

## CY23 Q4 CORONA SUMMER SELF SERVICE PROMOTIONAL OFFER RULES

06 NOVEMBER 2023 – 04 DECEMBER 2023

### 1. Introduction

- 1.1 This promotional offer (“**Promotion**”) 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 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 (“**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 06 November 2023 until 04 December 2023, both dates inclusive, or until the Promoter provides a public notice that the Promotion has ended, whichever is earlier (“**Promotion Period**”). Participation will only be accepted during the Promotion Period.

### 3. Promotion Participation Process

- 3.1 To participate in the Promotion, a Participant must:
    - 3.1.1 purchase a case of twenty-four (24) x 355ml non-returnable Corona (the “**Qualifying Product**”) at any of the participating outlets listed in annexure A (the “**Participating Outlets**”); and
    - 3.1.2 locate a Corona poster and a Promoter’s representative wearing Corona branded apparel at any of the Participating Outlets and if requested, present the proof of
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purchase of the Qualifying Product to receive the Offer described in Promotion Rule 4.1.

- 3.2 Participation is only valid through this medium and manner.
- 3.3 Participants may participate in the Promotion as many times as they wish during the Promotion Period but may not participate more than once per store activation.
- 3.4 Participants are liable for their own data and voice charges in respect of the participation in the Promotion as well as any verification process, if applicable.

#### **4. Description of Offers**

- 4.1 The offer for this Promotion is a Corona branded fedora hat (the “Offer”).
  - 4.2 There is a total of approximately forty (40) Offers available during the Promotion Period and each Offer has a value of approximately R49.50.
  - 4.3 If a Participant receives an Offer, then the Participant will collect the Offer immediately at the relevant Participating Outlet, subject to availability of stock at the relevant Participating Outlets.
  - 4.4 An Offer will be awarded immediately instore at the relevant Participating Outlet, on a first come first served basis and subject to availability of stock.
  - 4.5 The Promoter does not guarantee in-store stock availability of the Qualifying Product and/or an Offer during the Promotion Period, which shall at all times be subject to in-store stock availability at the relevant Participating Outlet, it being recorded that the Promoter shall not in any manner whatsoever be liable should the available stock be depleted prior to a Participant being able to collect his/her Offer or purchase the Qualifying Product, and the Promoter shall not be liable to provide an offer (or offers) or a good (or goods) in substitution for an Offer or the Qualifying Product which is not available due to stock being depleted.
  - 4.6 A Participant who receives an Offer may not transfer an Offer, in whole or in part, to any other person or exchange an Offer for an alternate offer or for its cash value. A Participant who receives an Offer may not substitute him/herself with any other person.
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## **5. Participant Verification**

- 5.1 A Participant will only be eligible to receive an Offer 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 in order to be eligible to receive the Offers. 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 an Offer 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 win an offer at the discretion of the Promoter.
- 5.3 The Promoter reserves the right to carry out audits in respect of a Participant who receives an Offer to verify his/her eligibility and/or the validity of a Participant's participation. 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 participation or otherwise falsifying data. Should the Promoter or its agent determine that participation or Participant is invalid or ineligible, the relevant Participant shall not be entitled to receive an Offer and will not be compensated in any way.

## **6. Offer Forfeiture**

- 6.1 A Participant who receives an Offer 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 an Offer.
- 6.2 If a Participant who receives an Offer is unable to attend, receive or utilise (as applicable) an Offer then the entire Offer shall be forfeited. There will be no compensation, in any form, including, but not limited to monetary compensation and/or rescheduling, to any party,
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irrespective of the reason/s for the inability of that Participant to attend, receive or utilise (as applicable) an Offer.

- 6.3 Time permitting and subject to the Promoter's approval, where an Offer is forfeited a substitute Participant may be chosen in the same manner as an original Participant was chosen to receive an Offer.

## **7. General**

- 7.1 Should the process for participation in the Promotion or the Offer/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 an Offer 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 an Offer,

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
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Promoter to provide, deliver or in any other way give effect to these Promotion Rules and/or an Offer, 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 an Offer without remuneration being payable to a Participant who receives an Offer, provided that the Promoter will not do so if a Participant who receives an Offer 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 an Offer not be available despite the Promoter's reasonable endeavours to procure an Offer, the Promoter reserves the right to substitute an Offer 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 an Offer which are not expressly contemplated as part of an Offer.

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 cancellations will be interpreted by the Promoter only. In the

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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 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 Promotion or his/her receipt, participation, ownership and/or use of an Offer. This indemnity is not intended to exclude any liability for any person which cannot be excluded under the Consumer Protection Act 68 of 2008.**

7.1 The Promoter shall not be responsible for any lost, damaged, corrupted, delayed, incorrect or incomplete attempts to participate for any reason whatsoever. Proof of attempting to participate will not be accepted as proof of participation. The Promoter shall not be responsible for the failure of any technical element relating to this Promotion that may result in participation not being successful. The Promoter is not responsible for lost, damaged or delayed attempts to participate as a result of any network, computer or cell phone hardware or software failure of any kind. No participation via an agent, third party, or organized group or participation automatically generated by computer will be valid or accepted. Participation will only be valid and accepted if it complies with all participation 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.

