
- 3.5 SAB’s display of the marketing communications in relation to the Campaign will not constitute a guarantee that the Customer will be able to purchase the Product at the RSP at a particular Outlet.
- 3.6 The selling price of the Product is determined by the Outlet and SAB will not be responsible for an Outlet’s failure to sell the Product at the RSP.
- 3.7 In the event of a dispute, SAB’s decision is final, and no correspondence will be entered into.

- 3.8 All Customers indemnify and hold harmless SAB, 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 engagement in any way in this Campaign.
- 3.9 A copy of these Ts&Cs can be found on the Castle Lager website at <https://www.castlelager.co.za/>.