

CASTLE COINS COMPETITION RULES

17 MARCH 2023 - 31 DECEMBER 2023

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 an entrant (a “**Participant**”) constitutes acceptance of these Competition Rules by that Participant.

2. COMPETITION PERIOD

- 2.1 This Competition will run from 17 March 2023 until 31 December 2023, 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 This Competition will take place on the official Castle Lager SA: Twitter page (available at @CastlelagerSA); Facebook page (available at Castle Lager SA); and Instagram page (available @CastlelagerSA), (collectively, the “**Social Media Pages**”). A valid social media account and internet access will be required to successfully enter the Competition. Participants can enter the Competition through any one of the Social Media Pages.
- 3.2 The Promoter will publish various posts about the Competition entry process on the Social Media Pages (“**Competition Posts**”) on or about 17 March 2022. Participants will be required

to engage with the Competition Posts and complete various steps to earn Castle coins (“**Castle Coins**”) as set out below, to stand a chance to win a Prize (detailed below). The total number of Castle Coins required in order to qualify to be entered into a random draw for a Prize are as follows (each Prize being defined in Competition Rule 4.1 below):

- 3.2.1 15 Castle Coins qualifies a Participant to be entered into a draw to stand a chance to win a 6-Pack Voucher Prize;
 - 3.2.2 25 Castle Coins qualifies a Participant to be entered into a draw to stand a chance to win an Airtime Voucher Prize;
 - 3.2.3 35 Castle Coins qualifies a Participant to be entered into a draw to stand a chance to win an E-hailing Voucher Prize;
 - 3.2.4 45 Castle Coins qualifies a Participant to be entered into a draw to stand a chance to win a Grocery Voucher Prize;
 - 3.2.5 55 Castle Coins qualifies a Participant to be entered into a draw to stand a chance to win an Online Retailer Voucher Prize;
 - 3.2.6 65 Castle Coins qualifies a Participant to be entered into a draw to stand a chance to win a Fuel Voucher Prize;
 - 3.2.7 75 Castle Coins qualifies a Participant to be entered into a draw to stand a chance to win a Rugby Jersey Prize;
 - 3.2.8 85 Castle Coins qualifies a Participant to be entered into a draw to stand a chance to win a Rugby Match Tickets Prize; and
 - 3.2.9 100+ Castle Coins qualifies a Participant to be entered into a draw to stand a chance to win the Cash Prize.
- 3.3 In order to enter the Competition, Participants must complete all of the following steps:
- 3.3.1 engage with the Competition Posts by clicking on the link www.castlelager.co.za (the website at such link being the “**Promoters Site**”) on the relevant Competition Post, which will redirect a Participant to the Promoters Site. Once at the Promoters Site, there will be an additional link (<https://www.castlelager.co.za/castle-coins>) (the

website at such link being the “**Competition Site**”) which Participants are required to follow and which will redirect the Participants to the Competition Site where they will be required to sign up for this Competition by completing a questionnaire and, in this regard: (a) providing the following information: (i) name and surname; (ii) email address; (iii) phone number; (iv) date of birth; (v) gender; and (vi) province resident in; (b) confirming acceptance of the terms and conditions and privacy policy referred to in the questionnaire; (c) indicating whether he or she wants to receive future marketing communication; and (d) answering the questions: “*when do you most enjoy a castle lager?*”; and “*what do you love doing in your spare time?*”;

3.3.2 upon successful completion of the sign-up process (referred to in Competition Rule 3.3.1), Participants will immediately earn 5 Castle Coins. To earn further Castle Coins, Participants will be prompted to complete the following actions at the Competition Site:

- (a) to earn 3 Castle Coins, refer a friend by sharing the Competition Site link to their personal WhatsApp, Facebook, Instagram or Twitter accounts;
- (b) to earn 2 Castle Coins, on the Competition Site, participate in a poll by answering the question: “*where do you mostly purchase Castle Lager?*”;
- (c) to earn 2 Castle Coins, on the Competition Site, participate in a poll by answering the question: “*outside of sporting events/occasions, which other occasion do you resonate with most?*”;
- (d) to earn 1 Castle Coin, follow the official Castle Lager SA Twitter page for which a link will be available on the Competition Site;
- (e) to earn 1 Castle Coin, follow the official Castle Lager SA Facebook page for which a link will be available on the Competition Site; and
- (f) to earn 1 Castle Coin, follow the official Castle Lager SA Instagram page for which a link will be available on the Competition Site.

