

BLACK CROWN BOXER GIVEAWAY PROMOTIONAL OFFER RULES

20 NOVEMBER 2023 – 31 DECEMBER 2023

1. INTRODUCTION

- 1.1 This promotional offer (the “**Promotion**”) is run by The South African Breweries (Pty) Ltd (the “**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 Promotion; (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 Promotion (the “**Promotion Rules**”).
- 1.3 Participation in the Promotion by a participant (a “**Participant**”) constitutes acceptance of these Promotion Rules by that Participant.

2. PROMOTION PERIOD

This Promotion will run from 20 November 2023 until 31 December 2023, both dates inclusive, or until the Promoter provides a public notice that the Promotion has ended, whichever is earlier (the “**Promotion Period**”). Entries will only be accepted during the Promotion Period.

3. PROMOTION ENTRY PROCESS

- 3.1 In order to participate in the Promotion, a Participant must: (i) purchase either: (a) 2 x 6-packs of Black Crown Gin 275ml non-returnable bottles; or (b) 2 x 6-packs of Black Crown Gin 440ml cans (the “**Qualifying Product(s)**”) at a participating Boxer outlet as set out in Annexure A to these Promotion Rules (a “**Participating Outlet**”); and (ii) present their proof of purchase at the point-of-sale at the relevant Participating Outlet.

- 3.2 A Promotional Item (as defined in Promotion Rule 4.1 below) will be awarded immediately instore at the relevant Participating Outlet, on a first come first served basis and is subject to availability of stock.
- 3.3 Participation is only valid through the above medium and manner.
- 3.4 Participants may participate in the Promotion as many times as they wish. For the avoidance of doubt, if a Participant purchases more than one Qualifying Product in a single transaction at any Participating Outlet, they will not receive more than one Promotional Item.
- 3.5 No affiliation shall be construed to exist between any Participating Outlet and the Promoter, or its agent.
- 3.6 The Promoter, or its agent, does not guarantee availability of the Qualifying Products during the Promotion Period. The Promoter, or its agent, shall not in any manner whatsoever, be liable should the stock of the Qualifying Products be depleted prior to a Participant being able to purchase the Qualifying Products for a chance to receive a Promotional Item.
4. **DESCRIPTION OF PROMOTIONAL ITEMS**
- 4.1 The Promotional Item for this Promotion is a Black Crown gin glass (a “**Promotional Item**”).
- 4.2 There are a total of 36 Promotional Items available at each Participating Outlet, during the Promotion Period and each Promotional Item has a value of approximately R101.00.
- 4.3 If a Participant receives a Promotional Item, then he/she shall collect his/her Promotional Item immediately from the Participating Outlet where he/she entered the Promotion.
- 4.4 The Promoter, or its agent does not guarantee in-store stock availability of a Promotional Item, which shall at all times be subject to in-store stock availability at the relevant Participating Outlet, it being recorded that the Promoter, or its agent shall not in any manner whatsoever be liable should the available stock be depleted prior to a Participant being able to collect his/her Promotional Item, and the Promoter, or its agent shall not be liable to provide a Promotional Item (or Promotional Items) or a good (or goods) in substitution for a Promotional Item which is not available due to stock being depleted.

4.5 A Participant who receives a Promotional Item may not transfer a Promotional Item, in whole or in part, to any other person or exchange a Promotional Item for an alternate Promotional Item or for its cash value. A Participant who receives a Promotional Item may not substitute him/herself with any other person.

4.6 No person may receive more than one Promotional Item per purchase of Qualifying Products in this Promotion.

5. PARTICIPANT VERIFICATION

5.1 A Participant will only be eligible to receive a Promotional Item if the Participant is over the age of 18 years old and complies with the Participant eligibility criteria set out in Promotion Rule 1.1 and the requirements in these Promotion 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 purchase of a Qualifying Product in order to be eligible to receive the Promotional Items. 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 Promotion, all Participants consent to the appropriate validation and verification measures that the Promoter may implement from time to time.

5.2 A Participant will only be eligible to receive a Promotional Item after successful verification of a Participant to the satisfaction of the Promoter. Failing successful verification of a Participant, a substitute a Participant may be selected to receive a Promotional Item at the discretion of the Promoter.

