

STELLA ARTOIS ALWAYS ON GIVEAWAY COMPETITION RULES

24 AUGUST 2022 - 31 DECEMBER 2022

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 all entrants (“**Participants**”) constitutes acceptance of these Competition Rules.

2. Competition Period

This Competition will run in 3 (three) parts as follows: (i) the Dinner Prize will run from 24 August 2022 until 2 October 2022; (ii) the Picnic Basket Prize will run from 1 September 2022 until 26 October 2022; and (iii) the Hosting Kit Prize will run from 1 November 2022 until 31 December 2022, all dates are 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 Stella Artois Facebook page (available at @StellaArtoisAfrica). A valid Facebook account and internet access will be required in order to successfully enter this Competition.
- 3.2. In order to enter the Competition, a Participant must sign up via the lead generation form by clicking on the Stella Artois pop up advertisement for this Competition that will appear in a Participant’s newsfeed, story or marketplace on Facebook and follow the prompts. The prompts will require a Participant to complete a questionnaire, providing the following information: (i) name; (ii) surname; (iii) email address; (iv) age; (v) country and province resident in; (vi) gender and (vii) cell phone number, and to answer all of the following questions: (a) *what are you interested in?*, (b) *how often do you drink*

Stella Artois?, (c) when hosting, what is the most important to you?, (d) where do you drink Stella Artois?, (e) how best do you enjoy Stella Artois?, and (f) what meal course do you enjoy pairing your Stella Artois with?.

- 3.3. Once a Participant has successfully completed the sign-up process in Competition Rule 3.2, a Participant will be deemed to have entered the Competition.
- 3.4. Entry is only valid through this medium and in this manner. A Participant may enter the Competition as many times as he/she wishes.
- 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 for this Competition are the following (each, a **"Prize"** and collectively the **"Prizes"**):
 - 4.1.1. 2 x dinner for a winner and an additional attendee (each, an **"Attendee"** and collectively the **"Attendees"**) valued at approximately R2,800.00 each to be held at any Stella Artois spiritual home (the **"Venue"**) and will take place on or about 29 October 2022 at or about 18h00 or as otherwise notified by the Promoter. The Dinner Prize will include a four-course meal, Stella Artois drinks, plates, cutlery, plate mats, and Stella Artois branded chalices for the Attendees (the **"Dinner Prize"**). Should a winner of the Dinner Prize be resident in a city where there is no Stella Artois spiritual home, they will be offered a voucher to the same value as the Dinner Prize to redeem at a restaurant of their choice;
 - 4.1.2. 2 x Stella Artois picnic baskets valued at approximately R2,950.00 each which will include the following in varying quantities: (a) 4 x Stella Artois branded chalices, (b) 1 x round cheese board, 1 x cheese knife, (c) 4 x linen napkins, (d) 4 x knives, (e) 4 x forks, (f) 4 x spoons, (g) 1 x bottle opener, and (h) 1 x salt and pepper shaker set (the **"Picnic Basket Prize"**); and
 - 4.1.3. 2 x hosting kits valued at approximately R3,800.00 each which will include the following in varying quantities: (a) 1 x cutting board, (b) 1 x cheese knives set, (c) 1 x blue tooth speakers set, (d) 2 x leather place mats, (e) 4 x linen napkins, (f) 2 x bottles of Stella Artois 330ml non-returnable bottles, and (g) 4 x Stella Artois branded chalices (the **"Hosting Kit Prize"**).
- 4.2. For the avoidance of doubt, all Attendees shall be deemed to be Participants under these Competition Rules and, accordingly, all provisions of these Competition Rules which apply to Participants shall also apply to the Attendees.

- 4.3. The Promoter will not pay for the travel costs of the Attendees to the Venue or any related cost and expenses not stated as part of the Dinner Prize. All Attendees are responsible for making their own travel arrangements to receive the Dinner Prize. Each Attendee will be required to sign and submit an event indemnity form to the Promoter, to be provided by the Promoter.
- 4.4. There are a total of 6 (six) Prizes available to be won during Competition Period.
- 4.5. No person may win more than one Prize in this Competition.
- 4.6. 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.
- 4.7. The Picnic Basket Prize and Hosting Kit Prize will be delivered by the Promoter or its nominated agent to a winner's nominated address within the Republic of South Africa on or after the following dates: 11 November 2022 for the Picnic Basket Prize and 20 January 2023 for the Hosting Kit Prize. The Promoter will contact a winner to arrange delivery. The winners of the Dinner Prize will be contacted via their email address and through a telephone call on or about 10 October 2022 by the Promoter or its nominated agent to provide all details relating to the winner's attendance at the Dinner Prize.

5. Winner Selection and Notification

- 5.1. Winners will be selected by a random draw process.
- 5.2. There will be 3 (three) random draws to select two winners for each Prize as follows:
 - 5.2.1. 10 October 2022 for the Dinner Prize;
 - 5.2.2. 31 October 2022 for the Picnic Basket Prize; and
 - 5.2.3. 6 January 2023 for the Hosting Kit Prize.
- 5.3. All three draws will consist of all valid entries received during the Competition Period.
- 5.4. Winners will be notified by the Promoter via their email address and by telephone call on: 10 October 2022 for the Dinner Prize, 31 October 2022 for the Picnic Basket Prize, and 6 January 2023 for the Hosting Kit Prize. 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 (eighteen) 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 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 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 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. 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 Promotor 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 Promotor 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 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 <https://www.stellaartoisafrika.com/en-za/registration>.