7.2 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 participation 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.

7.3 These Promotion Rules are also available on [www.coronaafrica.com](http://www.coronaafrica.com).

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## Annexure A

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## CY23 Q4 CORONA SUMMER SELF SERVICE PROMOTIONAL OFFER RULES

04 DECEMBER 2023 – 31 DECEMBER 2023

### 1. Introduction

- 1.1 This promotional offer (“**Promotion**”) 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 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 (“**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 04 December 2023 until 31 December 2023, both dates inclusive, or until the Promoter provides a public notice that the Promotion has ended, whichever is earlier (“**Promotion Period**”). Participation will only be accepted during the Promotion Period.

### 3. Promotion Participation Process

- 3.1 To participate in the Promotion, a Participant must:
  - 3.1.1 purchase a case of 24 x 355ml non-returnable Coronas (the “**Qualifying Product**”) at any of participating outlets listed in annexure A (the “**Participating Outlets**”); and
  - 3.1.2 swipe or scan their loyalty card for the respective Participating Outlet.
- 3.2 Participation is only valid through this medium and manner.

- 3.3 Participants may participate in the Promotion as many times as they wish.
- 3.4 Participants are liable for their own data and voice charges in respect of the participation in the Promotion as well as any verification process, if applicable.

#### **4. Description of Offers**

- 4.1 The offer for this Promotion is a Corona branded ice bucket (the “Offer”).
- 4.2 There is a total of approximately eighty (80) Offers available during the Promotion Period and each Offer has a value of approximately R130.00.
- 4.3 If a Participant receives an Offer, then the Participant will collect the Offer immediately at the relevant Participating Outlet, subject to availability of stock at the relevant Participating Outlets.
- 4.4 An Offer will be awarded immediately instore at the relevant Participating Outlet, on a first come first served basis and subject to availability of stock.
- 4.5 The Promoter does not guarantee in-store stock availability of the Qualifying Product and/or an Offer during the Promotion Period, which shall at all times be subject to in-store stock availability at the relevant Participating Outlet, it being recorded that the Promoter shall not in any manner whatsoever be liable should the available stock be depleted prior to a Participant being able to collect his/her Offer or purchase the Qualifying Product, and the Promoter shall not be liable to provide an offer (or offers) or a good (or goods) in substitution for an Offer or the Qualifying Product which is not available due to stock being depleted.
- 4.6 A Participant who receives an Offer may not transfer an Offer, in whole or in part, to any other person or exchange an Offer for an alternate offer or for its cash value. A Participant who receives an Offer may not substitute him/herself with any other person.

#### **5. Participant Verification**

- 5.1 A Participant will only be eligible to receive an Offer 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 in order to be eligible to receive the Offers. 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 an Offer 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 win an offer at the discretion of the Promoter.
- 5.3 The Promoter reserves the right to carry out audits in respect of a Participant who receives an Offer to verify his/her eligibility and/or the validity of a Participant's participation. 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 a participation or otherwise falsifying data. Should the Promoter or its agent determine that a participation or Participant is invalid or ineligible, the relevant Participant shall not be entitled to receive an Offer and will not be compensated in any way.

## **6. Offer Forfeiture**

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

## 7. General

- 7.1 Should the process for participation in the Promotion or the Offer/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 an Offer 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 an Offer, 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 an Offer, 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 an Offer without remuneration being payable to a Participant who receives an Offer, provided that the Promoter will not do so if a Participant who receives an Offer 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 an Offer not be available despite the Promoter's reasonable endeavours to procure an Offer, the Promoter reserves the right to substitute an Offer 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 an Offer which are not expressly contemplated as part of an Offer.
- 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 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.
- 7.12 **Each Participant indemnifies and holds harmless the Promoter, its associated companies, and the directors, officers, employees and 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 Promotion or his/her receipt, participation, ownership and/or use of an Offer. 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 attempts to participate for any reason whatsoever. Proof of attempting to participate will not be accepted as proof of participation. The Promoter shall not be responsible for the failure of any technical element relating to this Promotion that may result in participation not being successful. The Promoter is not responsible for lost, damaged or delayed attempts to participate as a result of any network, computer or cell phone hardware or software failure of any kind. No participation via an agent, third party, or organized group or participation automatically generated by computer will be valid or accepted. Participation will only be valid and accepted if it complies with all participation 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 participation 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.coronaafrica.com](http://www.coronaafrica.com).

