CY26 Q4 STELLA ARTOIS HOLIDAYS FOP COMPETITION RULES

2 NOVEMBER 2026 – 26 DECEMBER 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 2 November 2026 until 26 December 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 In order to enter the Competition, a Participant must:

3.1.1 purchase 2 Stella Artois draughts (the "Qualifying Product") at select FOP outlets as defined in Annexure A (the "Participating Outlet");

Commented [LL1]: **DRAFTING NOTE:** Please note that the SKU must be described in sufficient detail so that it is clear what product must be purchased to enter the competition.

DELETE this comment before publishing the rules.

3.1.2 purchase 2 Stella Artois draughts and try your hand at the perfect serve (the "Qualifying Product") at select FOP outlets as defined in Annexure A (the "Participating Outlet");

3.1.3

4. DESCRIPTION OF PRIZE

4.1 The prize for this Competition is a limited-edition Holidays Gifting chalice (the "Prize").

4.2 There is a total of five thousand seven hundred (5 700) Holidays gifting chalices available and seventy-two (72 chalices per outlet available to be won during Competition Period and each Prize has a value) of approximately R60.58.

4.3 If the Participant wins a Prize, then he/she shall collect his/her Prize immediately from the outlet while stocks last.

4.4 The Promoter does not guarantee in-store stock availability of a Prize, which shall at all times be subject to in-store stock availability at the relevant participating retailer or outlet, it being recorded that the Promoter shall not in any manner whatsoever be liable should the available stock be depleted prior to a winner being able to collect his/her Prize, and the Promoter shall not be liable to provide a prize (or prizes) or a good (or goods) in substitution for a Prize which is not available due to stock being depleted.

4.5 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.

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

5. WINNER SELECTION AND NOTIFICATION

5.1 A Prize will be awarded on a first come first served basis.

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 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 a 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 **Terms and Conditions | Stella Artois Africa**

ANNEXURE A

STP	Outlet Name
563984	IRENE COUNTRY CLUB
565142	WOODHILL COUNTRY CLUB
565266	Kloof Country Club
717494	SERENGETI GOLF ESTATE
552400	RANDPARK CLUB
646350	EAGLE CANYON COUNTRY CLUB
601077	Stellenbosch Golf Club
568293	MOUNT EDGECOMBE COUNTRY CLUB
584993	ARABELLA HOTEL & SPA
388413	HERON BANKS GOLF CLUB (NTO)
541316	VILLA BIANCA
433079	FIREROOM ZIMBALI - Same STP/ LL as Capital Zimbali 433079
480985	FIREROOM MALL OF AFRICA
434403	FIREROOM HAZELWOOD
399856	FIREROOM CASTLE GATE
392202	FIREROOM BEDFORDVIEW
564486	BUTCHER BOYS UMHLANGA
550708	BUTCHER BOYS MEYERSDAL
TBC	Butcher Boys Kyalami
564177	BUTCHER BOYS FLORIDA ROAD
436097	Butcher boys Ballito
397789	THE BARON UMHLANGA (NTO)
384537	THE BARON KYALAMI (NTO)
432502	THE BARON IRENE
637767	The Baron Fourways
552032	BARON AND QUAIL WOODMEAD
398542	011 BY THE BARON SANDTON (NTO)
610014	KREAM MONTE CASINO
617277	NOMAD MONTE CASINO
436749	NOMAD MALL OF AFRICA
480981	KREAM MALL OF AFRICA
650940	KREAM BROOKLYN
465402	MOO MOO'S SILVER LAKES
393321	MOO MOO'S PINESLOPES
489140	MOO MOO'S MENLYN MALL
683156	MOO MOO'S BROOKLYN SQUARE
480983	MOO MOO MALL OF AFRICA

707830	CRAWDADDYS TZANEEN
477152	CRAWDADDYS TRICHHARDT
549331	CRAWDADDYS SILVER LAKES
629839	CRAWDADDYS MONTANA
662455	Crawdaddys Menlyn
665199	CRAWDADDYS CENTURION
625044	CRAWDADDYS BROOKLYN
634565	MIKES KITCHEN RUSTENBURG
TBC	MIKE'S KITCHEN RIVONIA
598830	MIKES KITCHEN POTCH
794819	MIKES KITCHEN PE HUMEWOOD
550102	MIKE'S KITCHEN PARKTOWN
701672	MIKES KITCHEN MONTANA
639777	MIKES KITCHEN MILNERTON
637874	MIKES KITCHEN LOUIS TRICHARDT
593124	MIKE'S KITCHEN KLERKSDORP
384590	PATINA NEWLANDS
677148	PATINA D'ARIA
390317	COPPERCLUB EATERY sandown
434626	COPPER CLUB PLATTERKLOOF
662794	COPPER CLUB EATERY - TYGERWATERKANT
431553	HELLO ITS ME BOARDWALK (NTO)
769643	BRIDGE STREET BREWERY
601187	LA PARADA CONSTANTIA NECK
TBC	PARADISO MONTE CASINO
790372	LA PARADA WATERFALL MALL
TBC	LA PARADA ROSEBANK
TBC	LA PARADA OLIVEDALE CORNER
TBC	LA PARADA NELSON MANDELA SQUARE
391821	LA PARADA MODIAL (V AND A WATERFRONT)
435748	LA PARADA MENLYN MAINE
TBC	LA PARADA MELROSE ARCH
TBC	LA PARADA KYALAMI CORNER
TBC	LA PARADA KLOOF STREET
TBC	LA PARADA IRENE VILLAGE
430495	LA PARADA GATEWAY
430415	LA PARADA CENTURY CITY
392759	LA PARADA - SUNCOAST
TBC	LA PARADA - CEDAR SQUARE
TBC	OLD TOWN ITALY MENLYN

TBC	OLD TOWN ITALY Constantia
TBC	OLD TOWN ITALY
TBC	OLD TOWN ITALY Umhlanga
625734	SIROCCO
686353	34 TAPAS AND OYSTERS
582616	34 DEGREE SOUTH THE MARKET
394925	JACKSON AND BLACK TYGERVALLY
436438	Jackson and Black Strand
591157	JACKSON AND BLACK PAARL
596313	PRIMI PIATTI WATERFRONT
602645	PRIMI PIATTI TABLEVIEW
664472	PRIMI PIATTI MELROSE ARCH
703932	PRIMI PIATTI EASTGATE
691638	PRIMI PIATTI CT AIRPORT (NTO)
642002	PRIMI PIATTI CONSTANTIA
634362	PRIMI PIATTI CANAL WALK
655757	PRIMI PIATTI CAMPS BAY (NTO)
662589	Cattle Baron Constantia
656058	Cattle Baron strand Street
482954	Cattle Baron Table View
438478	Cattle Baron Tyger Waterfront
717349	Cattle Baron Stellenbosch
685826	Cattle Baron Durbanville