

STELLA ARTOIS WOMEN'S DAY GIVEAWAY COMPETITION RULES

9 AUGUST 2023 - 15 AUGUST 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 9 August 2023 until 15 August 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 Promoter's official Stella Artois Facebook, Instagram and Twitter/X pages (the "**Stella Artois Page(s)**"). A valid social media account and internet access is required to successfully enter the Competition. Participants can enter the Competition on any Stella Artois Page.
- 3.2 The Promoter will publish various posts about the Competition entry process on the Stella Artois Pages on or about 9 August 2023 (the "**Competition Post(s)**"). To enter the Competition, a Participant must do the following: (a) in a comment on or reply to a Competition Post, tag a valid social media account of a woman they would like to honour on Women's Day and bring with them to enjoy the Stella Artois dining experience; and (b) include the hashtags #TheLifeArtois and #MakeTime in such comment or reply.
- 3.3 Entry is only valid through this medium and in this manner. A Participant may enter the Competition as many times as he/she wishes.

- 3.4 Each successful completion of the entry steps referred to in Competition Rule 3.2 will constitute a valid entry by the Participant to the Competition and, for each entry, the Participant's name or relevant social media account handle will automatically be entered into the draw for a chance to win a Prize (the Prize being further detailed in Competition Rule 4).
- 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 prize for this Competition is a Stella Artois exclusive dining experience for the winner and an additional guest of their choice (each, an "**Attendee**" and collectively, the "**Attendees**") to be held at one of Stella Artois' spiritual homes in a winner's province of residence (the "**Venue**") at a time and date to be confirmed and notified by the Promoter or its agent (the "**Prize**"). The details of what the Prize entails is subject to the Promoter's sole discretion and confirmation and currently includes food and drinks for each Attendee.
- 4.2 There are a total of 2 Prizes available to be won during the Competition Period and each Prize has a value of approximately R5,670.00.
- 4.3 The Attendees are responsible for their own cost of travel to and from the Venue and the Promoter will not be liable for any expenses not expressly stated as part of a Prize, including accommodation and personal costs incurred by the Attendees as a result of attending the dining experience.
- 4.4 No person may win more than one Prize in this Competition.
- 4.5 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 Prize, each Attendee will be required to sign and submit an indemnity form to the Promoter, which will be provided by the Promoter.
- 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.

5. WINNER SELECTION AND NOTIFICATION

- 5.1 Winners will be selected by a random draw process. The draw will take place on or about 14 August 2023 and will consist of all valid entries received during the Competition Period.
- 5.2 On or about 14 August 2023, winners will be notified by the Promoter via direct message from the relevant Stella Artois Page to their relevant social media account used by the Participant to enter the Competition. Winners will be asked to provide their name, surname and phone number in order for the Promoter or their agent to arrange fulfilment of the Prize in

accordance with Competition Rule 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.

- 5.3 Within one week following notification in accordance with Competition Rule 5.2 and subject to successful winner verification in accordance with Competition Rule 6, winners will be contacted by the Promoter or their agent via phone call, to make arrangements for the winners to receive their Prizes.

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. The Attendees 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 the Attendees to verify his/her eligibility and/or the validity of their 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.
- 6.4 A Participant and/or Attendee 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 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 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, the Attendees 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 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 and/or Attendee'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 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 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 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.**
- 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.stellaartoisafrica.com/en/node/17>.