## Annexure A

Shoprite

Checkers

## CY23 Q4 CORONA SUMMER SELF SERVICE PROMOTIONAL OFFER RULES

04 DECEMBER 2023 – 31 DECEMBER 2023

### 1. Introduction

- 1.1 This promotional offer (“**Promotion**”) 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 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 (“**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 04 December 2023 until 31 December 2023, both dates inclusive, or until the Promoter provides a public notice that the Promotion has ended, whichever is earlier (“**Promotion Period**”). Participation will only be accepted during the Promotion Period.

### 3. Promotion Participation Process

- 3.1 To participate in the Promotion, a Participant must:
  - 3.1.1 purchase a case of 24 x 355ml non-returnable Coronas (the “**Qualifying Product**”) and a qualifying cooler box (the “**Qualifying Cooler Box**”) at any of the participating outlets listed in annexure A (the “**Participating Outlets**”); and
  - 3.1.2 swipe or scan their loyalty card for the respective Participating Outlet.



- 3.2 Participation is only valid through this medium and manner.
- 3.3 Participants may participate the Promotion as many times as they wish.
- 3.4 Participants are liable for their own data and voice charges in respect of the participation in the Promotion as well as any verification process, if applicable.

#### **4. Description of Offers**

- 4.1 If a Participant complies with Promotion Rule 3.1, the Participant shall qualify for a discount on a purchase of the Qualifying Product and a Qualifying Cooler Box such that the total price is reduced to R699.00 (the “Offer”).
- 4.2 If a Participant receives an Offer, then the Participant will collect the Offer immediately at the relevant Participating Outlet, subject to availability of stock at the relevant Participating Outlets.
- 4.3 The Promoter does not guarantee in-store stock availability of the Qualifying Products and/or the Qualifying Cooler Box during the Promotion Period, which shall at all times be subject to in-store stock availability at the relevant Participating Outlet, it being recorded that the Promoter shall not in any manner whatsoever be liable should the available stock be depleted prior to a Participant being able to obtain his/her Offer or purchase the Qualifying Products and/or the Qualifying Cooler Box, and the Promoter shall not be liable to provide an offer (or offers) or a good (or goods) in substitution for an Offer or the Qualifying Products which is not available due to stock being depleted.
- 4.4 A Participant who receives an Offer may not transfer an Offer, in whole or in part, to any other person or exchange an Offer for an alternate offer or for its cash value. A Participant who receives an Offer may not substitute him/herself with any other person.

#### **5. Participant Verification**

- 5.1 A Participant will only be eligible to receive an Offer 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 in order to be eligible to receive the Offers. 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 an Offer after successful verification of a Participant to the satisfaction of the Promoter. Failing successful verification of a Participant, a substitute Participant may be selected to win an offer at the discretion of the Promoter.
- 5.3 The Promoter reserves the right to carry out audits in respect of a Participant who receives an Offer to verify his/her eligibility and/or the validity of a Participant's participation. 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 participation or otherwise falsifying data. Should the Promoter or its agent determine that participation or Participant is invalid or ineligible, the relevant Participant shall not be entitled to receive an Offer and will not be compensated in any way.

## **6. Offer Forfeiture**

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

## 7. General

- 7.1 Should the process for participation in the Promotion or the Offer/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 an Offer 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 an Offer, 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 an Offer, 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 an Offer without remuneration being payable to a Participant who receives an Offer, provided that the Promoter will not do so if a Participant who receives an Offer 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 an Offer not be available despite the Promoter's reasonable endeavours to procure an Offer, the Promoter reserves the right to substitute an Offer 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 an Offer which are not expressly contemplated as part of an Offer.
- 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 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.
- 7.12 **Each Participant indemnifies and holds harmless the Promoter, its associated companies, and the directors, officers, employees and 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 Promotion or his/her receipt, participation, ownership and/or use of an Offer. This indemnity is not intended to exclude any liability for any person which cannot be excluded under the Consumer Protection Act 68 of 2008.**

- 7.1 The Promoter shall not be responsible for any lost, damaged, corrupted, delayed, incorrect or incomplete attempts to participate for any reason whatsoever. Proof of attempting to participate will not be accepted as proof of participation. The Promoter shall not be responsible for the failure of any technical element relating to this Promotion that may result in participation not being successful. The Promoter is not responsible for lost, damaged or delayed attempts to participate as a result of any network, computer or cell phone hardware or software failure of any kind. No participation via an agent, third party, or organized group or participation automatically generated by computer will be valid or accepted. Participation will only be valid and accepted if it complies with all participation 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.
- 7.2 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 participation 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.
- 7.3 These Promotion Rules are also available on [www.coronaafrica.com](http://www.coronaafrica.com).

## Annexure A

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## CY23 Q4 CORONA SUMMER URD PROMOTIONAL OFFER RULES

6 NOVEMBER 2023 – 31 DECEMBER 2023

### 1. INTRODUCTION

- 1.1 This promotional offer (“**Promotion**”) 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 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 (“**Promotion Rules**”).
- 1.3 Participation in the Promotion by an entrant (a “**Participant**”) constitutes acceptance of these Promotion Rules by that Participant.

