



## CORONA IN-TRADE CAMPAIGN: FOLLOW THE SUNSET COMPETITION RULES

13 FEBRUARY 2023 - 30 APRIL 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 21 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 (the “**Competition Rules**”).
- 1.3. Participation in the Competition by an entrant (a “**Participant(s)**”) constitutes acceptance of these Competition Rules by that Participant.

### 2. Competition Period

This Competition will run from 13 February 2023 until 30 April 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 (collectively known as the “**Categories**”)

- 3.1. This Competition will have three different entry categories, as further detailed below:

#### 3.1.1. **Category 1: Self-Service with a Loyalty Card (“Category 1”)**

In order to enter the Competition via Category 1, a Participant must: (i) purchase 24 x 355ml Corona in non-returnable bottles (the “**Self-Service Qualifying Products**”) at any leading South African grocery outlet/wholesaler or independent store (a “**Participating Outlet(s)**”); and (ii) swipe their loyalty card for the respective Participating Outlet, to stand a chance to win a Prize;

#### 3.1.2. **Category 2: Self-Service without a Loyalty Card (“Category 2”)**

In order to enter the Competition via Category 2, a Participant must: (i) purchase the Self-Service Qualifying Products at the Participating Outlets; and (ii) scan the QR code on the point of sale device. Upon scanning the QR code, the Participants will be redirected to the Promoter’s home page (available at [www.corona.com/sunsetsfestival](http://www.corona.com/sunsetsfestival)) where they will be required to either login to



their existing account or sign-up and create a new account, where they must provide the following details: (a) name and surname; (b) date of birth; (c) gender; (d) email address; (e) phone number; (f) create a password; and (g) confirm that the Participant is 21 years or older in order to stand a chance to win a Prize; and

### **3.1.3. Category 3: Formal on Premises (“Category 3”)**

In order to enter the Competition via Category 3, a Participant must: (i) scan the QR code on the point of sale device at the Participating Outlet; (ii) upon scanning the QR code, the Participants will be redirected to the Promoter’s website (available at [www.coronaafrica.com](http://www.coronaafrica.com)) where they will be required to provide the following details: (a) their name and surname; (b) their gender (c) their contact details; (c) confirm that the Participant is 21 years or older to stand a chance to win a Prize as further detailed in Competition Rule 4.1 below; and (d) an option to create a password. Once a Participant has entered the Competition in Category 3, they will receive a digital coupon, to the value of approximately R32.00 (a “**Digital Coupon**”), from the Promoter, or its nominated agent (the description and instructions thereof will be made available on the Digital Coupon). The Participant must thereafter use their Digital Coupon to purchase 6 x 355ml Corona in non-returnable bottles (the “**Formal on Premises Qualifying Products**”) at the Participating Outlets (subject to Competition Rule 3.6 below).

- 3.2. A Prize will be awarded on a first come first served basis, and the Digital Coupon will be awarded on a first come first served basis.
- 3.3. Entry is only valid through this medium and manner.
- 3.4. No affiliation shall be construed to exist between any third-party brand and the Promoter.
- 3.5. The Promoter, or its nominated agent does not guarantee availability of the Self-Service Qualifying Products and the Formal on Premises Qualifying Products during the Competition Period. The Promoter, or its nominated agent shall not in any manner whatsoever be liable should the stock of the Self-Service Qualifying Products and the Formal on Premises Qualifying Products be depleted prior to a Participant being able to purchase the Self-Service Qualifying Products and the Formal on Premises Qualifying Products and stand a chance to win.
- 3.6. Participants who enter the Competition through Category 3 may only receive one Digital Coupon per entry and use one Digital Coupon per purchase at a Participating Outlet. A Participant in Category 3 is limited to receiving a maximum of ten Digital Coupons throughout the Competition Period.
- 3.7. Mobile network operator data costs may apply.



- 3.8. Participants will be liable for their own data and voice charges in respect of participating in the Competition as well as any verification process, if applicable.
- 3.9. The Promoter, or its nominated agent does not accept responsibility for lost, corrupted, delayed, or incomplete entries as a result of any network, hardware or software failure of any kind.
- 3.10. Subject to Competition Rule 3.6, the Participants may enter the Competition no more than five times per day during the Competition Period.

