
CASTLE LAGER - SUPPORT THE SPRINGBOKS IN FRANCE 750ML PROMO COMPETITION RULES

11 AUGUST 2023 - 28 OCTOBER 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 in two parts: in respect of the Main Prize (defined below), from 11 August 2023 until 23 August 2023, and in respect of the Instant Prize (defined below), from 11 August 2023 until 28 October 2023, all dates inclusive, or until the Promoter provides a public notice that the Competition has ended, whichever is earlier (each a “**Competition Period**”). Entries will only be accepted during the Competition Period.

3. COMPETITION ENTRY PROCESS

- 3.1 To enter the Competition, Participants must do the following:
- 3.1.1 purchase 1 x Castle Lager 750ml in a returnable bottle with Competition branding (the “**Qualifying Product**”) at any authorised liquor outlet;
- 3.1.2 locate a unique code on the crown/neck of the Qualifying Product; and

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- 3.1.3 dial *120*1895*, enter the unique code and end with the hash key (e.g., *120*1895*unique code#) and provide any further information as prompted.
- 3.2 Entry is only valid through this medium and manner.
- 3.3 Participants who successfully complete the entry steps mentioned in Competition Rule 3.1 above will be prompted to engage further to win an Instant Prize (detailed below) and will automatically be entered into a draw for a chance to win a Main Prize (as further detailed in Competition Rule 4 below).
- 3.4 A Participant may only enter the Competition once.
- 3.5 The Promoter does not guarantee in-store stock availability of the Qualifying Product, which shall at all times be subject to in-store stock availability at the relevant authorised liquor outlet, it being recorded that the Promoter shall not in any manner whatsoever be liable should the available stock be depleted prior to a Participant being able to purchase the Qualifying Product at the relevant authorised liquor outlet.
- 3.6 USSD costs will be charged at a rate of 20 cents per 20 seconds. Participants are liable for their own data and voice charges in respect of the participation in the Competition as well as any verification process, if applicable.
- 4. DESCRIPTION OF THE PRIZES**
- 4.1 The instant prize for this Competition is one of eight thousand R10 airtime vouchers redeemable for any cellular network registered in the Republic of South Africa (the “**Instant Prize**”).
- 4.2 The main prize for this Competition is one of five trips (the “**Main Prize(s)**”) for a winner and an additional guest of their choice (each, an “**Attendee**” and collectively, the “**Attendees**”) to support the Springboks in France. The details of what the Main Prize includes is subject to the Promoter’s sole discretion and confirmation and may change at any time during the Competition Period with notice to a winner and/or Attendee. The Main Prize currently includes:
- 4.2.1 the Attendees’ reasonable transportation costs to and from the relevant airport(s)

(both domestically and internationally). The Attendees will depart from South Africa to France on or about 22 September 2023 and return to South Africa on or about 25 September 2023;

- 4.2.2 visa application costs for each Attendee;
 - 4.2.3 return international tickets for the Attendees from South Africa to the nearest international airport in France;
 - 4.2.4 accommodation which includes daily meals (breakfast, lunch, and supper) for the duration of the trip; and
 - 4.2.5 the Attendees reasonable transportation costs between a local venue and the Attendees' place of accommodation in France.
- 4.3 There are a total of five Main Prizes available to be won during Competition Period and each Main Prize has a value of approximately R200,000.
- 4.4 For clarity, all Attendees shall be deemed to be Participants under these Competition Rules and, accordingly, all provisions of these Competition Rules which apply to the Participants shall also apply to the Attendees. In order to receive a Main Prize and travel to France, each Attendee will be required to sign and submit an indemnity form to the Promoter, which will be provided by the Promoter.
- 4.5 The Promoter will pay for the cost of international travel, provided that an Attendee shall be responsible for obtaining all travel documents (such as passports or visas). Attendees must on request provide the Promoter with a copy of his/her identity and/or travel documents in order for the Promoter to arrange the relevant flights. If an Attendee is sent home for bad behaviour or for any misconduct as determined in the Promoter's discretion, then the Promoter is entitled to recover the costs of travel from the relevant Attendee.
- 4.6 A Participant may win more than one Instant Prize or both an Instant Prize and a Main Prize but may not win more than one Main Prize in this Competition.
- 4.7 A winner may not transfer an Instant Prize or Main Prize (together the "Prizes"), 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.

- 4.8 The Promoter or its agent will contact the winners of a Main Prize via a phone call on or about 23 August 2023 to provide further details and arrange for the winners to receive their Main Prizes. An Instant Prize will immediately be credited to a winner's cell phone number upon notification that the winner has won an Instant Prize.

5. WINNER SELECTION AND NOTIFICATION

- 5.1 Winners of the Main Prize will be selected by a random draw process. The draw will take place on or about 23 August 2023 and will consist of all valid entries received during the Competition Period.
- 5.2 Winners of the Main Prize will be notified by the Promoter via phone call on or about 23 August 2023. 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 The Attendees 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. An Attendee 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 Main Prize. 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 Main Prize being awarded to the Attendees is subject to the Attendees being in possession of their own valid passports which must remain valid for at least 6 months before and after the travel commencement date, which will be on or about 22 September 2023.
- 6.3 A Main 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.

6.4 The Promoter reserves the right to carry out audits in respect of an Attendee to verify his/her eligibility and/or the validity of an Attendee's entry. After an Attendee 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.

6.5 A Participant and/or Attendee will be ineligible to win, and automatically be excluded from winning, a Main Prize under this Competition if a Participant and/or Attendee 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 The Attendees 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 a Prize.

7.2 If a winner is unable to attend, receive or utilise (as applicable) a Main Prize, then their entire Main 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 Main Prize.

7.3 Time permitting and subject to the Promoter's approval, where a Main 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, the Attendees shall ensure that it is enjoyed responsibly.

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- 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 and/or Attendee, by participating in the Competition, acknowledges, agrees and expressly consents to:
- 8.4.1 the Promoter processing the Participant's and/or Attendee'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 and/or Attendee 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 and/or Attendee in the Promoter's possession or under its control that is inaccurate, irrelevant, excessive, out

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- of date, incomplete, misleading or obtained unlawfully; or
- 8.6.2 destroy or delete a record of personal information about the Participant and/or Attendee 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 the Attendees which are not expressly contemplated as part of a Main 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 and Attendee 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.**
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- 8.13 Winners of this Competition are excluded from winning any further promotional competitions run by the Promoter for a 24-month period after winning.
- 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 www.castlelager.co.za.