### 2. PROMOTION PERIOD

This Promotion will run from 6 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 (“**Promotion Period**”). Entries will only be accepted during the Promotion Period.

### 3. PROMOTION ENTRY PROCESS

- 3.1 In order to enter the Promotion, a Participant must:
- 3.1.1 purchase 5 (five) cases of 24 Corona 410ml non-returnable bottles at any of the participating outlets listed in Annexure A (each a “**Participating Outlet**”) to receive an Offer detailed in Promotion Rule 4.1 below; or
- 3.1.2 purchase 5 (five) buckets of 24 Corona 410ml non-returnable bottles at any of the Participating Outlets to receive an Offer detailed in Promotion Rule 4.1 below.

3.2 An Offer, as set out in Promotion Rule 4.1 below, will be awarded immediately in-store at the relevant Participating Outlet, on a first come, first served basis and subject to availability of stock.

3.3 Entry is only valid through the above medium and manner.

3.4 Participants may enter the Promotion as many times as they wish.

#### 4. **DESCRIPTION OF OFFERS**

4.1 If a Participant complies with Promotion Rule 3.1 above, then the Participant shall qualify to receive 5 (five) Corona branded ice buckets with a value of approximately R34.90 and 1 (one) box of limes with a value of approximately R80.00 (the “Offer”).

4.2 There are a total of one thousand Offers available during the Promotion Period.

4.3 If the Participant receives an Offer, then he/she shall collect his/her Offer immediately from the relevant Participating Outlet.

4.4 The Promoter does not guarantee in-store stock availability of an Offer, which shall at all times be subject to in-store stock availability at the relevant Participating Outlet, it being recorded that the Promoter shall not in any manner whatsoever be liable should the available stock be depleted prior to a Participant being able to collect his/her Offer, and the Promoter shall not be liable to provide an offer (or offers) or a good (or goods) in substitution for an Offer which is not available due to stock being depleted.

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

#### 5. **PARTICIPANT VERIFICATION**

5.1 A Participant will only be eligible to receive an Offer 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 and/or its agent. A Participant may be asked to provide a copy of his/her legal and valid identity document/passport/driver’s license and/or proof of purchase in order to be



eligible to receive the Offer. 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 an Offer after successful verification of a Participant to the satisfaction of the Promoter and/or its agent. Failing successful verification of a Participant, a substitute a Participant may be selected to win an Offer at the discretion of the Promoter.
- 5.3 The Promoter reserves the right to carry out audits in respect of a Participant who receives an Offer 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 an Offer and will not be compensated in any way.

## **6. OFFER FORFEITURE**

- 6.1 A Participant who receives an Offer 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 an Offer.
- 6.2 If a Participant who receives an Offer is unable to attend, receive or utilise (as applicable) an Offer then the entire Offer 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) an Offer.

6.3 Time permitting and subject to the Promoter's approval, where an Offer is forfeited a substitute Participant may be chosen in the same manner as an original Participant was chosen to receive an Offer.

## **7. GENERAL**

7.1 Should the process for entry into the Promotion or the Offer/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 an Offer 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 an Offer,

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 an Offer, 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 an Offer without remuneration being payable to a Participant who receives an Offer, provided that the Promoter will not do so if a Participant who receives an Offer 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 an Offer not be available despite the Promoter's reasonable endeavours to procure an Offer, the Promoter reserves the right to substitute an Offer 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 an Offer which are not expressly contemplated as part of an Offer.
- 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 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.

- 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 an Offer. 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 entering 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.coronaafrica.com](http://www.coronaafrica.com).

## **Annexure 1**

### **Participating Outlets**

1. NORMAN GOODFELLOWS KZN
2. NORMAN GOODFELLOWS WYNBERG JHB
3. NORMAN GOODFELLOWS GARDEN ROUTE
4. NORMAN GOODFELLOWS CAPE
5. SOLLY KRAMERS PARKHURST
6. CAPTAIN LIQUOR DISTRIBUTORS
7. SG CONVENIENCE LIQUOR BLOEM
8. SG CONVENIENCE KZN
9. SG CONVENIENCE NELSPRUIT
10. SG CONVENIENCE ISANDO
11. SG CONVENIENCE WC
12. SG CONVENIENCE GEORGE
13. SG CONVENIENCE PE
14. DISTRI LIQ PRETORIA
15. DISTRI LIQ CAPE TOWN
16. DISTRI LIQ GEORGE
17. DISTRI LIQU RUSTENBURG

18. JOHNNYS LIQ HYPER
19. VASSCO DISTRIBUTORS
20. DELTA BOTTLE STORE
21. BOOTHS BOTTLE STORE SOUTH
22. LIQUOR BOSS
23. BIG DADDY'S EPPING
24. LIQUOR LEGENDS VCC PTY LTD
25. TONYS LIQUOR STORE

