STELLA ARTOIS FIND THE DIGITAL WHITE CAN AR – CHECKRES SIXTY60 – 12 JUNE 2026 – 12 JULY 2026

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 **12 JUNE 2026** until **12 JULY 2026** 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

This Competition will be conducted via the Checkers Sixty60 social media pages in collaboration with the Stella Artois Africa social media pages, including Instagram, Facebook, X and TikTok.

3.1 To enter the Competition, a Participant must:

(a) Click on the link contained in the qualifying social media post, which will direct the Participant to the Augmented Reality ("AR") microsite.

(b) Upon accessing the microsite, confirm that he/she is 18 years of age or older and submit the required personal information, including name, surname and mobile number.

(c) Proceed through the microsite and access the augmented reality experience and

game instructions.

(d) Place the augmented reality experience into his/her environment by pointing his/her mobile device camera at the floor and tapping the screen.

(e) Search for the digital Stella Artois White Can within the augmented reality experience. Once located, the Participant must tap on the can and swipe down to open it.

(f) Upon successfully locating and opening the digital Stella Artois White Can, the Participant will be entered into the prize draw and stand a chance to win a prize, as follows:

(i) Winners of the main prize will be selected by means of a random draw.

(j) Successfully locating and opening the Digital Stella Artois White Can does not guarantee that a participant will win a Main Prize.

(k) Participants may enter the Competition once per day during the Competition Period.

3.2 Participants are responsible for their own data charges incurred in accessing and participating in the Competition, including any verification process, where applicable.

3.3 Entries will only be accepted through the prescribed medium and in the manner set out above.

3.4 A Participant may enter the Competition once per day throughout the Competition Period.

4. DESCRIPTION OF PRIZE.

4.1 The main prize for this Competition (the "**Main Prize**") consists of a Checkers coupon code redeemable only in-store and only against the purchase of Stella Artois products (the "Prize").

4.2 There are a total of **three thousand two hundred** (3,200) Main Prizes available to be won during the Competition Period. The total value of all Main Prizes is R90,380.00 and will be distributed as follows:

4.2.1 Week 1: Eight hundred (800) coupon codes comprising:

4.2.1.1 Four hundred (400) coupon codes for 15% off;

4.2.1.2 Two hundred and forty (240) coupon codes for 30% off;

4.2.1.3 One hundred and twenty (120) coupon codes for 40% off; and

4.2.1.4 Forty (40) coupon codes for 100% off.

4.2.2 Week 2: Eight hundred (800) coupon codes comprising:

4.2.2.1 Four hundred (400) coupon codes for 15% off;

4.2.2.2 Two hundred and forty (240) coupon codes for 30% off;

4.2.2.3 One hundred and twenty (120) coupon codes for 40% off; and

4.2.2.4 Forty (40) coupon codes for 100% off.

4.2.3 Week 3: Eight hundred (800) coupon codes comprising:

4.2.3.1 Four hundred (400) coupon codes for 15% off;

4.2.3.2 Two hundred and forty (240) coupon codes for 30% off;

4.2.3.3 One hundred and twenty (120) coupon codes for 40% off; and

4.2.3.4 Forty (40) coupon codes for 100% off.

4.2.4 Week 4: Eight hundred (800) coupon codes comprising:

4.2.4.1 Four hundred (400) coupon codes for 15% off;

4.2.4.2 Two hundred and forty (240) coupon codes for 30% off;

4.2.4.3 One hundred and twenty (120) coupon codes for 40% off; and

4.2.4.4 Forty (40) coupon codes for 100% off.

4.3 Prizes are not transferable and may not be exchanged, substituted or redeemed for cash, either in whole or in part.

4.4 No Participant may win more than one (1) Prize in any given week of the Competition. For the avoidance of doubt, a Participant who has won a Prize in a particular week will remain eligible to participate in subsequent weeks of the Competition Period.

5. WINNER SELECTION AND NOTIFICATION

5.1 Upon successfully locating and opening the Digital Stella Artois White Can, participants will automatically be entered into the Main Prize draw and will stand a chance to win a Main Prize. Successfully locating and opening the Digital Stella Artois White Can does not guarantee that a participant will win a Main Prize.

5.2 Main Prize winners will be selected by means of a random draw process from all eligible entries received. The selection process will be conducted automatically based on the number of Main Prizes available per week, as set out in these Terms and Conditions. Participants selected as Main Prize winners will be notified via the microsite and will receive their coupon code via SMS to the mobile number provided during entry within one (1) Business Day.

5.3 Should the Promoter be unable to contact a winner, or should a winner be found to be in breach of these Terms and Conditions, such winner may be disqualified and an alternate winner may be selected using the same draw process.

5.4 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 1.1 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 utilize (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 utilize (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 the 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 utilization 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 authorized 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 endeavors 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