

**BLACK CROWN OVERLAND COMPETITION RULES****07 APRIL 2025 – 18 MAY 2025****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 **07 APRIL 2025** until **18 MAY 2025**, 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 2x (two) Black Crown 275ml NRB or 500ml can 6 packs** (the “**Qualifying Product**”) at **Overland Outlets Nationwide** (the “**Participating Outlet**”).
- 3.1.2 Scratch the scratch card received together with their purchase of the Qualifying Product. The scratch card will indicate if the Participant has won a prize.

- 3.2 Participants are liable for their own data and voice 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 .

#### **4. DESCRIPTION OF PRIZE**

- 4.1 The prize for this Competition is a **Black Crown Gin Glass** (the “Prize”). Prize has a value of approximately R100.
- 4.2 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.
- 4.3 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. |

#### **5. WINNER SELECTION**

- 5.1 A Prize will be awarded on a first come first served basis based on the scratch and win entry card mechanic

#### **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 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.
- 8.13 **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 <https://www.blackcrown.africa/terms-and-conditions>

#### ANNEXURE A – PARTICIPATING OUTLETS

STP	Outlet Name	REGION	SALES DISTRICT
430676	PLAASVARS LADY GREY GENERAL DEALER	CAPE	CAP - BORDER
582601	HOGSBACK BOTTLE STORE	CAPE	CAP - BORDER
588850	BAY LIQUORS	CAPE	CAP - BORDER
602700	OBSERVATORY BOTTLE STORE	CAPE	CAP - CAPE PENINSULA
600057	ONE STOP SHOP YZERFONTEIN	CAPE	CAP - CAPE PENINSULA
628323	LAGUNA LIQUORS	CAPE	CAP - CAPE PENINSULA
435599	SAVE MORE LIQUOR STORE	CAPE	CAP - CAPE PENINSULA
490841	NET 'N KNERTSIE	CAPE	CAP - EASTERN PROVIN
595332	OVERLAND PRECAP	CAPE	CAP - EASTERN PROVIN
581617	C ONE LIQUORSTORE {PTY}LTD T/A	CAPE	CAP - EASTERN PROVIN
398859	MET YS LIQUOR STORE	CAPE	CAP - EASTERN PROVIN
777917	JOUBERTINA BOTTLE STORE	CAPE	CAP - EASTERN PROVIN
606699	FRIENDLY LIQUORS	CAPE	CAP - EASTERN PROVIN
430111	CLAYTON AND SON	CAPE	CAP - EASTERN PROVIN
590633	POP INN LIQUOR STORE	CAPE	CAP - EASTERN PROVIN
395103	LIQUOR ZONE	CAPE	CAP - EASTERN PROVIN
592395	PRESTONS GRAAFF REINET F	CAPE	CAP - EASTERN PROVIN
432415	LIQUOR ZONE PA	CAPE	CAP - EASTERN PROVIN
636254	DIE KELDER DRANKWINKEL	CAPE	CAP - WINELANDS
593379	BOLAND DRANKWINKEL	CAPE	CAP - WINELANDS
798999	CERES FIESTA	CAPE	CAP - WINELANDS
653793	TOUWSRIVIER BOTTLE STORE	CAPE	CAP - WINELANDS
771879	VILLAGE VINOS	CAPE	CAP - WINELANDS
600383	FREDS LIQUORS	CAPE	CAP - WINELANDS
707788	VREDELUST LIQUOR BOUTIQUE	CAPE	CAP - WINELANDS
600648	ROUX DRANKWINKEL	CAPE	CAP - WINELANDS
588359	LOERIESFONTEIN HOTEL/DRANKWINKEL	CAPE	CAP - WINELANDS
589338	SPRINGFONTEIN HOTEL	CENTRAL	CEN - CENTRAL SOUTH
602289	IRENE LIQUOR STORE	CENTRAL	CEN - CENTRAL SOUTH
589246	OFS BOTTLE STORE	CENTRAL	CEN - CENTRAL SOUTH