## CORONA FOLLOW THE SUNSET BEES PROMOTION RULES

4 NOVEMBER 2023 – 31 DECEMBER 2023

### 1. INTRODUCTION

- 1.1 This promotion (“**Promotion**”) is run by The South African Breweries (Pty) Ltd (“**Promoter**”) on the official digital ordering platform, BEES, operated by the Promoter and available at [www.beescoupons.comcoronasunset](http://www.beescoupons.comcoronasunset) which can also be downloaded as the BEES South Africa application on iOS or Android devices (“**BEES**”).
- 1.2 The Promotion are 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.
- 1.3 The rules set out in this document constitute the rules which will govern the Promotion (“**Promotion Rules**”).
- 1.4 Participation in the Promotion by an entrant (a “**Participant**”) constitutes acceptance of these Promotion Rules by that Participant.

### 2. PROMOTION PERIOD

This Promotion will run from 4 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 (“**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:
  - 3.1.1 locate a Corona point-of-sale display device with a BEES QR code at any of the Promoter’s selected participating outlets as indicated on the Promoter’s website (the



“Participating Outlets”) and scan the QR code on the point-of-sale display device located at the relevant Participating Outlet, which will direct the Participant to the BEES website;

3.1.2 sign up to the BEES website by providing the details as prompted, including: (i) the Participant’s name and surname; (ii) confirmation that the Participant is 18 years of age or older; (iii) the Participant’s contact details; and (iv) confirmation that the Participant agrees to the terms and conditions; and

3.1.3 enter the one-time verification code that the Participant will receive via SMS.

3.2 Entry is only valid through this medium and manner.

3.3 Participants are liable for their own data and voice charges in respect of the Promotion participation as well as any verification process, if applicable.

#### 4. DESCRIPTION OF AN OFFER

4.1 If the Participant complies with Promotion Rule 3 and meets the Participant eligibility criteria set out in Promotion Rules 1.2 and 1.3 during the Promotion Period, the Participant shall qualify to receive a BEES digital Coupon (“**Coupon**”) to the value of R40.00, which may be redeemed by the Participant to discount the price of a bucket of 6 Corona 355ml non-returnable bottles for the price of 5 Corona 355ml non-returnable bottles (the “**Offer**”).

4.2 There is a total of 20,000 Offers available to be given away during the Promotion Period.

4.3 To redeem a Coupon, a Participant must present his/her Coupon to the sales representative at the point-of-sale at a Participating Outlet. The Coupon will only be valid during the Promotion Period.

4.4 A Participant who receives an Offer may not transfer the Offer, in whole or in part, to any other person or exchange an Offer for an alternate offer or for its cash value. A Participant who receives an Offer may not substitute him/herself with any other person.

## **5. PARTICIPANT VERIFICATION**

- 5.1 The Participant will be verified, by or on behalf of the Promoter, with the Participant eligibility criteria set out in Promotion Rule 1.2 and 1.3 and the requirements in these Promotion Rules. The Participant must be over the age of 18 years old and 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 Offer. 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 An Offer will only be awarded by the Promoter and the Participant will only be regarded as being entitled to an Offer after the successful verification process set out in these Promotion Rules has been completed to the satisfaction of the Promoter. Failing successful verification of a Participant, a substitute a Participant may be selected to at the discretion of the Promoter.
- 5.3 The Promoter reserves the right to carry out audits in respect of a Participant who receives an Offer, and/or the representative of the Participant, to verify the Participant's eligibility and/or the validity of the Participant's participation. The Promoter may disqualify the Participant if any fraud or cheating or related activity is suspected, including without limitation, through the manipulation of the means of participating or otherwise falsifying data. Should the Promoter or its agent determine that participation or the Participant is invalid or ineligible, the Participant shall not be entitled to receive an Offer and will not be compensated in any way.

## **6. OFFER FORFEITURE**

- 6.1 A Participant who receives an Offer 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 an Offer.
- 6.2 If a Participant is unable to attend, receive or utilise (as applicable) an Offer then the entire Offer 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) an Offer.

6.3 Time permitting and subject to the Promoter's approval, where an Offer is forfeited a substitute Participant may be chosen in the same manner as an original Participant was chosen to receive an Offer.

## **7. GENERAL**

7.1 Should the process for participation into the Promotion or the Offer/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 an Offer 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 an Offer,

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 an Offer, 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 an Offer without remuneration being payable to a Participant who receives an Offer, provided that the Promoter will not do so if a Participant who receives an Offer communicates in writing to the Promoter that he/she/they does not want his/her/they names or photographs to be contained in media announcements or otherwise published.
- 7.8 Should an Offer not be available despite the Promoter's reasonable endeavours to procure an Offer, the Promoter reserves the right to substitute an Offer 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 an Offer which are not expressly contemplated as part of an Offer.
- 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 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.

