

## RAISE THE MOMENT COMPETITION RULES

18 OCTOBER 2021 - 29 NOVEMBER 2021

### 1. Introduction

- 1.1. This promotional competition ("**Competition**") is run by The South African Breweries (Pty) Limited ("**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, or (c) directors, members, partners, agents, consultants or employees of the Promoter's advertising and promotion agencies, associated companies, and 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 all entrants ("**Participants**") constitutes acceptance of these Competition Rules.

### 2. Competition Period

This Competition will run from 18 October 2021 until 29 November 2021, 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. The Competition will have the following three entry mechanisms, it being recorded that each mechanism of entry will have different prizes that can be won:
  - 3.1.1. **Entry mechanism 1: Entry by purchasing qualifying products on premise at participating restaurants ("**Restaurant Category**")**
    - (a) In order to enter the Restaurant Category of the Competition, a Participant must purchase at least 2 x Stella Artois 300ml or 500ml draughts to share ("**Qualifying Product 1**") at one of the following participating restaurants: (i) Adegas; (ii) Butcher Boys; (iii) Capello; (iv) Col'Calcacchio; (v) Crowdaddy's; (vi) CTFM; (vii) Doppio Zero; (viii) Hard Rock; (ix) Mozambik; (x) Papachinos; (xi) Piza E Vino (xii) Primi Piatti; (xiii) Reserved; (xiv) The Baron; or (xv) Turn 'n Tender ("**Participating Restaurant(s)**").

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- (b) The Participant shall, together with their purchase of Qualifying Product 1, receive a scratch card and stand a chance to win Instant Prizes (as defined in rule 4.1 below) at the Participating Restaurant.

### 3.1.2. **Entry mechanism 2: Entry by purchasing qualify products at the Pick n Pay Group (“Pick n Pay Category”)**

- (a) In order to enter the Pick n Pay Category of the Competition, a Participant must purchase a case of Stella Artois 330 NRB, 410ml cans or 620ml NRB to share (“**Qualifying Product 2**”) at participating outlets of the Pick n Pay Group.
- (b) A Participant must swipe their Pick n Pay Smart Shopper card when making the purchase of Qualifying Product 2 and they will be automatically entered into the random draw to stand a chance to win the Pick n Pay Prize (as defined in rule 4.4.1 below).

### 3.1.3. **Entry mechanism 3: Entry by purchasing qualify products at the Checkers Group (“Checkers Category”)**

- (a) In order to enter the Checkers Category of the Competition, a Participant must purchase a case of Stella Artois 330 NRB, 410ml cans or 620ml NRB to share (“**Qualifying Product 3**”) at participating outlets of the Checkers Group.
- (b) The Participant shall then, together with their purchase of the Qualifying Product 3, receive a scratch card and stand a chance to win Instant Prizes (as defined in rule 4.1 below) at the participating outlets of the Checkers Group.

3.2. Entry is only valid through the mediums set out in these rules.

3.3. A Participant can enter the Competition once per day.

3.4. Entry into the Competition as well as the availability of the Prize shall be subject to any regulations issued in terms of Section 27(2) of the Disaster Management Act, 2002 (“**Regulations**”).

## 4. **Description of Prize (the “Prize(s)”)**

4.1. The instant Prizes available if the Participant has entered the Competition in accordance with the Restaurant Category or Checkers Category are exclusive hosting themed prizes as described in rules 4.3 and 4.5 below (the “**Instant Prize(s)**”).

4.2. The Prize available if the Participant has entered the Competition in accordance with the Pick n Pay Category is described in rule 4.4 below.

4.3. **Restaurant Category:**

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4.3.1. There are 64 Instant Prizes, as listed below, available to be won during the Competition Period within the Restaurant Category if the Participant has entered the Competition in accordance with rule 3.1.1 and the Instant Prizes have varying values of approximately R100.00 to R500.00:

- (a) 2 x Stella Artois-branded aprons;
- (b) 2 x Stella Artois-branded chalice racks with glasses;
- (c) 10 x Stella Artois-branded olive oil sets;
- (d) 2 x Stella Artois-branded serving boards; and
- (e) 48 x Stella Artois-branded beer chalices.

4.3.2. The Instant Prizes will be awarded to the winners on a first-come, first-served basis.

### 4.4. **Pick n Pay Category:**

4.4.1. There are 5 Le Creuset sets available to be won if the Participant has entered the Competition in accordance with rule 3.1.1(a) (the “**Pick n Pay Prize**”).

4.4.2. The Pick n Pay Prize will be available for collection by the winners at a participating Pick n Pay outlet.

### 4.5. **Checkers Category:**

4.5.1. There are 64 Instant Prizes available to be won during the Competition Period within the Checkers Category if the Participant has entered the Competition in accordance with rule 3.1.1(b) and each Instant Prize has a value of between approximately R100 to R500.00.

4.5.2. The Instant Prizes will be awarded to the winners on a first-come, first-served basis.

4.6. The winners are responsible for the cost of travel to the Participating Restaurant, participating Checkers Group outlet or participating Pick n Pay Group outlet.

4.7. No person may win more than one Prize per day in this Competition.

4.8. No Prize, in whole or in part, can be transferred to any other person or exchanged for an alternate prize or for its cash value. A winner may not substitute him/herself with any other person.

4.9. The Promoter does not guarantee stock availability of the Prizes, whether instore or otherwise. The availability of the Prizes shall at all times be subject to stock availability at the relevant restaurant, outlet, wholesaler or the Promoter itself, 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 nor shall the Promoter be liable to provide prizes or goods in substitution for Prizes which are not available due to stock being depleted.

