

## STELLA ARTOIS LETS DO DINNER FOP COMPETITION RULES

**19 AUGUST 2024 – 15 OCTOBER 2024**

### 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 **19 August 2024** until **15 October 2024**, 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 X Stella Artois Draughts** (The “**Qualifying Product**”) At **Reach As Listed In Annexure A** (The “**Participating Outlet**”)
  - 3.1.2 Scratch the scratch card received together with their purchase of the Qualifying Product. The scratch card will indicate if the Participant has won a **Limited Edition Stella Artois Chalice** (“**Instant Prize**”).

- 3.1.3 The Participant will automatically be entered into a draw for the Main Prize as revealed in 4 below.
- 3.2 Participants are liable for their own data and voice charges in respect of the Competition participation as well as any verification process, if applicable.
- 3.3 Entry is only valid through this medium and manner.
- 3.4 A Participant may enter the Competition 3 times a day.

#### **4. DESCRIPTION OF PRIZE**

- 4.1 There two sets of prizes for this Competition.
- 4.2 The instant prize is a **Limited-Edition Stella Artois Chalice ("Instant Prize")**. To win, simply scratch the card to reveal and claim the Instant Prize.
- 4.3 The main prize is a luxurious dinner for 6 people at the Participating Outlet where the winner purchased the Qualifying Product and obtained the scratch card referred to in 3.1.2 (the "**Main Prize**"). The winner is chosen through a draw
- 4.4 There is a total of **1920 Limited Edition Stella Artois Chalice ("Instant Prize")** Prizes available to be won during Competition Period and has a total value of approximately **R 99 840**.
- 4.5 There is a total of **5 Luxurious Dinner Experiences** (the "**Main Prize**") available to be won during Competition Period and each Prize has a value of approximately **R9 000** . Each dinner experience includes:
- A selection of food, beverages (exclusively SAB products) and all necessary dinner setup arrangements, including seating, decor, and tableware.
- 4.6 The organizers reserve the right to amend or substitute any of the inclusions without prior notice due to unforeseen circumstances.
- 4.7 A winner is responsible for the cost of travel to the local venue or event.

- 4.8 A winner will be required to sign (and will ensure that his/her guests also sign) a waiver and indemnity form relating to the Prize, which will be provided by the Promoter, and a signed copy of which must be returned to the Promoter prior to attendance of the event.
- 4.9 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.
- 4.10 No person may win the main prize more than once in this Competition.

## 5. WINNER SELECTION AND NOTIFICATION

- 5.1 The Instant Prize will be revealed on the scratch card and will be redeemable at the Participating Outlet.
- 5.2 For the Main Prize, a winner will be selected by a random draw process. The draw will take place on or before **31 October 2024** and will consist of all valid entries received during the Competition Period.
- 5.3 A winner will be notified by the Promoter **via email and/or telephone** on or before **12 November 2024**. 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 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 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 a 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 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.
- 8.3 In the event of a dispute, the Promoter's decision is final and binding and no correspondence will be entered into.
- 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.stellaartoisafrica.com/en-za/node/17>