- 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 an Offer. 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 attempted participation will not be accepted as proof of participation. 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 participation from an agent, third party, organised group or entry automatically generated by computer will be valid or accepted. Participation 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 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.corona.co.za](http://www.corona.co.za).

## CORONA FOLLOW THE SUNSET PROMOTION RULES

1 DECEMBER 2023 - 31 DECEMBER 2023

### 1. INTRODUCTION

- 1.1 This promotional offer (the “**Promotion**”) is run by The South African Breweries (Pty) Limited (the “**Promoter**”) and is open to all persons of 18 years or older and resident in South Africa, except for: (i) the directors, members, partners, agents, consultants or employees of the Promoter and their immediate families; (ii) the directors, members, partners, agents, consultants or employees of any suppliers of any goods or services to the Promoter in respect of this Promotion; (iii) directors, members, partners, agents, consultants or employees of the Promoter’s advertising and promotion agencies or associated companies; and (iv) 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 1 December 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**”). Participation will only be accepted during the Promotion Period.

### 3. PARTICIPATION PROCESS

- 3.1 In order to enter the Promotion, each Participant must: (i) purchase one bucket of Corona beer comprising of 6 x 355ml non-returnable bottles (the “**Qualifying Product**”) from any of the Promoter’s selected participating outlets as indicated on the Promoter’s microsite ([www.beescoupons.com/coronasunsetexp](http://www.beescoupons.com/coronasunsetexp)) (the “**Participating Outlets**”); (ii) after successfully purchasing the Qualifying Products, a Participant will be required to scan the QR code located at the point of sale at the relevant Participating Outlet, which will direct the

Participant to the Promotion entry page; and (iii) provide the requisite details as prompted on the Promotion page.

3.2 Following completion of the entry process set out in Promotion Rule 3.1, the Participant will, subject to availability and Promotion Rules 4.5 and 5, receive an Offer as further detailed in Promotion Rule 4.1 below.

3.3 A Participant may participate in the Promotion as many times as he/she wishes.

3.4 Participants are liable for their own data and voice charges in respect of participation as well as any verification process, if applicable.

#### **4. DESCRIPTION OF OFFER**

4.1 The offer for this Promotion is one Corona branded fedora (the “Offer”).

4.2 There is a total of 17,400 Offers to be given away during the Promotion Period, and each Offer has a value of approximately R49.99.

4.3 The Offer will be awarded immediately from the relevant Participating Outlet, on a first come, first served basis and subject to availability of stock.

4.4 No person may redeem more than 3 Offers during this Promotion.

4.5 The Promoter does not guarantee in-store stock availability of an Offer, which shall at all times be subject to in-store stock availability at the relevant Participating Outlet; it being recorded that the Promoter shall not in any manner whatsoever be liable should stock be depleted prior to a Participant being able to receive the Offer, and the Promoter shall not be liable to provide an offer (or offers) or a good (or goods) in substitution for an Offer which is not available.

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

#### **5. PARTICIPANT VERIFICATION**

5.1 A Participant must be over the age of 18 years old and must comply with the Participant eligibility criteria set out in Promotion Rule 1.1 above 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 valid identity document/passport/driver's license/proof of purchase, if applicable, in order to be eligible to receive an Offer. 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 An Offer will only be awarded by the Promoter to a Participant after the verification process set out in these Promotion Rules has been completed to the satisfaction of the Promoter. Failing successful verification of a Participant, a substitute participant may be selected at the discretion of the Promoter.
- 5.3 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 participation. 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 1.2 (i)-(iv), the Promoter may disqualify a Participant if any fraud or cheating or related activity is suspected, including without limitation, through the manipulation of participation or otherwise falsifying data. Should the Promoter or its agent determine that participation or a Participant is invalid or ineligible, the relevant Participant shall not be entitled to receive an Offer and will not be compensated in any way.
- 5.4 A Participant will be ineligible to receive, and automatically be excluded from receiving, an Offer under this Promotion if a Participant previously won a prize or received an offer under a promotion or competition run by the Promoter, to the value of R10,000 or more in the preceding 12 months from the start date of this Promotion.

## **6. OFFER FORFEITURE**

- 6.1 A Participant 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 an Offer.
- 6.2 If a Participant is unable to attend, receive or utilise (as applicable) an Offer then the entire Offer 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) an Offer.

- 6.3 Time permitting and subject to the Promoter's approval, where an Offer is forfeited a substitute participant may be chosen in the same manner as the original Participant was chosen.

