

## CORONA PEAK Q4 TRADE CAMPAIGN COMPETITION RULES

15 NOVEMBER 2021 - 27 DECEMBER 2021

### 1. Introduction

- 1.1. This promotional competition ("**Competition**") is run by The South African Breweries (Pty) Limited ("**Promoter**") in collaboration with the participating outlets specified in Competition Rule 3.1 below. The Competition 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, or (c) directors, members, partners, agents, consultants or employees of the Promoter's advertising and promotion agencies, associated companies, and 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 all entrants ("**Participants**") constitutes acceptance of these Competition Rules.

### 2. Competition Period

This Competition will run from 15 November 2021 until 27 December 2021, 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 Competition will have 3 different entry categories, as further detailed below:

- 3.1.1. **Category 1: Entry via purchasing Qualifying Products ("Category 1")**

In order to enter the Competition in Category 1, a Participant must purchase at least 1 x case of Corona comprising of 24 x 355ml or 210ml bottles, to be enjoyed responsibly ("**Qualifying Products**"), at any of the following participating outlets: (i) Pick n Pay outlets ("**Pick n Pay Entries**"); (ii) Tops, Checkers, Liquor City and CJ Robinson outlets ("**Variety Entries**"); (iii) OK outlets ("**OK Entries**"); or (iv) Shoprite outlets ("**Shoprite Entries**");

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### 3.1.2. **Category 2: Entry via swiping Pick n Pay Smart Shopper card (“Category 2”)**

In order to enter the Competition in Category 2, Participants must purchase the Qualifying Products at any of the participating Pick n Pay outlets and swipe their Pick ‘n Pay Smart Shopper Card for automatic entry into this category of the Competition;

### 3.1.3. **Category 3: On-Premise Entries (“Category 3”)**

In order to enter the Competition in Category 3, a Participant must purchase a bucket of 6 x Corona bottles (“**Corona Bucket**”), to be enjoyed responsibly at participating bars and taverns (as advertised on the table talkers in the relevant bars and taverns). Following the purchase of a Corona Bucket, Participants will be required to scan the QR code which will be provided to them in store at the relevant bar or tavern with their mobile device. Upon scanning the QR code, the Participants will be redirected to the official Corona microsite of the Promoter where Participants will be required to provide the following information: (i) names; (ii) surname; (iii) email address; (iv) telephone number; (v) age; and (vi) acceptance of these Competition Rules.

3.2. Entry is only valid through these mediums.

3.3. A Participant can enter the Competition as many times as they wish through any of the above Categories.

3.4. Participants will be liable for their own data and voice charges in respect of their participation in the Competition as well as any verification process, as may be applicable.

3.5. Entry into the Competition as well as the availability of the Qualifying Products, Corona Buckets and the Prizes shall be subject to any regulations issued in terms of Section 27(2) of the Disaster Management Act, 2002 (“**Regulations**”).

## 4. **Description of Prizes**

### 4.1. **Category 1**

4.1.1. For the purchase of Qualifying Products, Participants will be eligible to win instant prizes instore at the relevant participating outlets as follows, subject to stock availability (the “**Instant Prizes**”):

4.1.1.1. **Pick n Pay Entries:** 1 of 40 branded fedora hats (valued at approximately R100 each);

4.1.1.2. **Variety Entries:** 1 of 40 branded hammocks (valued at approximately R250 each);

4.1.1.3. **OK Entries:** 1 of 40 branded tote bags (valued at approximately R150 each); and/or

4.1.1.4. **Shoprite Entries:** 1 of 40 branded quick dry towels (valued at approximately R150 each).

4.1.2. There will be 40 Instant Prizes available at each of the participating outlets as specified in Competition Rule 3.1 above.

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4.1.3. Instant Prizes available to be won during the Competition Period will be on a first come, first served basis, while stocks last. The Promoter does not guarantee instore stock availability of the Prizes. The availability of the Instant Prizes shall at all times be subject to instore stock availability at the relevant participating outlets, it being recorded that the Promoter shall not in any manner whatsoever be liable should the available stock be depleted prior to a winner being able to collect their Instant Prize nor shall the Promoter be liable to provide prizes or goods in substitution for Instant Prizes which are not available due to stock being depleted.

### 4.2. Categories 2 and 3

4.2.1. Upon successfully entering the Competition via Category 2 or Category 3, Participants will be automatically entered to win 1 of 10 local beach getaways (5 in each of the Categories). The beach getaway will include a 2 night stay for the 10 winners and 1 guest of their choice (provided that the guests are 18 years or older) at the Intle Boutique Hotel in Jeffery's Bay as well as: (i) return flights of the Promoter's choice between international airports within the Republic of South Africa and back; (ii) accommodation of the Promoter's choice; (iii) airport transfers; (iv) meals, soft drinks and Corona; and (v) certain leisure activities of the Promoter's choice, (the "Beach Getaway"). The Beach Getaway is valued at approximately R20,000 per person.