## ANNUXTURE A

## FOP GA REACH

Sold-to party	Outlet Name	Goup	GAM	Region
704121	CAFE PARADISO (NTO)	MADAM ZINGARA	GH	CAPE
789438	HAARLEM & HOPE T/A PUBLIC GARDENS R	MADAM ZINGARA	GH	CAPE
655757	PRIMI PIATTI CAMPS BAY (NTO)	PRIMI PIATTI	GH	CAPE
655756	PRIMI PIATTI CAVENDISH (NTO)	PRIMI PIATTI	GH	CAPE
642002	PRIMI PIATTI CONSTANTIA	PRIMI PIATTI	GH	CAPE
596313	PRIMI PIATTI WATERFRONT	PRIMI PIATTI	GH	CAPE
384590	PATINA NEWLANDS	Copper Club Eatery	GH	CAPE
390317	COPPERCLUB EATERY (TABLE VIEW)	Copper Club Eatery	GH	CAPE
638151	CAFE MANHATTAN	MADAM ZINGARA	GH	CAPE
634362	PRIMI PIATTI CANAL WALK	PRIMI PIATTI	GH	CAPE
691638	PRIMI PIATTI CT AIRPORT (NTO)	PRIMI PIATTI	GH	CAPE
602645	PRIMI PIATTI TABLEVIEW	PRIMI PIATTI	GH	CAPE
662794	Copper Club Eatery - Tygerwaterkant	Copper Club Eatery	GH	CAPE
677148	Patina D'aria	Copper Club Eatery	GH	CAPE
434626	COPPER CLUB PLATTERKLOOF	Copper Club Eatery	GH	CAPE
717260	Taso Balito	Taso	BV	EAST COAST
564177	BUTCHER BOYS FLORIDA ROAD	BUTCHER BOYS	GH	EAST COAST
564486	BUTCHER BOYS UMHLANGA	BUTCHER BOYS	GH	EAST COAST
707830	CRAWDADDYS TZANEEN	CRAWDADDY'S	CVS	INLAND
480985	Fireroom Mall of Africa	FIREROOM	BV	INLAND
541316	Villa Bianca	FIREROOM	BV	INLAND
681179	Piatto Faramere	Piatto	BV	INLAND
392202	Fireroom Bedfordview	FIREROOM	BV	INLAND
665167	Piatto Stone Ridge	Piatto	BV	INLAND

761891	Piatto Midrand	Piatto	BV	INLAND
620213	Piatto Sandton	Piatto	BV	INLAND
552806	CRACKER ZACS - ROSEBANK	CRACKER ZACS	CVS	INLAND
664187	Fireroom Monte Casino	FIREROOM	BV	INLAND
675790	Piatto Dainfern	Piatto	BV	INLAND
626958	Piatto Eastgate	Piatto	BV	INLAND
669470	Parrots Clearwater	Parrots	BV	INLAND
477152	CRAWDADDYS TRICHHARDT	CRAWDADDY'S	CVS	INLAND
431385	Parrots Wonderpark	Parrots	BV	INLAND
654505	Piatto Alberton	Piatto	BV	INLAND
481877	Piatto Mall of the South	Piatto	BV	INLAND
550708	BUTCHER BOYS MEYERSDAL	BUTCHER BOYS	GH	INLAND
399856	Fireroom Castle gate	FIREROOM	BV	INLAND
549331	CRAWDADDYS SILVER LAKES	CRAWDADDY'S	CVS	INLAND
378308	CRAWDADDYS WATERGLEN	CRAWDADDY'S	CVS	INLAND
665199	CRAWDADDYS CENTURION	CRAWDADDY'S	CVS	INLAND
629839	CRAWDADDYS MONTANA	CRAWDADDY'S	CVS	INLAND
390903	Taso Hazelwood	Taso	BV	INLAND
468033	Amigos Hazelwood	Taso	BV	INLAND
692174	Parrots Centurion	Parrots	BV	INLAND
625044	CRAWDADDYS BROOKLYN	CRAWDADDY'S	CVS	INLAND
798612	CRACKER ZACS - MENLYN MALL	CRACKER ZACS	CVS	INLAND
614704	Parrots Menlyn	Parrots	BV	INLAND
689044	Parrots Kolonade	Parrots	BV	INLAND
351204	Foodchain Menlyn	Parrots	BV	INLAND
389885	Foodchain kolonade	Parrots	BV	INLAND
TBC	Fireroom Reloaded	FIREROOM	BV	#N/A
TBC	Fireroom Zimbali	FIREROOM	BV	#N/A
434403	Fireroom Hazelwood	FIREROOM	BV	#N/A
434404	Freddo Hazelwood	FIREROOM	BV	#N/A
TBC	Calistos	Piatto	BV	#N/A
434105	Del Mar Hazelwood	Taso	BV	#N/A
TBC	THE TERRACE NEWLANDS	Copper Club Eatery	GH	#N/A
TBC	BOTANY NEWLANDS	Copper Club Eatery	GH	#N/A
TBC	BOTANY D'ARIA	Copper Club Eatery	GH	#N/A