

BLACK CROWN GIN FOR A YEAR COMPETITION RULES

5 JULY 2023 - 29 SEPTEMBER 2023

1. INTRODUCTION

- 1.1 This promotional competition (the “**Competition**”) 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, nominated agents, consultants or employees of the Promoter and their immediate families; (b) the directors, members, partners, nominated agents, consultants or employees of any suppliers of any goods or services to the Promoter in respect of this Competition; (c) directors, members, partners, nominated 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 (the “**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 5 July 2023 until 29 September 2023, both dates inclusive, or until the Promoter provides a public notice that the Competition has ended, whichever is earlier (the “**Competition Period**”). Entries will only be accepted during the Competition Period.

3. COMPETITION ENTRY PROCESS

- 3.1 This Competition will take place on Facebook. In order to enter the Competition, a Participant must:
 - 3.1.1 access and sign-up to the Promoter’s Facebook lead generation campaign related to this Competition, on the Black Crown Facebook page (available at <https://www.facebook.com/blackcrownza>) (the “**Promoter’s Facebook Page**”), as required on the Promoter’s Facebook Page and/or any post thereon; and

- 3.1.2 pursuant to complying with the requirements of Competition Rule 3.1.1 above, as prompted and required, complete the entry form provided and, without limiting the foregoing: (a) provide the requested information, including (but not limited to) the Participant's: (i) name and surname; (ii) date of birth; (iii) gender; (iv) email address; (v) phone number; and (vi) city and/or province of residence; and (b) respond to the question related to Black Crown, by selecting: (i) "it's for someone like me"; (ii) "it's a popular brand"; (iii) "it's a high-quality brand"; or (iv) "it's sophisticated".
- 3.2 Entry is only valid through this medium and in this manner.
- 3.3 A Participant may enter the Competition as many times as he/she wishes.
- 3.4 Participants are liable for their own data and voice charges in respect of the Competition participation, as well as any verification process, if applicable.
- 3.5 The Promoter, or its nominated agent, does not accept responsibility for lost, corrupted, delayed, or incomplete entries as a result of any network, hardware, software failure, or any inaccessibility or failure of the Promoter's Facebook Page.
- 4. DESCRIPTION OF PRIZE**
- 4.1 The prize for this Competition is 12 electronic vouchers, each for a case of Black Crown non-returnable bottles ("NRB"), and each to be redeemed at the outlet stated on the relevant electronic voucher and at a rate of one voucher per month for a period of 12 consecutive months (the "Prize"). For the avoidance of doubt, the Prize redemption will consist of: (i) one case of 275ml Black Crown Gin and Tonic NRB, every month from January 2024 to June 2024, subject to Competition Rule 4.6 below; and (ii) one case of 275ml Black Crown Gin and Dry Lemon with Marula NRB, every month from July 2024 to December 2024, subject to Competition Rule 4.6 below.
- 4.2 There is one Prize available to be won during Competition Period and the Prize has a total value of approximately R4,319.88.
- 4.3 The winner may not transfer the Prize, in whole or in part, to any other person or exchange the Prize for an alternate prize or for its cash value. The winner may not substitute him/herself with any other person.

- 4.4 The Promoter, or its nominated agent will send the Prize to the winner electronically via email and/or SMS, on or before the first day of every applicable month. For example, the Promoter, or its nominated agent, will send the winner the redeemable electronic voucher via email and/or SMS for the month of February 2024, on or before 1 February 2024.
- 4.5 If the winner receives an electronic voucher forming part of the Prize, then he/she must redeem the voucher at the relevant outlet stipulated on the voucher by 31 December 2024, failing which the voucher will be forfeited, and a winner will have no claim against the Promoter, its associated companies, or the directors, officers, employees and nominated agents of the Promoter or of its associated companies, of any nature whatsoever, related to such forfeiture. For example, if the winner receives an electronic voucher for the month of February 2024, he/she must redeem the voucher by 31 December 2024.
- 4.6 The Promoter, or its nominated agent, reserves the right to change the flavour of the beverages that are the subject of the vouchers forming part of the Prize in its sole discretion. The winner will have no claim against the Promoter, its associated companies, or the directors, officers, employees and nominated agents of the Promoter, or of its associated companies for any such change.

5. WINNER SELECTION AND NOTIFICATION

- 5.1 The winner will be selected by a random draw process. The draw will take place on or before 3 October 2023 and will consist of all valid entries received during the Competition Period.
- 5.2 The winner will be notified by the Promoter, or its nominated agent, via email and SMS on or before 5 October 2023, that he/she has won the Prize. If the Promoter, or its nominated agent, is unable to contact the winner, he/she will be disqualified and a substitute winner may at the discretion of the Promoter, or its nominated agent, be selected, using the same winner selection process.

6. WINNER VERIFICATION

- 6.1 The 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. The 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 The Prize will only be awarded by the Promoter and the Participant will only be regarded as the winner after the verification process set out in these Competition Rules has been completed to the satisfaction of the Promoter. Failing successful verification of the 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 the Participant to verify his/her eligibility and/or the validity of the 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 the 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 nominated agent determine that an entry or Participant is invalid or ineligible, the relevant Participant shall not be entitled to receive the Prize and will not be compensated in any way.
- 6.4 The Participant will be ineligible to win, and automatically be excluded from winning, the Prize under this Competition if the Participant, in the 12 months preceding the start date of this Competition, won a prize to the value of R10 000 or more in another competition run by the Promoter.

7. PRIZE FORFEITURE

- 7.1 The winner must communicate his/her full details to the Promoter, or its nominated agent as requested by the Promoter, or its nominated agent. Failure to do so may result in forfeiture of the Prize.
- 7.2 If the 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 the Prize is forfeited a substitute winner may be chosen in the same manner as the original winner was chosen.

8. GENERAL

- 8.1 Should the process for entry into the Competition or the Prize involve any alcoholic beverage, Participants shall ensure that it is enjoyed responsibly.

- 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 nominated 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.

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

8.4.1 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 Competition; and

8.4.2 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 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 relevant Participant by the Promoter. The Promoter will comply with the relevant data protection legislation, including POPIA.

8.6 A Participant may submit a request at <https://www.sab.co.za/content/data-subject-request-0> for the Promoter to:

8.6.1 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

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 containing, or otherwise publish, the names and/or photographs of the winner without remuneration being payable to the winner, provided that the Promoter will not do so if the 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.

8.8 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 entitled to be compensated in any way in this instance by the Promoter.

8.9 The Promoter will not be responsible for any costs, expenses or other liabilities incurred by the winner 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 **Each Participant indemnifies and holds harmless the Promoter, its associated companies, and the directors, officers, employees and nominated agents of the Promoter and of 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 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 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 a nominated 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.
- 8.14 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.
- 8.15 These Competition Rules are also available on www.blackcrown.africa.