581344	HYPER LIQUOR STORE	CENTRAL	CEN - CENTRAL SOUTH
666057	OVERLAND LIQUORS PARK ROAD	CENTRAL	CEN - CENTRAL SOUTH
393044	OVERLAND LIQUORS	CENTRAL	CEN - CENTRAL SOUTH
599591	INACIO LIQUOR STORE 2	CENTRAL	CEN - HIGHVELD
626361	LILLY'S LIQUORS	CENTRAL	CEN - HIGHVELD
434243	OVERLAND HYPER LIQUOR	CENTRAL	CEN - HIGHVELD
432716	KONTREI MARK	CENTRAL	CEN - HIGHVELD
591604	KATLEGO LIQUOR STORE	CENTRAL	CEN - HIGHVELD
396924	OVERLAND LIQUOR ZONE	CENTRAL	CEN - HIGHVELD
431486	OVERLAND LIQUORS STILFONTEIN	CENTRAL	CEN - HIGHVELD
666954	OVERLAND LIQUOR EXPRESS	CENTRAL	CEN - HIGHVELD
390983	OVERLAND RIO LIQUORS	CENTRAL	CEN - HIGHVELD
392517	OVERLAND LIQUOR LA HOFF	CENTRAL	CEN - HIGHVELD
588427	LIQUOR LAND	CENTRAL	CEN - HIGHVELD
473625	OK LIQUOR STORE	CENTRAL	CEN - HIGHVELD
632403	OVERLAND LIQUORS ORKNEY	CENTRAL	CEN - HIGHVELD
591258	DOORN LIQUOR STORE	CENTRAL	CEN - HIGHVELD
716349	MANNYS LIQUOR ZONE	CENTRAL	CEN - HIGHVELD
433009	DAVO GENERAL TRADING DISTRIBUTION	CENTRAL	CEN - HIGHVELD
586687	HENNENMAN LIQUOR DEN	CENTRAL	CEN - HIGHVELD
638729	WINNERS BOTTLE STORE	CENTRAL	CEN - HIGHVELD
600577	LINA LIQUOR STORE 3	CENTRAL	CEN - HIGHVELD
378691	A AND J DRANKWINKEL	CENTRAL	CEN - HIGHVELD
582289	SPENCER LIQUOR STORE	CENTRAL	CEN - HIGHVELD
592903	DITTO DRANKWINKEL	CENTRAL	CEN - HIGHVELD
591498	WAYSIDE HOTEL	CENTRAL	CEN - NORTH WEST
692820	OVERLAND IN TOWN	CENTRAL	CEN - NORTH WEST
601560	MADEIRA LIQUOR STORE	CENTRAL	CEN - NORTH WEST
392518	CRONJE BROERS BOERDERY LIQUOR STORE	CENTRAL	CEN - NORTH WEST
583114	KOSTER LIQUOR STORE	CENTRAL	CEN - NORTH WEST
432844	SUE LIQUOR STORE	CENTRAL	CEN - NORTH WEST
601402	TOERISTE DRANKWINKEL	CENTRAL	CEN - NORTH WEST
671241	MOGWASE LIQUOR STORE	CENTRAL	CEN - NORTH WEST
392155	LHABANE LIQUOR SELLERS	CENTRAL	CEN - NORTH WEST
600259	KLOOF LIQUOR STORE	CENTRAL	CEN - NORTH WEST
594049	FRANCO'S DELIGHT	CENTRAL	CEN - NORTH WEST
738545	MALES LIQUOR STORE	CENTRAL	CEN - NORTH WEST
590313	LIQUORZONE DE AAR	CENTRAL	CEN - NORTHERN CAPE
594136	STAR OF THE WEST LIQUOR STORE	CENTRAL	CEN - NORTHERN CAPE
652466	HEUWELSIG DRANKWINKEL	CENTRAL	CEN - NORTHERN CAPE
640475	KAMEELDORING DRANKWINKEL	CENTRAL	CEN - NORTHERN CAPE
602778	SKAAPLAND DRANKWINKEL	CENTRAL	CEN - NORTHERN CAPE
600968	RIO RIDGE 1223 CC	CENTRAL	CEN - VAAL MALUTI