5.3 The Promoter reserves the right to carry out audits in respect of a Participant who receives a Promotional Item to verify his/her eligibility and/or the validity of a Participant's entry. After a Participant has been informed of certain Promotion requirements by the Promoter or an individual, including (without limitation) those set out in Promotion 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 Promotional Item and will not be compensated in any way.

6. PROMOTIONAL ITEM FORFEITURE

- 6.1 A Participant who receives a Promotional Item 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 Promotional Item.
- 6.2 If a Participant who receives a Promotional Item is unable to attend, receive or utilise (as applicable) a Promotional Item then the entire Promotional Item 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 Participant to attend, receive or utilise (as applicable) a Promotional Item.
- 6.3 Time permitting and subject to the Promoter's approval, where a Promotional Item is forfeited a substitute Participant may be chosen in the same manner as an original Participant was chosen to receive a Promotional Item.

7. GENERAL

- 7.1 Should the process for entry into the Promotion or the Promotional Item/s involve any alcoholic beverage, Participants shall ensure that it is enjoyed responsibly.
- 7.2 In the event of a dispute, the Promoter's decision is final and binding and no correspondence will be entered into.
- 7.3 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 a Promotional Item in its entirety with no compensation to any party by the Promoter.
- 7.4 Each Participant, by participating in the Promotion, acknowledges, agrees and expressly consents to:
- 7.4.1 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 Promotion; and
- 7.4.2 the Promoter transferring the 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 Promotion for utilisation of a Promotional Item,

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 Promotion.

- 7.5 With the exception of Promotion Rule 7.4 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 Promotion Rules and/or a Promotional Item, 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.
- 7.6 A Participant may submit a request at <https://www.sab.co.za/content/data-subject-request-0> for the Promoter to:
- 7.6.1 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
- 7.6.2 destroy or delete a record of personal information about the Participant that the Promoter is no longer authorised to retain.
- 7.7 The Promoter may make media announcements containing, or otherwise publish, the names and/or photographs of a Participant who receives a Promotional Item without remuneration being payable to a Participant who receives a Promotional Item, provided that the Promoter will not do so if a Participant who receives a Promotional Item 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.
- 7.8 Should a Promotional Item not be available despite the Promoter’s reasonable endeavours to procure a Promotional Item, the Promoter reserves the right to substitute a Promotional Item 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.

- 7.9 The Promoter will not be responsible for any costs, expenses or other liabilities incurred by a Participant who receives a Promotional Item which are not expressly contemplated as part of a Promotional Item.
- 7.10 These Promotion Rules may be amended by the Promoter on public notice at any time during the Promotion Period or thereafter. These Promotion Rules will be interpreted by the Promoter only.
- 7.11 The Promoter reserves the right to alter, amend or cancel this Promotion 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.
- 7.12 **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 Promotion or his/her receipt, participation, ownership and/or use of a Promotional Item. This indemnity is not intended to exclude any liability for any person which cannot be excluded under the Consumer Protection Act 68 of 2008.**
- 7.13 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 Promotion 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 participating in the Promotion.

7.14 By participating in the Promotion, 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 Promotion entry process for the purposes of facilitation of the Promotion. 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.

