

## CASTLE LAGER CRC TICKET GIVEAWAYS PROMOTIONAL COMPETITION RULES

05 JULY 2023 - 25 JULY 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

This Competition will run from 05 July 2023 until 25 July 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 have various entry mechanisms, as described in Competition Rule 3.4, with different Prizes (as defined in Competition Rule 4.1) available to be won in accordance with the applicable entry mechanisms as described in Competition Rule 4.1.
- 3.2 The Competition will take place on the official Castle Lager website (available at <https://www.castlelager.co.za/ticketes>) (the “**Promoter’s Site**”) and on the Promoter’s official Castle Lager Facebook (available at @castleLagersa), Instagram (available at @castleLagersa) and Twitter (available at @CastleLagerSA) pages (collectively referred to as the “**Social Media**”).

**Pages**”). Internet access and a valid account on the respective Social Media Pages will be required to successfully enter this Competition.

3.3 The Promoter will publish competition related posts (each a “**Competition Post**”) on its Social Media Pages.

3.4 This Competition will have the following three (3) entry mechanisms:

**3.4.1 Category 1: Twitter Space Session (“Entry Mechanism 1”)**

To enter the Competition in accordance with Entry Mechanism 1, a Participant must:

- (a) keep an eye out for the relevant Competition Post posted by the Promoter on its official Castle Lager Twitter account advertising the Twitter Spaces session (“**Spaces Session**”) to be hosted by the Promoter’s representatives (the “**Representatives**”) on or about 08 July 2023 on or about 19:00 SAST or as otherwise directed in the relevant Competition Post;
- (b) attend the Spaces Session; and
- (c) comment his/her answer(s) to the topic related question(s) posed by the Representatives during the Spaces Session and include the hashtag #SmartChoice;

**3.4.2 Category 2: Facebook (“Entry Mechanism 2”)**

The Promoter will publish a pop-up ad post relating to the Competition on Facebook (the “**Competition Ad**”). To enter the Competition in accordance with Entry Mechanism 2, a Participant must:

- (a) click on the link in the Competition Ad; and
- (b) follow the prompts to complete the lead generation form to sign-up to the Promoter Site; and

### 3.4.3 Category 3: Promoter's Site ("Entry Mechanism 3")

To enter the Competition in accordance with Entry Mechanism 3, a Participant must:

- (a) click on the link provided in the relevant Competition Post, posted by the Promoter on its Social Media Pages, to visit the Promoter's Site or directly go to the Promoter's Site online; and
- (b) follow the prompts to sign-up to the Promoter's Site.

3.5 Entry is only valid through these mediums and in this manner. A Participant may only enter the Competition once.

3.6 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 for this Competition are the following:

4.1.1 for entry in accordance with Entry Mechanism 1: one (1) set of double tickets to the Springbok rugby match taking place on 29 July 2023 at the Ellis Park Stadium, Johannesburg ("**Ellis Park Match**");

4.1.2 for entry in accordance with Entry Mechanism 2: one (1) set of double tickets to the Ellis Park Match or one (1) set of double tickets to the Springbok rugby match taking place on 08 July 2023 at the Loftus Versfeld Stadium ("**Loftus Versfeld Match**"); and

4.1.3 for entry in accordance with Entry Mechanism 3: one (1) set of double tickets to the Ellis Park Match or one (1) set of double tickets to the Loftus Versfeld Match,

(each, a "**Prize**" and collectively, the "**Prizes**").

4.2 There are a total of forty (40) Prizes available to be won during the Competition Period and each Prize has a value of approximately nine hundred and fifty Rand (R950.00). The number of Prizes available to be won under each entry mechanism is within the Promoter's discretion.

- 4.3 There will be no travel arrangements made by the Promoter. A winner and their guest are responsible for making their own travel arrangements to and from the Ellis Park Match and Loftus Versfeld Match (herein after collectively referred to as the “**Rugby Matches**”) and if necessary, accommodation arrangements to attend the Rugby Matches at their own cost. The Promoter or its agents will not be liable for any costs and expenses not expressly stated in these Competition Rules, including any travel, accommodation and expenses incurred by the winners while attending any one of the Rugby Matches.
- 4.4 No person may win more than one (1) Prize in this Competition.
- 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.
- 4.6 The Promoter or its nominated agent will deliver the Prizes to the winners of each entry mechanism as follows:
- 4.6.1 Entry Mechanism 1: the Prizes will be sent to the winners via direct message on Twitter; and
- 4.6.2 Entry Mechanism 2 and Entry Mechanism 3: the Prizes will be delivered to the winners by the Promoter or its nominated agent to the relevant winners’ addresses within the Republic of South Africa or, at the Promoter’s discretion, sent electronically to the winner. The Promoter will contact the winners to arrange delivery of the Prizes.
- 5. Winner Selection and Notification**
- 5.1 Winners will be selected by a random draw process. The Promoter or its nominated agent will conduct two (2) random draws to select the winners of the Prizes. The draw for the winners of the Prizes to attend the Loftus Versfeld Match will take place on or before 07 July 2023 and the draw for the winners of the Prizes to attend the Ellis Park Match will take place on or before 27 July 2023 and will consist of all valid entries received during the Competition Period.

- 5.2 The Promoter or its nominated agent will notify the winners of each entry mechanism as follows:
- 5.2.1 Entry Mechanism 1: the winners will be notified via direct message on Twitter; and
- 5.2.2 Entry Mechanism 2 and 3: the winners will be called on the telephone number provided to sign up to the relevant website.
- 5.3 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 eighteen (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. After a Participant has been informed of certain Competition requirements by the Promoter or an individual, including (without limitation) those set out in Competition Rule 1.1 (a)-(d), 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.

- 6.4 A Participant will be ineligible to win, and automatically be excluded from winning, a Prize under this Competition if a Participant previously won a prize to the value of R10 000 or more in the preceding 12 months from the start date of this Competition.

## 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 the Prize/s 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 A winner shall procure the compliance by his/her guests of these Competition Rules and hereby indemnifies the Promoter, its associated companies, and the directors, officers, employees and agents of the Promoter and of its associated companies, against any and all losses, whether direct, indirect, consequential or otherwise arising out of a claim or threatened claim by a guest in relation to this Competition.
- 8.4 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.

- 8.5 Each Participant, by participating in the Competition, acknowledges, agrees and expressly consents to:
- 8.5.1 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
  - 8.5.2 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.
- 8.6 With the exception of Competition Rule 8.5 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.
- 8.7 A Participant may submit a request at <https://www.sab.co.za/content/data-subject-request-0> for the Promoter to:
- 8.7.1 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
  - 8.7.2 destroy or delete a record of personal information about the Participant that the Promoter is no longer authorised to retain.
- 8.8 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.

- 8.9 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.
- 8.10 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.
- 8.11 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.
- 8.12 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.
- 8.13 **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.**
- 8.14 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.

- 8.15 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.
- 8.16 These Competition Rules are also available on <https://www.castlelager.co.za/terms-use>.