## **7. GENERAL**

- 7.1 In the event of a dispute, the Promoter's decision is final and binding and no correspondence will be entered into.
- 7.2 Should the process for participation in the Promotion or the Offer/s involve any alcoholic beverage, Participants shall ensure that it is enjoyed responsibly.
- 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 an Offer 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 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 Promotion for utilisation of an Offer,

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 an Offer, 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 without remuneration being payable to a Participant, provided that the Promoter will not do so if a Participant 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 an Offer not be available despite the Promoter's reasonable endeavours to procure an Offer, the Promoter reserves the right to substitute an Offer 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 which are not expressly contemplated as part of an Offer.
- 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 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.
- 7.12 **Each Participant indemnifies and holds harmless the Promoter, its associated companies, and the directors, officers, employees and 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 Promotion or its receipt, participation, ownership and/or use of an Offer. 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 attempts to participate for any reason whatsoever. Proof of attempting to participate will not be accepted as proof of participation. The Promoter shall not be responsible for the failure of any technical element relating to this Promotion that may result in participation not being successful. The Promoter is not responsible for lost, damaged or delayed attempts to participate as a result of any network, computer or cell phone hardware or software failure of any kind. No participation via an agent, third party, organised group or computer-generated automatic participation will be valid or accepted. Participation will only be valid and accepted if it complies with all participation 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 participation 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.corona.co.za](http://www.corona.co.za).

## CORONA FOLLOW THE SUNSET COMPETITION RULES

4 NOVEMBER 2023 - 31 DECEMBER 2023

### 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: (i) the directors, members, partners, agents, consultants or employees of the Promoter and their immediate families; (ii) the directors, members, partners, agents, consultants or employees of any suppliers of any goods or services to the Promoter in respect of this Competition; (iii) directors, members, partners, agents, consultants or employees of the Promoter's advertising and promotion agencies or associated companies; and (iv) 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 4 November 2023 until 31 December 2023, 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, each Participant must: (i) purchase one bucket of Corona beer comprising of 6 x 355ml non-returnable bottles (the "**Qualifying Product**") from any of the Promoter's selected participating outlets as indicated on the Promoter's website (the "**Participating Outlets**"), following which, a Participant will receive an entry card at the point of sale of the relevant Participating Outlet; (ii) complete the entry card by providing all

requisite details as indicated on the entry card; and (iii) submit the entry card into the entry box at the point of sale at the relevant Participating Outlet.

3.2 Entry is only valid through this medium and 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.

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

4.1 The prize for this Competition is 1 of 300 Corona relax hampers, containing the following Corona branded items:

4.1.1 one towel, valued at R130;

4.1.2 one bottle opener, valued at R51.30;

4.1.3 one hat, valued at R165; and

4.1.4 one ice bucket, valued at R34.90,

(the “Prize”).

4.2 No person may win more than one Prize in this Competition.

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 The Promoter will contact a winner to make arrangements for the winners to receive the Prize.

#### **5. WINNER SELECTION AND NOTIFICATION**

5.1 A winner will be selected via a random draw process. The draw will take place on or before 20 January 2024 and will consist of all valid entries received during the Competition Period.

5.2 A winner will be notified by the Promoter or its nominated agent via email and/or telephone on or about 20 January 2024. 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.

## **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 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. 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 (i)-(iv), 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 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, organised 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.corona.co.za](http://www.corona.co.za).

## CORONA SUNSETS SUMMER TOUR LEAD GENS PROMOTIONAL COMPETITION RULES

**13 NOVEMBER 2023 - 06 DECEMBER 2023**

### **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.

The rules set out in this document constitute the rules which will govern the Competition ("**Competition Rules**").

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 13 November 2023 until 06 December 2023, 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 Promoter will publish, as a dark post, a Competition-related post (the "**Competition Ad**") on Instagram and on Facebook (the "**Social Media Platforms**"). Internet access and a valid account on the respective Social Media Platforms will be required to successfully enter this Competition.

To enter the Competition, a Participant must:

- 3.2.1 click on the link in the Competition Ad;
- 3.2.2 after clicking on the link, follow the prompts to answer Competition-related questions and complete the Competition entry by signing-up to the Promoter website as prompted.

Entry is only valid through this medium and in this manner. A Participant may only enter the Competition once.

Participants are liable for their own data and voice charges in respect of the Competition participation as well as any verification process, if applicable.

#### 4. Description of Prize

The prize for this Competition is:

- 4.1.1 1 double hospitality ticket for a winner and a guest of the winner (“**Guest**”) for an overnight stay at a venue as chosen and communicated by the Promoter; a double ticket to the Corona event taking place in Johannesburg on 18 November 2023 and as communicated by the Promoter; and food and complementary drinks for the overnight stay (the “**Overnight Stay Prize**”); or
  - 4.1.2 1 of 10 double tickets for a winner and a Guest to the Corona event in Durban taking place on 25 November 2023 and as communicated by the Promoter (the “**Beach Prize**”); or
  - 4.1.3 1 of 10 double tickets for a winner and a Guest to the Corona event taking place in Durban on 17 November 2023 and as communicated by the Promoter (the “**Waterfront Prize**”); or
  - 4.1.4 1 of 5 double tickets for a winner and a Guest to the Corona event taking place in Cape Town on 9 December 2023 and as communicated by the Promoter (the “**Cape Town Prize**”).
- 4.2 There are a total of 21 Prizes available to be won during Competition Period. The Overnight Stay Prize has a value of approximately R3600.00. The Beach Prize has value of approximately

R800.00. The Waterfront Prize has a value of approximately R800.00. The Cape Town Prize has a value of approximately R800.00

4.3 A winner and his/her Guest are responsible for arranging, and the cost of, travel to the venue of event that is the subject of a Prize.