595672	ATHLONE L/S (Lavasco Trading 1003 P	CENTRAL	CEN - VAAL MALUTI
597196	WHY PICK ON ME BOTTLE STORE	CENTRAL	CEN - VAAL MALUTI
390678	QT BOTTLE STORE	CENTRAL	CEN - VAAL MALUTI
490779	MANDIS BOTTLE STORE	CENTRAL	CEN - VAAL MALUTI
705368	RIVERSIDE LIQUOR STORE	CENTRAL	CEN - VAAL MALUTI
714668	HIGHWAY 59 LIQUOR	CENTRAL	CEN - VAAL MALUTI
600349	BAKGAT BOTTLE STORE	CENTRAL	CEN - VAAL MALUTI
431960	VAALOEWER LIQUORS	CENTRAL	CEN - VAAL MALUTI
797886	MK BOTTLE STORE	CENTRAL	CEN - VAAL MALUTI
570690	RIVE GARDENS LIQUORS AT TOTI	EAST COAST	ECR - HEARTLAND
561799	GOOD-ENUFF LIQUOR STORE - MAD	EAST COAST	ECR - MIDLANDS
398283	SWAD-DESH BOTTLE STORE	EAST COAST	ECR - MIDLANDS
569579	ONE STOP LIQUORS	EAST COAST	ECR - NORTH COAST
569539	HYPERSINGH LIQUOR STORE PRO	EAST COAST	ECR - SOUTH COAST
434379	UDUMO LIQUOR STORE	INLAND	INL - GREAT NORTH
563888	TONSANBY LIQUOR STORE	INLAND	INL - GREAT NORTH
565709	PARK LIQUOR STORE	INLAND	INL - GREAT NORTH
628937	MARLANDS LIQUOR STORE	INLAND	INL - ISANDO
552386	BRAKPAN LIQUOR MARKET	INLAND	INL - ISANDO
757781	DELSLEY LIQUOR STORE	INLAND	INL - ISANDO
466464	LEGACY LIQUOR STORE	INLAND	INL - ISANDO
661332	KGAB S LIQUOR STORE	INLAND	INL - ISANDO
553157	GLAMORGAN LIQUOR STORE	INLAND	INL - ISANDO
550952	PARK LIQUOR STORE	INLAND	INL - ISANDO
701036	OVERLAND LIQUOR STORE	INLAND	INL - ISANDO
430170	DJ'S LIQUOR	INLAND	INL - ISANDO
551220	PLUS LIQUOR STORE	INLAND	INL - JHB
602917	MARLBORO HYPER LIQUORS	INLAND	INL - JHB
552976	S AND J LIQUORS	INLAND	INL - JHB
637885	JOHNNYS BOTTLE STORE	INLAND	INL - JHB
553159	OUKLIP BOTTLE STORE	INLAND	INL - JHB
552405	MOTOR SPORT LIQUOR	INLAND	INL - JHB
436592	OVERLAND HONEYCREST	INLAND	INL - JHB
390446	JULKEN LIQUOR	INLAND	INL - LIMPOPO
787572	MOTORLAND LIQUOR	INLAND	INL - LIMPOPO
602945	IVY PARK LIQUOR STORE	INLAND	INL - LIMPOPO
568745	IBS RITE PRICE LIQUOR STORE	INLAND	INL - LIMPOPO
603365	EXTREME BOTTLE STORE	INLAND	INL - LIMPOPO
788651	DRUM JAM LIQUOR STORE PTY LTD	INLAND	INL - LIMPOPO
564426	THEMBA LIQUOR STORE	INLAND	INL - LIMPOPO
563286	MAGOSHI LIQUOR STORE	INLAND	INL - LIMPOPO
561343	GOLDEN SPOT D WINKEL	INLAND	INL - LOWVELD
567916	MAGOSHI LIQUOR STORE	INLAND	INL - LOWVELD
685294	AZALEA DRANKWINKEL	INLAND	INL - LOWVELD

671416	ONE STOP LIQUOR STORE	INLAND	INL - MPUMALANGA
392036	TINIQUE LIQUOR	INLAND	INL - MPUMALANGA
745622	MARBLE HALL KELDERS	INLAND	INL - MPUMALANGA
561618	MAPOCH DRANKWINKEL	INLAND	INL - MPUMALANGA
566121	JOUBERT PARK DRANKWINKEL	INLAND	INL - MPUMALANGA
564907	EMAKHAZENI LIQUORS	INLAND	INL - MPUMALANGA
781246	PONTA DE AURO BOTTLE STORE	INLAND	INL - MPUMALANGA
435812	QUEENS OVERLAND HENDRINA	INLAND	INL - MPUMALANGA
632472	QUEENS LIQUOR	INLAND	INL - MPUMALANGA
430365	BALLARD LIQUOR STORE	INLAND	INL - MPUMALANGA
605675	EAGLES LIQUORS	INLAND	INL - MPUMALANGA
569107	TRICHARDT DRANKWINKEL	INLAND	INL - MPUMALANGA
435632	LAVA DISTRIBUTORS	INLAND	INL - MPUMALANGA
388818	GIANT BOTTLE STORE	INLAND	INL - MPUMALANGA
561652	KRIEL LIQUOR STORE	INLAND	INL - MPUMALANGA
652162	ROOIBERG DRANKWINKEL	INLAND	INL - ODI
561969	OUBEES DRANKWINKEL	INLAND	INL - ODI
562981	WESPARK LIQUOR STORE	INLAND	INL - ODI
701206	TILEBA LIQUOR STORE	INLAND	INL - ODI
698821	OVERLAND LIQUORELLOS DRIVE THRU	INLAND	INL - ODI
798889	ZERO DEGREE LIQUOR	INLAND	INL - ODI
391279	MR LIQUOR	INLAND	INL - SOWETO
394398	OVERLAND LIQUOR FOCHVILLE	INLAND	INL - SOWETO
553236	BLYVOOR LIQUOR STORE	INLAND	INL - SOWETO
482541	R25 SQUARE DRANKWINKEL	INLAND	INL - TSHWANE
563058	BASHEWA LIQUOR STORE	INLAND	INL - TSHWANE
687658	LESTAR LIQUOR	INLAND	INL - TSHWANE
376439	SILVER LIQUORS	INLAND	INL - TSHWANE
564350	PIERNEEF LIQUORS	INLAND	INL - TSHWANE
566864	ANNLIN LIQUOR STORE	INLAND	INL - TSHWANE
604316	ONE STOP CELLARS	INLAND	INL - TSHWANE
637323	OVERLAND ELARDUS PARK	INLAND	INL - TSHWANE