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### **5. Winner Selection and Notification**

- 5.1. If the Participant purchases Qualifying Product 1, the Participant will receive a scratch card that will reveal Instant Prizes as detailed above. The Participant will need to produce the scratch card together with the till slip as proof of his/her purchase of Qualifying Product 1 to the Participating Restaurant in order to collect the Prize. Once the Participating Restaurant has verified that the scratch card of the Participant does reveal a prize, the Participant will be able to immediately collect the Prize from the Participating Restaurant. In the event that a scratch card is presented to a Participating Restaurant after the expiry of the Competition Period, the Promotor does not guarantee in any manner whatsoever that the Instant Prizes will still be available for collection from the relevant Participating Restaurant.
- 5.2. The winner of the Pick n Pay Prize will be selected by a random draw process administered by Pick n Pay. The draw will take place on or before 9 December 2021 and will consist of all valid entries received during the Competition Period.
- 5.3. The winners will be notified directly by Pick n Pay on or before 10 December 2021 to collect his/her Prize. 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.
- 5.4. If the Participant purchases Qualifying Product 3, the Participant will receive a scratch card that will reveal Instant Prizes as detailed above. The Participant will need to produce the scratch card together with the till slip as proof of his/her purchase of Qualifying Product 3 to the participating Checkers Group outlet in order to collect the Prize. Once the participating Checkers Group outlet has verified that the scratch card of the Participant does reveal a prize, the Participant will be able to immediately collect the Prize from the participating Checkers Group outlet. In the event that a scratch card is presented to a participating Checkers Group outlet after the expiry of the Competition Period, the Promotor does not guarantee in any manner whatsoever that the Instant Prizes will still be available for collection from the relevant participating Checkers Group outlet.

### **6. Winner Verification**

- 6.1. Winners must be over the age of 18 (eighteen) years old and will be verified as complying with the Participant eligibility criteria set out in Competition Rule 1.1. Winners may be asked to provide a copy of their identity document/passport/driver's license/proof of residential address in order 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

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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. The Prize will only be awarded after successful verification of the winners. Failing successful verification of any winner, 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 any winners to verify their eligibility and/or the validity of the winners' entries. The Promoter may disqualify any winners if any fraud or cheating or related activity is suspected, including without limitation, through the manipulation of entries or otherwise falsifying data. All entries, participants or travel partners determined by the Promoter or their agents to be invalid or ineligible will forfeit all rights to any Prize and will not be compensated in any way.

## **7. Prize Forfeiture**

- 7.1. Winners must communicate their 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 the Prize.
- 7.2. If a winner is unable to attend, receive or utilise (as applicable) the 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) the 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. All Participants must comply with the Regulations at all times and any non-compliance with the Regulations will result in automatic disqualification. It shall be the sole responsibility of the Participants to observe and comply with any and all restrictions imposed by the Regulations from time to time. All Participants indemnify and hold harmless the Promoter, their respective associated companies (directors, officers and employees) and agents, against any losses or damages arising from a breach of the provisions of the Regulations by such Participants and the Promoter shall not in any manner whatsoever be liable for any transgressions by any Participant in this regard.
- 8.2. In the event of a dispute, the Promoter's decision is final and binding and no correspondence will be entered into.
- 8.3. 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 the Prize in its entirety with no compensation to any party by the Promoter.

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

8.4.1. the Promoter may process 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

8.4.2. the Promoter may transfer 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 the 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.

8.5. With the exception of Competition Rule 8.4 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 the Prize, where such disclosure is permitted by law and/or where consent to sharing personal information is obtained from the Participants by the Promoter. The Promoter will comply with the relevant data protection legislation, including POPIA.

8.6. A Participant may, by addressing a request in writing to the deputy information officer of the Promoter (at [lufuno.shinwana@za.ab-inbev.com](mailto:lufuno.shinwana@za.ab-inbev.com)), request the Promoter to-

8.6.1. correct or delete personal information about the Participant in its possession or under its control that is inaccurate, irrelevant, excessive, out of date, incomplete, misleading or obtained unlawfully; or

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

8.7. The Promoter may make media announcements or publish the names and/or photographs of the winners without remuneration being made payable to the winners, provided that any such person may expressly elect to decline this by written communication to the Promoter.

8.8. Should the Prize not be available despite the Promoter's reasonable endeavours to procure the Prize, the Promoter reserves the right to substitute the Prize with another of equal value as determined in the Promoter's sole discretion and subject to availability. No person will be compensated in any way in this instance by the Promoter.

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- 8.9. The Promoter will not be responsible for any costs, expenses or other liabilities incurred by the winners which are not expressly contemplated as part of the Prize.
- 8.10. 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.
- 8.11. The Promoter reserves the right to alter, amend or cancel this Competition in whole or in part. Any alterations, amendments or cancellations 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.
- 8.12. All Participants and winners indemnify and hold harmless the Promoter, their respective associated companies (directors, officers and employees) and agents, 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 their participation in any way in this Competition or their receipt, participation, ownership and/or use of the 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 Promoters 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 applications from agents, third parties, organized groups or applications automatically generated by computer will be accepted. Entries will only be accepted if they comply with all entry instructions. 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.
- 8.14. By participating in the Competition each Participant gives the Promoter consent to market its products and campaigns to Participant, using the details provided by the Participant, which Participants may decline by opting out via the opt out mechanism provided on the communications.
- 8.15. These Competition Rules are also available on <https://stellaartoisafrika.com/en-za/about-us>.