STELLA ARTOIS HOLIDAY GIFTING SELF SERVICE COMPETITION RULES

17 NOVEMBER 2025- 25 DECEMBER 2025

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 **17 November 2025** until **25 December 2025**, 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 a case (24 units) of Stella Artois 330ml OR Stella Artois 410ml (the "**Qualifying Products**") at participating outlets listed in Annexure A, while stocks last.

Scan the QR code found on the point of sale to be led to the microsite. Enter your details and upload a picture of your till slip to enter the competition.

3.1.2 Entry is only valid through this medium and manner.

3.1.3 A Participant may enter the Competition through this medium and manner a maximum of twice per day.

3.1.4 Participants are liable for their own data charges in respect of the Competition participation as well as any verification process, if applicable.

4. DESCRIPTION OF PRIZE

4.1 There is one main prize available to be won for the duration of this Competition (referred to as the "Main Prize"). The Main Prize is a trip to Belgium for the winner and one guest ("Attendee") which is valued at ZAR100,000.00 only, and includes and is limited to the following:

4.1.1 Three (3) nights accommodation in a single hotel room at a hotel of the Promoter's choice.

4.1.2 Ground transportation to experiences (as determined within the sole discretion of the Promoter), including airport transfers;

4.1.3 All meals covered including Stella Artois curated Dinner & Drinks, hotel breakfasts. All provisions are at the discretion of the Promoter.

4.1.4 Any expenses outside of this will be at the cost and discretion of the individuals,

4.2 The Promoter will pay for the cost of international travel (including VISA procurement), provided that a winner shall be responsible for obtaining all travel documents (such as passports). A winner 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.

4.3 The main prize will include a return economy class flight from O.R. Tambo International Airport in Johannesburg or Cape Town International Airport (to be chosen at the discretion

of the winner) to an airport in Belgium, as communicated by the Promoter. The winner will be responsible for making their own way to the selected departure airport.

4.4 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.

4.5 For the avoidance of doubt, all attendees shall be deemed to be participants (or winners as applicable) under these competition rules and, accordingly all provisions of these competition rules shall also apply to the attendees (except in relation to entry) each attendee will be required to sign and submit an indemnity form to the promoter, which will be provided by the promoter. Winners will ensure their guests comply with these competition rules.

4.6 In addition to the Main Prize, secondary prizes are available to be received during the Competition Period (the "**Secondary Prizes**") while stocks last. The secondary prizes are:

Festive crackers with a holiday-inspired prize inside, to be determined at the sole discretion of the Promoter.

4.7 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.

4.8 No person may win more than one Main Prize or Secondary Prize in this Competition.

5. WINNER SELECTION AND NOTIFICATION

5.1 A winner will be selected by a random draw process determined by the Promoter. The draw will take place on or before **30th January 2026** and will consist of all valid entries received during the Competition Period. The winner will be verified and vetted by **27th February 2026.**

5.1.1 A winner will be notified by the Promoter via TELEPHONE CALL on or before **13th February 2026**. If the Promoter is unable to contact a winner after 3 attempts by telephone, he/she will be disqualified and a substitute winner may at the discretion of the Promoter be selected, using the same winner selection process.

5.1.2 A winner must have uploaded a picture of their till slip reflecting that the Qualifying Products were purchased from a participating outlet in order to enter the competition.

5.1.3 All prize amounts are before tax, and the winning party is responsible for all tax declarations in line with the law of South Africa.

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 1.2 and the requirements in these Competition Rules, which may be verified by or on behalf of the Promoter. A Participant will be required to provide a copy of his/her legal and valid identity document & passport & proof of residential address & proof of purchase, if applicable, in order to be eligible to receive the Prize. These documents must be provided within 24 hours of the promoter making contact with the pre-selected winner. 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 1.2 (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 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 cancelations 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

Annexure- A:

Outlet Name
WOOLWORTHS TYGERVALLEY
WOOLWORTHS WATERSTONE VILLAGE and 3
WOOLWORTHS LIQUOR STELLENBOSCH SQUA
WCELLAR MOUNTAIN MILL
WOOLWORTHS ADDERLEY STREET 103
WOOLWORTHS LIQUOR HOUTBAY
WOOLWORTHS TABLE BAY WCELLAR - 1040
WCELLAR PLETTENBERG BAY - 243
WOOLWORTHS WILKOPPIES LIQUOR STORE
WOOLWORTHS HILLCREST 335
WOOLWORTHS GLENVISTA AND 418
WOOLWORTHS RIDGEVIEW WESTWAYS AND 5
WOOLWORTHS LIFESTYLE CROSSING 3103
WOOLWORTHS LIQUOR TOWN SQUARE
WOOLWORTHS LONEHILL 3069
WOOLWORTHS BROADACRES 3093
WOOLWORTHS LIQUOR STORE - NICOLWAY
WCELLAR BENMORE GARDENS - 3162
WOOLWORTHS CRESTA 452
WOOLWORTHS BEDFORDVIEW AND 3093
WOOLWORTHS EASTGATE WCELLAR - 473
WOOLWORTHS THE NEIGHBOURHOOD SQ 321
WOOLWORTHS THE GREENERY 3218
HAZYVIEW JUNCTION WCELLAR
WOOLWORTHS JEAN CROSSING AND 3138
WOOLWORTHS BROOKLYN AND 405
WOOLWORTHS WOODLANDS BOULEVARD AND
WCELLAR GROOT PHESANTEKRAAL