4.4 No person may win more than 1 Prize in this Competition.

4.5 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.

4.6 The Promoter will contact a winner to make arrangements for the winner to receive a Prize.

## 5. Winner Selection and Notification

5.1 Winners will be selected by a random draw process. The draw will take place as tabulated below and will consist of all valid entries received during the Competition Period:

Prize	Random Draw Date
Overnight Stay Prize	16 November 2023
Cape Town Prize	06 December 2023
Waterfront Prize	13 December 2023
Beach Prize	20 December 2023

5.2 A winner will be notified by the Promoter via telephone call on the number provided by the Participant when signing up to the Promoter's website during the entry process. A winner will be notified on a date as determined by the Promoter. 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.

5.3 The Promoter will send a Prize to a winner electronically via e-mail.

## 6. Winner Verification

- 6.1 In order to be eligible to receive a Prize, a winner and his/her Guest 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 and a copy of his/her Guest's 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 a 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 (and shall ensure that his/her Guest (as applicable) consents to) the appropriate validation and verification measures that the Promoter may implement from time to time.

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.

The Promoter reserves the right to carry out audits in respect of a Participant to verify his/her and/or his/her Guest's 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.

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 in a competition run by the Promoter to the value of R10 000 or more in the preceding 12 months from the start date of this Competition.

## 7. Prize Forfeiture

A~~7.1~~ winner must communicate his/her and his/her Guests' 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.

In~~7.2~~ order to receive a Prize, the winner shall (and shall ensure that his/her Guest shall) sign and submit an indemnity form to the Promoter, which will be provided by the Promoter.

If~~7.3~~ 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.

Th~~7.4~~ e 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

Sh~~8.1~~ ould the process for entry into the Competition or a Prize involve any alcoholic beverage, Participants shall ensure that it is enjoyed responsibly.

In~~8.2~~ the event of a dispute, the Promoter's decision is final and binding and no correspondence will be entered into.

8.3 In an instance where there are Covid-19 regulations and protocols to be observed, all Participants must (and the winner shall ensure that his/her guest will) comply with such Covid-19 regulations put in place at the events/venues that are subject of the Prize, at all times and non-compliance with these regulations will result in automatic disqualification. It shall be the sole responsibility of the winners and their guest to observe and comply with any and all restrictions imposed by the regulations from time to time. A winning Participant and his/her guest indemnify and hold harmless the Promoter, its associated companies, and the officers, employees and agents of the Promoter and of its associated companies, against any losses or damages arising from a breach of these regulations by such Participant and/or the guest. The Promoter shall not in any manner whatsoever be held liable for any transgressions by the winning Participant and/or his/her guests.



~~8.4~~ 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~~ Participant, by participating in the Competition, acknowledges, agrees and expressly consents to (and shall ensure that his/her Guests (as applicable) consents to):

8.5.1 the Promoter processing the Participant's or the Guest's (as applicable) 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 or the Guest's (as applicable) 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 and/or Guest by the Promoter. The Promoter will comply with the relevant data protection legislation, including POPIA.

~~8.7~~ Participant or Guest 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 or Guest (as applicable) 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 or Guest (as applicable) that the Promoter is no longer authorised to retain.

The Promoter may make media announcements containing, or otherwise publish, the names and/or photographs of a winner and/or his/her Guest without remuneration being payable to the winner or his/her Guest, provided that the Promoter will not do so if a winner or Guest 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. A winner shall ensure that his/her Guest consents to the provisions of this Competition Rule 8.7.

- 8.9 Should a 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.
- 8.10 The Promoter will not be responsible for any costs, expenses or other liabilities incurred by a winner or a Guest 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 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 and/or his/her Guest's 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 A winner shall procure the compliance by his/her Guest of these Rules in relation to the receipt, use and/or redemption of, and/or benefitting from, a Prize, and hereby indemnifies the Promoter, its associated companies, and the directors, officers, employees and agents of the Promoter and of its associated companies, against any and all losses, whether direct, indirect, consequential or otherwise arising out of a claim or threatened claim by his/her Guest in relation to this Competition.
- 8.15 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.
- 8.16 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.
- 8.17 These Competition Rules are also available on <http://www.coronaafrica.com/>.