7.15 These Promotion Rules are also available on www.blackcrown.africa.

Annexure A

Participating Outlets

Outlet Name	Sales Region	Sales District
BOXER LIQUOR SAM NTULI MALL X470	INLAND	INL - SOWETO
BOXER LIQUOR CHRIS HANI X388	INLAND	INL - SOWETO
BOXER LIQUOR BRAMFISCHERVILLE X419	INLAND	INL - SOWETO
BOXER LIQUOR LENASIA X372	INLAND	INL - SOWETO
BOXER LIQUOR BARAGWANATH X473	INLAND	INL - SOWETO
BOXER LIQUOR SENAokane X377	INLAND	INL - SOWETO
BOXER LIQUOR PROTEA GLEN X254	INLAND	INL - SOWETO
BOXER LIQUOR TSELES X399	INLAND	INL - SOWETO
BOXER LIQUOR RANDFONTEIN X361	INLAND	INL - SOWETO
BOXER LIQUOR NIGEL - X422	INLAND	INL - ISANDO
BOXER LIQUOR BOKSBURG X163	INLAND	INL - ISANDO
BOXER LIQUOR DAVEYTON X203	INLAND	INL - ISANDO
BOXER LIQUOR KAALFONTEIN X337	INLAND	INL - ISANDO
BOXER LIQUOR TEMBISA MALL X386	INLAND	INL - ISANDO
BOXER LIQUOR TSWELOPELE X340	INLAND	INL - ISANDO
BOXER LIQUOR BENONI X122	INLAND	INL - ISANDO
BOXER LIQUOR COSMO CITY X448	INLAND	INL - JHB
BOXER LIQUOR DIEPSLOOT X231	INLAND	INL - JHB
BOXER LIQUOR PAN AFRICA X456	INLAND	INL - JHB
BOXER LIQUOR ALEXANDRA X189	INLAND	INL - JHB
BOXER LIQUOR JEPPE STREET X322	INLAND	INL - JHB
BOXER LIQUOR NKOMO VILLAGE X325	INLAND	INL - ODI
BOXER LIQUORS BRITS X172	INLAND	INL - ODI
BOXER LIQUOR LETLHABILE X467	INLAND	INL - ODI
BOXER LIQUOR HEBRON MALL X487	INLAND	INL - ODI
BOXER LIQUOR SOSHANGUVE X453	INLAND	INL - ODI
BOXER LIQUOR LEPHALALE X106	INLAND	INL - LIMPOPO
BOXER LIQUOR WITBANK - X438	INLAND	INL - MPUMALANGA
BOXER LIQUOR EMBALENHLE - X373	INLAND	INL - MPUMALANGA
BOXER LIQUOR MIDDELBURG X416	INLAND	INL - MPUMALANGA
BOXER LIQUOR TOP SPOT X495	INLAND	INL - MPUMALANGA
BOXER LIQUOR GROBLERSDAL X040	INLAND	INL - MPUMALANGA
BOXER LIQUOR MAGNEETSHOOGTE X344	INLAND	INL - MPUMALANGA
BOXER LIQUOR WESSELTON X321	INLAND	INL - MPUMALANGA
BOXER LIQUOR PIET RETIEF X153	INLAND	INL - MPUMALANGA
BOXER LIQUOR KABOKWENI X326	INLAND	INL - LOWVELD
BOXER LIQUOR MATSULU X339	INLAND	INL - LOWVELD
BOXER LIQUOR SCHOEMANSDAL X108	INLAND	INL - LOWVELD