3.4 Entry is only valid through the above mediums and manner. A Participant can only complete the sign up process (referred to in Competition Rule 3.3.1) once but may complete the steps referred to in Competition Rule 3.3.2 as many times as they wish to earn more Castle Coins.

3.5 Participants are liable for their own data and voice charges in respect of the Competition participation as well as any verification process, if applicable.

4. DESCRIPTION OF PRIZE

4.1 The prizes to be won during the Competition Period (each, a “**Prize**” and collectively, the “**Prize**”) are: 1 of 100 x Castle Lager 340ml 6-packs of non-returnable bottles each valued at approximately R90.00 (the “**6-Pack Voucher Prize**”); 1 of 10 x airtime vouchers to redeem for any cellular network, each valued at approximately R200.00 (the “**Airtime Voucher Prize**”); 1 of 10 x vouchers to redeem for an e-hailing service as chosen and notified by the Promoter, each valued at approximately R500.00 (the “**E-hailing Voucher Prize**”); 1 of 10 x grocery vouchers to redeem at a food retailer as chosen and notified by the Promoter, each valued at approximately R1000.00 (the “**Grocery Voucher Prize**”); 1 of 5 x fuel vouchers to redeem at a filling station as chosen and notified by the Promoter, each valued at approximately R2000.00 (the “**Fuel Voucher Prize**”); 1 of 5 x vouchers to redeem at an online retailer as chosen and notified by the Promoter, each valued at approximately R2000.00 (the “**Online Retailer Voucher Prize**”); 1 of 10 x rugby jerseys, each valued at approximately R1000.00 (the “**Rugby Jersey Prize**”); 1 of 10 x double tickets to a local rugby match in the Republic of South Africa as chosen and notified by the Promoter, each valued at approximately R1000.00 (the “**Rugby Match Tickets Prize**”); and a R15,000.00 cash sum (the “**Cash Prize**”).

4.2 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.

4.3 A winner may win more than 1 Prize in this Competition but may not win more than once in a single calendar month during the Competition Period.

4.4 The Promoter or its agent will send the 6-Pack Voucher Prize, Airtime Voucher Prize, E-hailing Voucher Prize, Grocery Voucher Prize, Fuel Voucher Prize, Online Retailer Voucher Prize and Rugby Match Tickets Prize to a winners nominated email address on the same day of notification that the winner has won the Prize, and the Promoter or its agent will contact the winners of the Rugby Jersey Prize via the winners’ nominated email address to make arrangements for the winners to receive their Prize. The Promoter or its agent will send the Cash Prize to the relevant winner’s bank account within 3 – 5 business days after the winner

has provided the Promoter or its agent with his/her valid banking details (including bank statement) within 5 days after notification that they have won the Cash Prize.

4.5 Winners of the Rugby Match Tickets Prize will be required to sign and submit an indemnity form to the Promoter, which will be provided by the Promoter.

5. **WINNER SELECTION AND NOTIFICATION**

5.1 The winners will be selected by a random draw process. There will be multiple random draws to select multiple winners and will consist of all valid entries received before the draw and in the month of the draw. There will be 1 random draw to select 1 winner of the Cash Prize and the draw will consist of the top 10 Participants who acquired 100 or more Castle Coins during the Competition Period and up to the date of the draw. The random draws will be held as follows:

5.1.1 March 2023:

- (a) the first draw will be held the 22nd to select 6 winners of the 6-Pack Voucher Prize and winners will be notified on the 23rd; and
- (b) the second draw will be held on the 29th to select 4 winners of the 6-Pack Voucher Prize, 1 winner of the Airtime Voucher Prize, 1 winner of the E-hailing Voucher Prize, and 1 winner of the Grocery Voucher Prize;

