CY26 Q4 STELLA ARTOIS HOLIDAYS PICK N PAY 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 any case of Stella Artois (330ml bottle, 410ml can or 620ml bottle) (the "Qualifying Product") at select Pick N Pay Liquor Outlets defined in Annexure A (the "Participating Outlet");

4. DESCRIPTION OF PRIZE

4.1 The prize for this Competition is a Stella Artois Holiday Gifting Chalice (the "Prize").

4.2 There is a total of four thousand six hundred and sixty-four (4 464) holiday gifting chalices available and thirty-six (36) Holidays Gifting Chalices available per outlet available to be won. Prizes 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 stock lasts.

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.

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
395539	PICK N PAY PAM GOLDING WC64
397490	PICK N PAY LIQUOR (GARDENS) WC01
590917	PICK N PAY SEA POINT
650915	PICK N PAY CLAREMONT
689965	PICK N PAY OBSERVATORY
707030	PICK N PAY KENILWORTH COR LIQUOR ST
729815	PICK N PAY RONDEBOSCH WF08
774941	PICK N PAY CORPORATE WTERFRONT WC27
791385	PICK N PAY STRAND STREET FAMILY WF1
473068	PICK N PAY LIQUOR ROSMEAD WC58
391048	PICK N PAY SIMONS TOWN WF41
393452	PICK N PAY FISHHOEK WF29
399910	PICK N PAY 3 ART'S VILLAGE - WC91
542591	PICK N PAY WC16 LONGBEACH
583014	PICK N PAY TOKAI
583457	PICK N PAY MUIZENBERG
594944	PICK N PAY CONSTANTIA
602173	PICK N PAY LIQUOR LAKESIDE
668774	PICK N PAY STEENBERG WD24
702149	PICK N PAY PLUMSTEAD WD21
317842	PICK N PAY WC60 HOUT BAY
380203	PICK N PAY WF39 RIEBEEK WES
601215	PICK N PAY VREDENBURG
640440	PICK N PAY LANGEBAAN
394108	PICK N PAY NDWAMBA MARKET WS13
394847	PICK N PAY PHILLIPI WF37
397760	PICK N PAY EPPING GARDENS - WC59
596811	PICK N PAY MITCHELLS PLAIN
650255	PICK N PAY OTTERY
438244	PICK N PAY ATLANTIS WC88
438980	PICK N PAY KHAYELITSHA - WF33
703933	PICK N PAY CENTURY CITY
387824	PICK N PAY WC72 TABLE BAY MALL
588246	PICK N PAY MELKBOSSTRAND
601259	PICK N PAY CANAL WALK
632785	PICK N PAY SABLE SQUARE

646592	PICK N PAY TABLE VIEW
649139	PICK N PAY MALMESBURY
694735	PICK N PAY CIRCLE CENTRE
771392	PICK N PAY LIQUOR SUNNINGDALE WC32
397096	PICK N PAY RICHMOND CORNER - WD05
586164	PICK N PAY TYGERVALLEY MALL WC08
632161	PICK N PAY LIQ STORE PLATTEKLOOF
648390	PICK N PAY LIQ STORE BRACKENFELL HY
648562	PICK N PAY LIQ STORE GRAANENDAL WF
692949	PICK N PAY LIQ STORE WELGEMOED
695508	PICK N PAY LIQ STORE BRACKENFELL FA
701707	PICK N PAY LIQ STORE DURBANVILLE
713028	PICK N PAY LIQ STORE GLENGARRY
775584	PICK N PAY LIQ STORE WILLOWBRIDGE
438247	PNP FAMILY PANORAMA WF19
781087	PICK N PAY LIQ STORE PINEHURST WC54
438371	PICK N PAY LIQUOR STRAND - WC25
486265	PICK N PAY GORDONS BAY WF17
488972	PICK N PAY WC86 THE SANCTUARY
597618	PICK N PAY LIQ STORE SOMERSET WEST
600335	PICK N PAY LIQ STORE STELLMARK
605816	PICK N PAY LIQ STORE WATERSTONE
694732	PICK N PAY LIQ STORE STELLENBOSCH
410301	PICK N PAY NEW IN BOSCH - WD18
393383	PICK N PAY KRAAIFONTIEN WF40
434277	PNP FAMILY LS GROENDAL FRANSCHHOEK
604210	PICK N PAY LIQ STORE PAARL MALL
649005	PICK N PAY LIQ STORE FRANSCHOEK
651033	PICK N PAY WF10 SONEIKE
762044	PICK N PAY LIQ STORE WELLINGTON
593184	PICK N PAY LIQ STORE CAPE GATE
394971	PNP LIQUOR STORE STRUISBAAI - WF38
430126	PICK N PAY LIQUOR STORE GRABOUW WC7
760484	PICK N PAY CALEDON MALL WC53
435598	PICK N PAY SWELLENDAM LIQ STORE WF5
491054	PNP WF52 BREDASDORP
594961	PICK N PAY LIQ STORE HERMANUS
396492	PICK N PAY PAROW EXCHANGE - WC81