#### 4. Description of Prize (collectively known as the “Prizes”)

- 4.1. The Prizes available to be won during the Competition Period are as follows:
  - 4.1.1. one of five double tickets for the winner and an additional guest to the Corona Sunsets Trip to Cape Town event (the “**Cape Town Event**”), valued at approximately R15,000.00 each, which consists of return flights to the Cape Town Event, inclusive of a set menu of food and beverages to be drunk responsibly, and that will be determined solely by the Promoter, or its nominated agent;
  - 4.1.2. one of five double tickets for the winner and an additional guest to the Corona Sunsets Trip to Japan event (the “**Japan Event**”) which consists of return flights to the Japan Event subject to Competition Rule 4.4 below, valued at approximately R110,000.00 each, inclusive of a set menu of food and beverages (to be drunk responsibly), and that will be determined solely by the Promoter, or its nominated agent, and a full hospitality experience, that will be determined solely by the Promoter, or its nominated agent, at the Japan Event; and
  - 4.1.3. (i) one of 4,000 Corona branded towels (a “**Towel**”), valued at approximately R165.00 per Towel; and (ii) one of 1,700 beach bags (the “**Bag(s)**”), valued at approximately R145.00 per Bag (collectively referred to as the “**Merchandise**”).
- 4.2. There is a total of 5,710 available Prizes to be won during the Competition Period.
- 4.3. The Prizes for the Cape Town Event and Japan Event excludes expenses of a personal nature, for example: telephone; laundry; and/or transport expenses not stipulated in the itinerary; and spending money.
- 4.4. The Promoter will pay for the cost of international travel to the Japan Event, provided that a winner and their guest, shall be responsible for obtaining all travel documents (such as passports or visas). The Promoter, or its nominated agent, will pay for the costs associated with obtaining a visa for the winner and/or their guests for the Japan Event. The winners and their guest must be over the age of 21 years old and must adhere to all Covid-19 regulations in Japan. All winners must, on request,



provide the Promoter with a copy of his/her, and their guest's, identity and/or travel documents in order for the Promoter to arrange the relevant flights and accommodation. If a winner, and/or their guest, is sent home for bad behaviour as determined in the Promoter's sole discretion, then the Promoter, or its nominated agent, is entitled to recover the costs of travel from the winner.

- 4.5. The Merchandise will be awarded to the winners on a first-come, first-served basis and the Promoter does not guarantee stock availability of the Merchandise, which shall at all times be subject to stock availability, 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 Merchandise, and the Promoter shall not be liable to provide different goods in substitution for the Merchandise which is not available due to stock being depleted.
- 4.6. The winners 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.
- 4.7. The Merchandise will be delivered by the Promoter, or its nominated agent to a winner's address within the Republic of South Africa on or before 15 May 2023. The Promoter, or its nominated agent will contact a winner via telephone to arrange delivery on or before 15 May 2023.
- 4.8. The Cape Town Event prize will be sent electronically by the Promoter, or its nominated agent, to the winner on or before 17 March 2023.
- 4.9. The Japan Event prize will be sent electronically by the Promoter, or its nominated agent, to the winner on or before 15 May 2023.
- 4.10. For the avoidance of doubt, the winners may win more than one Prize in this Competition subject to Competition Rule 4.11 below.
- 4.11. The winners of the Cape Town Event may not win the Japan Event, and vice versa, the winners of the Japan Event may not win the Cape Town Event. This Competition Rule 4.11 also applies to the winners' respective guests.

## 5. Winner Selection and Notification

- 5.1. The winners will be selected by a random draw process. The Cape Town Event draw will take place on or about 10 March 2023 and will consist of all valid entries received from 13 February 2023 to 9 March 2023. The Japan Event draw will take place on or about 30 April 2023 and will consist of all valid entries received during the Competition Period. Three Merchandise draws (the "**Merchandise Draw(s)**") will take place during the Competition Period. The date of each Merchandise Draw will be subject to the discretion of the Promoter or its nominated agent. Each Merchandise Draw will consist of all valid



entries received before the Merchandise Draw and after the last Merchandise Draw (if any) and during the Competition Period.

- 5.2. The Cape Town Event winners will be notified by the Promoter, or its nominated agent via telephone on or about 16 March 2023. The Japan Event and Merchandise winners will be notified by the Promotor, or its nominated agent via telephone on or about 15 May 2023. If the Promoter, or its nominated agent 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.

## **6. Winner Verification**

- 6.1. Winners of the Cape Town Event, Japan Event (and their additional guests respectively), and Merchandise must all be over the age of 21 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 identity document/passport/driver's license/proof of residential address/proof of purchase/, if applicable, in order to be eligible to receive the Prizes. 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. 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.

## **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 an 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. 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 a 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 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.

- 8.5. 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 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.



- 8.6. 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 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.
- 8.8. 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.
- 8.9. 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.
- 8.10. 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 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.**



- 8.13. 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 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.
- 8.14. 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.coronaafrica.com](http://www.coronaafrica.com).