5.1.2 April 2023:

- (a) the first draw will be held on the 5th to select 3 winners of the 6-Pack Voucher Prize;
- (b) the second draw will be held on the 12th to select 3 winners of the 6-Pack Voucher Prize;
- (c) the third draw will be held on the 19th to select 3 winners of the 6-Pack Voucher Prize; and
- (d) the fourth draw will be held on the 26th to select 1 winner of the 6-Pack Voucher Prize, 1 winner of the Airtime Voucher Prize, 1 winner of E-hailing

Voucher Prize, 1 winner of the Grocery Voucher and 1 winner of the Online Retailer Voucher Prize;

5.1.3 May 2023:

- (a) the first draw will be held on the 3rd to select 3 winners of the 6-Pack Voucher Prize;
- (b) the second draw will be held on the 10th to select 3 winners of the 6-Pack Voucher Prize;
- (c) the third draw will be held on the 17th to select 3 winners of the 6-Pack Voucher Prize;
- (d) the fourth draw will be held on the 24th to select 1 winner of the 6-Pack Voucher Prize, 1 winner of the Airtime Voucher Prize, 1 winner of the E-hailing Voucher Prize, 1 winner of the Grocery Voucher Prize, 1 winner of the Online Retailer Voucher Prize, 1 winner of the Fuel Voucher Prize, 1 winner of the Rugby Jersey Prize and 2 winners of the Rugby Match Tickets Prize; and
- (e) the fifth draw will be held on the 31st to select 2 winners of the 6-Pack Voucher Prize.

5.1.4 June 2023:

- (a) the first draw will be held on the 7th to select 2 winners of the 6-Pack Voucher Prize;
- (b) the second draw will be held on the 14th to select 2 winners of the 6-Pack Voucher Prize;
- (c) the third draw will be held on the 21st to select 2 winners of the 6-Pack Voucher Prize; and
- (d) the fourth draw will be held on 28th to select 2 winners of the 6-Pack Voucher Prize, 1 winner of the Airtime Voucher Prize, 1 winner of the E-hailing Voucher Prize, 1 winner of the Grocery Voucher Prize, 1 winner of the Online Retailer

Voucher Prize, 1 winner of the Fuel Voucher Prize, 1 winner of the Rugby Jersey Prize, 2 winners of the Rugby Match Tickets Prize;

5.1.5 July 2023:

- (a) the first draw will be held on the 5th to select 3 winners of the 6-Pack Voucher Prize;
- (b) the second draw will be held on the 12th to select 3 winners of the 6-Pack Voucher Prize;
- (c) the third draw will be held on the 19th to select 3 winners of the 6-Pack Voucher Prize; and
- (d) the fourth draw will be held on the 26th to select 1 winner of the 6-Pack Voucher Prize, 1 winner of the Airtime Voucher Prize, 1 winner of the E-hailing Voucher Prize, 1 winner of the Grocery Voucher Prize, 1 winner of the Online Retailer Voucher Prize, 1 winner of the Fuel Voucher Prize, 1 winner of the Rugby Jersey Prize, 2 winners of the Rugby Match Tickets Prize;

5.1.6 August 2023:

- (a) the first draw will be held on the 2nd to select 2 winners of the 6-Pack Voucher Prize;
- (b) the second draw will be held on the 9th to select 2 winners of the 6-Pack Voucher Prize;
- (c) the third draw will be held on the 16th to select 2 winners of the 6-Pack Voucher Prize;
- (d) the fourth draw will be held on the 23rd to select 2 winners of the 6-Pack Voucher Prize; and
- (e) the fifth draw will be held on the 30th to select 2 winners of the 6-Pack Voucher Prize, 1 winner of the Airtime Voucher Prize, 1 winner of the E-hailing Voucher Prize, 1 winner of the Grocery Voucher Prize, 1 winner of the Online

Retailer Voucher Prize, 1 winner of the Fuel Voucher Prize, 2 winners of the Rugby Jersey Prize, 2 winners of the Rugby Match Tickets Prize;