397095	PICK N PAY GOODWOOD - WC20
397970	PICK N PAY SANBURY SQUARE - WC67
431229	PICK N PAY CORPORATE EERSTERIVIER W
432144	PICK N PAY ZEVENVIEW WD15
588698	PICK N PAY LIQ STORE N1 CITY WC23
702472	PICK N PAY LIQ STORE PAROW
727346	PICK N PAY BOSTON WC68
599352	PICK N PAY LIQ STORE CERES
633051	PICK N PAY MOUNTAIN MILL MALL
664317	PICK N PAY LIQ STORE ROBERTSON
738462	PICK N PAY LIQUOR WORCESTER
431892	PICK N PAY THE BOARDWALK MALL - EC2
461995	PICK N PAY EC25 BAY WEST
582738	PICK AND PAY SUMMERSTRAND EC09
590712	PICK N PAY WILLIAM MOFFET
599317	PICK N PAY GARDENS
633175	PICK N PAY CLEARY PARK EF45
636666	PICK N PAY WALMER PARK
639338	PICK N PAY HEUGH EF35
742961	PICK N PAY FAMILY LINTON GRANGE EF
627090	PICK N PAY WALKER DRIVE EF34
641423	PICK N PAY NEWTON PARK EF33
386175	PICK N PAY EC27 BLUEWATER BAY
491399	PICK N PAY EF23 GRAAFF REINET
667695	PICK N PAY FAMILY EF25 GRAHAMSTOWN
701664	PICK N PAY PORT ALFRED EF12
708663	PICK N PAY COMMERCIAL
397156	PICK N PAY LIQUOR DESPATCH EF40
698094	PICK N PAY PENFORD
702707	PICK N PAY JEFFREYS BAY
472266	PNP G-ROUTE MALL (EC07)
478909	PNP YORK STREET(EF32)
641076	PICK N PAY KNYSNA EC11
673586	PICK N PAY FAMILY SEDGEFIELD EF21
685910	PnP GEORGE (EC06)
742099	PICK N PAY PLETTENBERG BAY EC30
625453	PnP LANGEBERG (EC02)
695639	PnP HARTENBOS (EF28)
703304	PnP FRAAI UITSIG (EF30)
581711	PnP QUEENS (EF02)

394193	P N P LIQ STORE KING WILLIAMS TOWN
474470	PICK N PAY EC23 SOUTHERNWOOD
670939	PICK N PAY BEACON BAY
698914	PICK N PAY GREENFIELDS
749120	PICK AND PAY VINCENT PARK EC04
632749	PICK N PAY FAMILY EF29 STUTTERHEIM
686025	PICK N PAY ALIWAL NORTH
734041	PICK N PAY MDANTSANE EF18
435597	PICK N PAY FAMILY FROST LIQ STORE E
686021	PICK N PAY QUEENSTOWN