BOXER LIQUOR ACORNHOEK X354	INLAND	INL - LOWVELD
BOXER LIQUOR DWARSLOOP X356	INLAND	INL - LOWVELD
BOXER LIQUOR THULAMAHASHE X104	INLAND	INL - LOWVELD
BOXER LIQUOR BUSHBUCKRIDGE X075	INLAND	INL - LOWVELD
BOXER LIQUOR HAZYVIEW X059	INLAND	INL - LOWVELD
BOXER LIQUOR DENNEBOOM X338	INLAND	INL - TSHWANE
BOXER LIQUOR STATION SQUARE X380	INLAND	INL - TSHWANE
BOXER LIQUOR SIYABUSWA - X215	INLAND	INL - TSHWANE
BOXER LIQUOR GA KGPANE X220	INLAND	INL - GREAT NORTH
BOXER LIQUOR TZANEEN X049	INLAND	INL - GREAT NORTH
BOXER LIQUOR ELIM X193	INLAND	INL - GREAT NORTH
BOXER LIQUOR MUSINA X119	INLAND	INL - GREAT NORTH
BOXER LIQUOR LOUIS TRICHARDT X359	INLAND	INL - GREAT NORTH
BOXER LIQUOR THOHOYANDOU X074	INLAND	INL - GREAT NORTH
BOXER LIQUOR MALAMULELE X370	INLAND	INL - GREAT NORTH
BOXER LIQUOR SASELAMANI X210	INLAND	INL - GREAT NORTH
BOXER LIQUOR GIYANI MASINGITA 2X079	INLAND	INL - GREAT NORTH
BOXER LIQUOR GIYANI 1 X176	INLAND	INL - GREAT NORTH
BOXER LIQUOR PAARL MBEKWENI X307	CAPE	CAP - CAPE WINELANDS
BOXER LIQUOR SOMERSET X423	CAPE	CAP - CAPE WINELANDS
BOXER LIQUOR WORCESTER X304	CAPE	CAP - CAPE WINELANDS
BOXER LIQUOR DUNOON X469	CAPE	CAP - CAPE PENINSULA
BOXER LIQUOR KHAYELITSHA X347	CAPE	CAP - CAPE PENINSULA
BOXER LIQUOR PHILLIPI X335	CAPE	CAP - CAPE PENINSULA
BOXER LIQUOR NONKQUBELA X248	CAPE	CAP - CAPE PENINSULA
BOXER LIQUOR LANGA X324	CAPE	CAP - CAPE PENINSULA
BOXER LIQUOR NJOLI X227	CAPE	CAP - EASTERN PROVIN
BOXER LIQUOR MOTHERWELL X363	CAPE	CAP - EASTERN PROVIN
BOXER LIQUOR COMMERCIAL ROAD X188	CAPE	CAP - EASTERN PROVIN
BOXER LIQUOR CORKWOOD X408	CAPE	CAP - EASTERN PROVIN
BOXER LIQUOR UITENHAGE - X414	CAPE	CAP - EASTERN PROVIN
BOXER LIQUOR CLEARY PARK X319	CAPE	CAP - EASTERN PROVIN
BOXER LIQUOR COFIMVABA X046	CAPE	CAP - BORDER
BOXER LIQUOR QUEENSTOWN X018	CAPE	CAP - BORDER
BOXER LIQUOR LADY FRERE X102	CAPE	CAP - BORDER
BOXER LIQUOR PEDDIE X279	CAPE	CAP - BORDER
BOXER LIQUOR STERKSPRUIT X099	CAPE	CAP - BORDER
BOXER LIQUOR TAUNG X257	CENTRAL	CEN - HIGHVELD
BOXER LIQUOR TAUNG 2 X197	CENTRAL	CEN - HIGHVELD
BOXER LIQUOR KLERKSDORP X389	CENTRAL	CEN - HIGHVELD
BOXER LIQUOR THABONG X270	CENTRAL	CEN - HIGHVELD
BOXER LIQUOR TLHABANE X402	CENTRAL	CEN – NORTH-WEST
BOXER LIQUOR MARIKANA X169	CENTRAL	CEN – NORTH-WEST
BOXER LIQUOR RUSTENBURG X024	CENTRAL	CEN – NORTH-WEST

