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## CORONA CERO ROSEBANK ACTIVATION RULES

**21 JANUARY 2026 - 28 FEBRUARY 2026**

### 1. INTRODUCTION

1.1 This promotional Activation (“**Activation**”) is run by The South African Breweries (Pty) Ltd (“**Promoter**”) and is open to all persons of 18 years or older, nonpregnant 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 Activation; (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 Activation (“**Activation Rules**”).

1.3 Participation in the Activation by an entrant (a “**Participant**”) constitutes acceptance of these Activation Rules by that Participant.

### 2. ACTIVATION PERIOD

3.1 This Activation will run from **21 January 2026** until **28 February 2026**, both dates inclusive, or until the Promoter provides a public notice that the Activation has ended, whichever is earlier (“**Activation Period**”). Entries will only be accepted during the Activation Period.

### 3.3.1.1 ACTIVATION PARTICIPATION PROCESS

3.1.2 In order to participate, a Participant must:

Enter the Corona Cero Oasis at Rosebank Mall and receive one complementary 355ml Corona Cero with a finger food.

Upon leaving the Oasis, the Participant will receive a voucher to go and claim a free 355ml Corona Cero at one of the partner outlets at Rosebank Mall, as seen in

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Annexure A (the “**Participating Outlets**”) with the purchase of a lunch meal between 12:00 – 14:00.

Participants are liable to redeem their vouchers of their own volition.

Participation is only valid through the participating outlets.

3.2 **4. DESCRIPTION OF PRIZE**

3.3 The participants will receive 1 (one) 355ml Corona Cero voucher to redeem at Rocomamas and Omen with the purchase of a lunch meal between 12:00 – 14:00.

4.1 Participants are to redeem their vouchers by the 28<sup>th</sup> of February 2026, thereafter no  
4.2 vouchers will be redeemable.

**5. WINNER SELECTION AND NOTIFICATION**

The winner will receive an instant Prize while vouchers last, and this will be awarded on a first come first serve basis. ]

**6. PARTICIPANT VERIFICATION**

6.1 A Participant must be over the age of 18 years old and must comply with the Participant eligibility criteria set out in Activation Rule 1.1 and the requirements in these Activation Rules, which may be verified by or on behalf of the Promoter. A Participant will be required to provide a copy of his/her legal and valid identity document & passport & proof of residential address & proof of purchase, if applicable, in order to be eligible to receive the Prize. These documents must be provided within 24 hours of the promoter making contact with the pre-selected winner. 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  
6.2 necessary, and by participating in the Activation, all Participants consent 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 Activation 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 Activation requirements by the Promoter or an individual, including (without limitation) those set out in Activation 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.

## 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.

## 8.1 8. GENERAL

8.2 Should the process for entry into the Activation or the Prize/s involve any alcoholic beverage, Participants shall ensure that it is enjoyed responsibly.

To the extent that any intellectual property right/s arise as a result of or through the creation and/or submission by a Participant of content, including without limitation any pictures, videos, drawings or other creative works, to enter this Activation, such intellectual property right/s will vest in the Promoter and the Participant hereby waives any associated right/s. To the extent such rights have vested in a Participant, the Participant hereby cedes, assigns and transfers (by way of present and future cession, assignment and transfer) to Promoter such rights and undertakes to do such things, takes such steps and sign such documents as are necessary to give effect to such cession, assignment and transfer. Each Participant indemnifies

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and holds harmless the Promoter from and against any and all claims, actions, legal proceedings, losses, damages and expenses (including attorney's fees and expenses) arising as a result of or in connection with any actual or alleged infringement of any intellectual property rights of a third party arising from entry in the Activation and/or the Promoter's use of any content, including without limitation any pictures, videos, drawings or other creative works, created pursuant to the Participant's entry in the Activation.

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  
8.4 any timeline, at any stage, may result in disqualification and forfeiture of a Prize in its entirety with no compensation to any party by the Promoter.

8.5 Each Participant, by participating in the Activation, acknowledges, agrees and expressly consents to:

8.5.1 the Promoter processing the Participant's personal information, including in the form of names, telephone numbers, identity numbers and/or email addresses, during and after the course and scope of the Activation; and

8.5.2 the Promoter transferring the winning Participant's personal information, including names, telephone numbers, identity numbers and/or email addresses, to the relevant third parties in order to make any required travel, delivery or other arrangements, as may be applicable, during the course and scope of the Activation for utilisation of a Prize,

8.6 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 Activation.

With the exception of Activation 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 Activation Rules and/or a Prize, where such disclosure is permitted by law and/or where consent to sharing personal

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information is obtained from the relevant Participant by the Promoter. The Promoter will comply with the relevant data protection legislation, including POPIA.

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

8.7 correct or delete personal information about the Participant in the Promoter's possession or under its control that is inaccurate, irrelevant, excessive, out of date, incomplete, misleading or obtained unlawfully; or

8.7.1

destroy or delete a record of personal information about the Participant that the Promoter is no longer authorised to retain.

8.7.2

8.8 The Promoter may make media announcements containing, or otherwise publish, the names and/or photographs of a winner without remuneration being payable to a winner, provided that the Promoter will not do so if a winner communicates in writing to the Promoter that he/she does not want his or her names or photographs to be contained in media announcements or otherwise published.

8.9 Should a Prize not be available despite the Promoter's reasonable endeavours to procure a Prize, the Promoter reserves the right to substitute a Prize with another of equal value as determined in the Promoter's sole discretion and subject to availability. No person will be

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

8.11 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.

8.12 These Activation Rules may be amended by the Promoter on public notice at any time during the Activation Period or thereafter. These Activation Rules will be interpreted by the Promoter only.

The Promoter reserves the right to alter, amend or cancel this Activation 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.

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8.13 Each Participant indemnifies and holds harmless the Promoter, its associated companies, and the directors, officers, employees and agents of the Promoter and its associated companies, against any and all claims for any loss or damages, whether direct, indirect, consequential or otherwise, arising from any cause whatsoever connected to or arising out of his/her participation in any way in this Activation or his/her receipt, participation, ownership and/or use of a Prize. This indemnity is not intended to exclude any liability for any person which cannot be excluded under the Consumer Protection Act 68 of 2008.

8.14 The Promoter shall not be responsible for any lost, damaged, corrupted, delayed, incorrect or incomplete entries for any reason whatsoever. Proof of sending an entry will not be accepted as proof of receipt of such entry. The Promoter shall not be responsible for the failure of any technical element relating to this Activation 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 Activation.

8.15 By participating in the Activation, 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 Activation entry process for the purposes of facilitation of the Activation. 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.

**Annexure A:**