5.1.7 September 2023:

- (a) the first draw will be held on the 6th to select 3 winners of the 6-Pack Voucher Prize;
- (b) the second draw will be held on the 13th to select 3 winners of the 6-Pack Voucher Prize;
- (c) the third draw will be held on the 20th to select 3 winners of the 6-Pack Voucher Prize; and
- (d) the fourth draw will be held on the 27th to select 1 winner of the 6-Pack Voucher Prize, 1 winner of the Airtime Voucher Prize, 1 winner of the E-hailing Voucher Prize, 1 winner of the Grocery Voucher Prize, 1 winner of the Fuel Voucher Prize, 2 winners of the Rugby Jersey Prize and 2 winners of the Rugby Match Tickets Prize;

5.1.8 October 2023:

- (a) the first draw will be held on the 4th to select 3 winners of the 6-Pack Voucher Prize;
- (b) the second draw will be held on the 11th to select 3 winners of the 6-Pack Voucher Prize;
- (c) the third draw will be held on the 18th to select 3 winners of the 6-Pack Voucher Prize; and
- (d) the fourth draw will be held on the 25th to select 1 winner of the 6-Pack Voucher Prize, 1 winner of the Airtime Voucher Prize, 1 winner of the E-hailing Voucher Prize, 1 winner of the Grocery Voucher Prize and 2 winners of the Rugby Jersey Prize;

5.1.9 November 2023:

- (a) the first draw will be held on the 1st to select 2 winners of the 6-Pack Voucher Prize;
- (b) the second draw will be held on the 8th to select 2 winners of the 6-Pack Voucher Prize;
- (c) the third draw will be held on the 15th to select 2 winners of the 6-Pack Voucher Prize;
- (d) the fourth draw will be held on the 22nd to select 2 winners of the 6-Pack Voucher Prize; and
- (e) the fifth draw will be held on the 29th to select 2 winners of the 6-Pack Voucher Prize, 1 winner of the Airtime Voucher Prize, 1 winner of the E-hailing Voucher Prize, 1 winner of the Grocery Voucher Prize and 1 winner of the Rugby Jersey Prize;

5.1.10 December 2023:

- (a) the first draw will be held on the 6th to select 5 winners of the 6-Pack Voucher Prize; and
- (b) the second draw will be held on the 13th to select 5 winners of the 6-Pack Voucher Prize, 1 winner of the Airtime Voucher Prize, 1 winner of the E-hailing Voucher Prize and 1 winner of the Grocery Voucher Prize; and

5.1.11 January 2024: there will be 1 random draw to select 1 winner of the Cash Prize and the draw will be held on the 10th.

- 5.2 A winner will be notified by the Promoter via their email address on or about the Thursday following the successful completion of a draw and will also be announced on the Social Media Pages on the next business day following notification (i.e. every Friday during the Competition Period). If the Promoter is unable to contact a winner, he/she will be disqualified and a substitute winner may at the discretion of the Promoter be selected, using the same winner selection process.

6. WINNER VERIFICATION

- 6.1 A winner must be over the age of 18 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 legal and valid identity document/passport/driver's license/proof of residential address/proof of purchase, if applicable, in order to be eligible to receive the Prizes. 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.
- 6.2 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.
- 6.3 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, having been informed of certain Competition entry requirements by an individual as set out in Competition Rule 1.1 (a)-(d), 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.

7. PRIZE FORFEITURE

- 7.1 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.
- 7.2 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.

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 an original winner was chosen.

8. GENERAL

8.1 Should the process for entry into the Competition or a Prize involve any alcoholic beverage, Participants shall ensure that it is enjoyed responsibly.

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

8.3 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.

8.4 Each Participant, by participating in the Competition, acknowledges, agrees and expressly consents to:

8.4.1 the Promoter 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

8.4.2 the Promoter 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.

8.5 With the exception of Competition Rule 8.4 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.

8.6 A Participant may submit a request at <https://www.sab.co.za/content/data-subject-request-0> for the Promoter to:

8.6.1 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

8.6.2 destroy or delete a record of personal information about the Participant that the Promoter is no longer authorised to retain.

8.7 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.

8.8 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.

8.9 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.

8.10 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.

8.11 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.

- 8.12 **Each Participant indemnifies and holds harmless the Promoter, its associated companies, and the directors, officers, employees and agents of the Promoter and of 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.**
- 8.13 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.
- 8.14 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.
- 8.15 These Competition Rules are also available on www.castlelager.co.za.