BOXER LIQUOR MAFIKENG X048	CENTRAL	CEN – NORTH-WEST
BOXER LIQUOR BADEN X381	CENTRAL	CEN – NORTH-WEST
BOXER LIQUOR QWA QWA X353	CENTRAL	CEN - VAAL MALUTI
BOXER LIQUOR EVATON X491	CENTRAL	CEN - VAAL MALUTI
BOXER LIQUOR BOITUMELO X371	CENTRAL	CEN - VAAL MALUTI
BOXER LIQUOR EYETHU X357	CENTRAL	CEN - VAAL MALUTI
BOXER LIQUOR ORANGE FARM X382	CENTRAL	CEN - VAAL MALUTI
BOXER LIQUORS VEREENIGING - X393	CENTRAL	CEN - VAAL MALUTI
BOXER LIQUOR TSHEPISO X259	CENTRAL	CEN - VAAL MALUTI
BOXER LIQUOR KIMBERLEY X435	CENTRAL	CEN - NORTHERN CAPE
BOXER LIQUOR KURUMAN X208	CENTRAL	CEN - NORTHERN CAPE
BOXER LIQUOR LUSIKISIKI X178	EAST COAST	ECR - SOUTH COAST
BOXER LIQUOR UMZINTO X285	EAST COAST	ECR - SOUTH COAST
BOXER LIQUOR UMZIMKULU X078	EAST COAST	ECR - SOUTH COAST
BOXER LIQUOR EZINQOLENI X255	EAST COAST	ECR - SOUTH COAST
BOXER LIQUOR GAMALAKHE X217	EAST COAST	ECR - SOUTH COAST
BOXER LIQUOR UMZUMBE X284	EAST COAST	ECR - SOUTH COAST
BOXER LIQUOR BIZANA X043	EAST COAST	ECR - SOUTH COAST
BOXER LIQUOR MT FLETCHER X069	EAST COAST	ECR - SOUTH COAST
BOXER LIQUOR MATATIELE 2 X232	EAST COAST	ECR - SOUTH COAST
BOXER LIQUOR MATATIELE 1 X098	EAST COAST	ECR - SOUTH COAST
BOXER LIQUOR TABANKULU X170	EAST COAST	ECR - SOUTH COAST
BOXER LIQUOR MELMOTH X143	EAST COAST	ECR - NORTH COAST
BOXER LIQUOR ULUNDI X358	EAST COAST	ECR - NORTH COAST
BOXER LIQUOR NSELENI X314	EAST COAST	ECR - NORTH COAST
BOXER LIQUOR RICHARDS BAY X021	EAST COAST	ECR - NORTH COAST
BOXER LIQUOR MTUBATUBA X144	EAST COAST	ECR - NORTH COAST
BOXER LIQUOR QUALBERT - X454	EAST COAST	ECR - NORTH COAST
BOXER LIQUOR NDWEDWE X261	EAST COAST	ECR - NORTH COAST
BOXER LIQUOR BEREA X393	EAST COAST	ECR - NORTH COAST
BOXER LIQUOR NONGOMA X157	EAST COAST	ECR - NORTH COAST
BOXER LIQUOR JOZINI X160	EAST COAST	ECR - NORTH COAST
BOXER LIQUORS EPHONDWENI X342	EAST COAST	ECR - NORTH COAST
BOXER LIQUOR ITHALA X072	EAST COAST	ECR - NORTH COAST
BOXER LIQUOR MANGUZI X164	EAST COAST	ECR - NORTH COAST
BOXER LIQUOR NQUTU X329	EAST COAST	ECR - MIDLANDS
BOXER LIQUOR UITVAL X273	EAST COAST	ECR - MIDLANDS
BOXER LIQUOR MADADENI X303	EAST COAST	ECR - MIDLANDS
BOXER LIQUOR ST WENDOLINS X241	EAST COAST	ECR - HEARTLAND
BOXER LIQUOR FOLWENI X186	EAST COAST	ECR - HEARTLAND
BOXER LIQUOR RICHMOND X077	EAST COAST	ECR - HEARTLAND
BOXER LIQUOR HAMMERSDALE X328	EAST COAST	ECR - HEARTLAND
BOXER LIQUOR PIETERMARITZBURG X127	EAST COAST	ECR - HEARTLAND
BOXER LIQUOR BHAMSHELA X281	EAST COAST	ECR - HEARTLAND

BOXER LIQUORS TUGELA FERRY X366	EAST COAST	ECR - HEARTLAND
BOXER LIQUORS MTHATHA 3 X276	EAST COAST	ECR - KEI
BOXER LIQUOR NGQELENI X230	EAST COAST	ECR - KEI
BOXER LIQUOR LIBODE X312	EAST COAST	ECR - KEI
BOXER LIQUOR QUMBU 2 X437	EAST COAST	ECR - KEI
BOXER LIQUOR QUMBU X323	EAST COAST	ECR - KEI
BOXER LIQUOR UMTATA 1 X027	EAST COAST	ECR - KEI
BOXER LIQUOR MQANDULI X146	EAST COAST	ECR - KEI
BOXER LIQUOR ELLIOTDALE X089	EAST COAST	ECR - KEI
BOXER LIQUOR ENGCOBO X095	EAST COAST	ECR - KEI
BOXER LIQUOR CENTANI X101	EAST COAST	ECR - KEI
BOXER LIQUOR WILLOWVALE X206	EAST COAST	ECR - KEI