STELLA ARTOIS CY26: THE GENTLEMEN TRADE CAMPAIGN

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 31ST AUGUST 2026 until 12TH OCTOBER 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

3.1. To participate in the Competition and claim a prize, a Participant must: Purchase one (1) 330ml or 500ml Stella Artois draught (the "Qualifying Product") at a participating outlet as determined by the Promoter (the "Participating Outlets") listed in Annexure A (found on the Brands website: https://www.stellaartoisafrica.com/en-za/node/17, while stocks last.

3.1.1. Scan the QR code, complete the registration process to create an account, or log in using your phone number if you already have an account. Once registered or logged in, you will need to scan your Stella Artois Chalice and submit your entry to be entered into the main prize.

3.1.2. Participants will be notified immediately after submitting a qualifying entry if they have achieved "Perfect Serve". However, regardless of whether they achieve the "Perfect Serve" or not, they are entered into the competition to win the main prize.

3.2. Participants are liable for their own data 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 as many times as he/she wishes, to the maximum of 2 times per day under this Promotion.

4. DESCRIPTION OF PRIZE.

4.1. **The prizes for this Competition are:** A tailored suit from Button Brothers Tailoring. (the **"Prize").**

4.2. There is a total of fifty (50) Prizes available to be won during Competition Period and each Prize has a value of approximately R 9,500.

4.3. 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.

4.4. No person may win more than one Prize in this Competition.

4.5. Pregnant individuals are not eligible to enter the competition and will be disqualified.

4.6. A winner is responsible for the cost of travel to the Button Brothers Tailoring Store.

5. PRIZE SPECIFIC CONDITIONS

5.1. Made-to-Measure Service: Every Button Brothers garment is individually made to the client's measurements and selected design specifications.

5.2. Once production has commenced, significant design changes may not be possible.

5.3. Production Lead Times:

5.3.1. Standard lead time is approximately 6–8 weeks, unless otherwise communicated.

5.3.2. Lead times are estimates and may vary due to fabric availability, public holidays, supplier delays or unforeseen circumstances.

5.4. Fittings

5.4.1. Clients are expected to attend all scheduled fittings. Failure to attend fittings may delay completion.

5.4.2. Button Brothers cannot guarantee delivery dates if scheduled fittings are missed.

5.5. Alterations

5.5.1. Alterations required to achieve the agreed fit are included within 30 days of collection.

5.5.2. Alterations requested due to changes in preference or changes in the client's body measurements may incur additional charges that will not be covered in the prize value and is at your own expense.

5.6. Fabric Variations

5.6.1. Fabric colour may vary slightly from the collection within this prize - due to dye lots and lighting.

5.6.2. Natural fabrics may contain subtle variations that are characteristics of premium textiles rather than defects.

5.7. Collection & Storage

5.7.1. Clients will be notified once garments are ready.

5.7.2. Garments should be collected within 30 days of notification.

5.7.3. Button Brothers reserves the right to charge storage fees for garments left beyond this period which will not be covered by this prize and at the winners own expense.

5.8. Delivery

5.8.1. Courier costs are additional unless otherwise agreed.

5.8.2. Risk transfers to the client upon delivery to the nominated address.

5.8.3. Button Brothers is not responsible for courier delays beyond its control.

5.9. Photography

5.9.1. Button Brothers may photograph completed garments for marketing and portfolio purposes.

5.9.2. We will request permission before photographing identifiable clients.

5.10. Care Instructions

5.10.1. Clients should follow the recommended garment care instructions.

5.10.2. Damage caused by incorrect laundering, pressing or storage is not covered.

6. WINNER SELECTION AND NOTIFICATION

6.1. Winners are selected by way of an automated draw. A Participant will only be eligible to win a prize if they complete the claim process in accordance with these Terms and Conditions, including submission and verification of their personal information and image proof of the participating draught via the Promotion microsite.

6.2. Upon successful verification of a valid claim, the Participant will be deemed a winner (a "Winner").

6.3. A winner will be notified by the Promoter via Direct Message. 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. The Promoter will fulfil the prize within 1 Business Day

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

6.5. The Promoter reserves the right to request additional verification or documentation prior to confirming any Prize award.

7. WINNER VERIFICATION

7.1. 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.

7.2. 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.

7.3. 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.

7.4. 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.

7.5. Only once SAB has completed its internal vetting process and confirmed the final approved winner(s), shall the Promoter or its agent be authorised to contact the respective winner(s). No winner shall be considered confirmed or publicly announced until such approval has been granted in writing by SAB. Should the Promoter or its agent engage or notify any participant as a winner prior to receiving such written approval from SAB, SAB shall not be held liable for any commitments, representations, or expectations arising from such premature communication. The full responsibility - legal, financial, or reputational - will rest solely with the Promoter in such instances.

8. PRIZE FORFEITURE

8.1. 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.

8.2. 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.

8.3. 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.

9. GENERAL

9.1. Should the process for entry into the Competition or the Prize/s involve any alcoholic beverage, Participants shall ensure that it is enjoyed responsibly.

9.2. 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.

9.3. In the event of a dispute, the Promoter's decision is final and binding and no correspondence will be entered into.

9.4. 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.

9.5. Each Participant, by participating in the Competition, acknowledges, agrees and expressly consents to:

9.5.1. 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

9.5.2. 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.

9.6. 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.

9.7. A Participant may submit a request at https://www.sab.co.za/content/data-subject-request- 0 for the Promoter to:

9.7.1. 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

9.7.2. destroy or delete a record of personal information about the Participant that the Promoter is no longer authorized to retain.

9.8. 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.

9.9. 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.

9.10. 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.

9.11. 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.

9.12. 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.

8.13 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.

8.13 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.

8.13 These Competition Rules are also available on https://www.stellaartoisafrica.com/en-za/node/17