4.2.2. Winners and their guests will be liable for all costs and expenses not expressly specified above to form part of the Beach Getaway, including getting to and from the relevant departure points.

4.2.3. Winners and their guests will be required to strictly observe COVID-19 protocols at all times while attending the Beach Getaway, in compliance with the Regulations.

4.2.4. Winners and their guests will need to be available to attend the Beach Getaway during March 2022, specific dates to be confirmed by the Promoter, failing which, the Promoter reserves the right to select substitute winners if winners are unable to attend the Beach Getaway on the dates specified by the Promoter.

4.3. The Instant Prizes and the Beach Getaways shall collectively be referred to as the "Prizes".

4.4. No Prize, in whole or in part, can be transferred to any other person or exchanged for an alternate prize or for its cash value. A winner may not substitute him/herself with any other person.

## 5. Winner Selection and Notification

5.1. **Category 1, Instant Prizes:** Winners will receive their Instant Prizes immediately instore at the relevant participating outlets on a first come first served basis, subject to stock availability.

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### 5.2. Categories 2 and 3, Beach Getaways:

Winners will be selected by a random draw process (to be conducted by the Promoter or the participating outlets, as the case may be) to take place on or about 28 February 2022 and will consist of all valid entries received during the Competition Period in Categories 2 and 3. The Promoter will contact the winners telephonically by 1 March 2022 to inform them that they have won the Beach Getaway and to make arrangements for the winners and their guests to receive the Beach Getaway, subject to any regulations issued in terms of Section 27(2) of the Disaster Management Act, 2002 (“**Regulations**”). Should the winners not be able to receive the Beach Getaway due to the Regulations restrictions, the Beach Getaway will be delivered once these restrictions are lifted.

- 5.3. 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. Winners (and their guests, as the case may be) must be over the age of 18 (eighteen) years old and will be verified as complying with the Participant eligibility criteria set out in Competition Rule 1.1. Winners (and their guests, as the case may be) may be asked to provide a copy of their identity document/passport/driver’s license/proof of residential address in order to receive the Prize. The Promoter reserves the right to conduct the validation and verification process via automated means and/or any other means that the Promoter may deem necessary and by participating in the Competition, all Participants consent to the appropriate validation and verification measures that the Promoter may implement from time to time.
- 6.2. The Prize will only be awarded after successful verification of the winners (and their guests, as the case may be). Failing successful verification of any winner, 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 any winners to verify their eligibility and/or the validity of the winners’ entries. The Promoter may disqualify any winners if any fraud or cheating or related activity is suspected, including without limitation, through the manipulation of entries or otherwise falsifying data. All entries, participants or travel partners determined by the Promoter or their agents to be invalid or ineligible will forfeit all rights to any Prize and will not be compensated in any way.

## 7. Prize Forfeiture

- 7.1. Winners must communicate their 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 the Prize.

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- 7.2. If a winner is unable to attend, receive or utilise (as applicable) the Prize then the entire Prize shall be forfeited. There will be no compensation, in any form, including, but not limited to monetary compensation and/or rescheduling, to any party, irrespective of the reason/s for the inability of that winner to attend, receive or utilise (as applicable) the Prize.
- 7.3. Time permitting and subject to the Promoter's approval, where a Prize is forfeited a substitute winner may be chosen in the same manner as the original winner was chosen.

## 8. General

- 8.1. All Participants must comply with the Regulations at all times and any non-compliance with the Regulations will result in automatic disqualification. It shall be the sole responsibility of the Participants to observe and comply with any and all restrictions imposed by the Regulations from time to time. All Participants indemnify and hold harmless the Promoter, their respective associated companies (directors, officers and employees) and agents, against any losses or damages arising from a breach of the provisions of the Regulations by such Participants and the Promoter shall not in any manner whatsoever be liable for any transgressions by any Participant in this regard.
- 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 the Prize in its entirety with no compensation to any party by the Promoter.
- 8.4. Each Participant, by participating in the Competition, acknowledges, agrees and expressly consents to the following:
  - 8.4.1. the Promoter (and participating outlets as the case may be) may process 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 (and participating outlets as the case may be) may transfer the winning Participant's personal information, including names, telephone numbers, identity numbers and/or email addresses, to the relevant third parties in order to make any required travel, delivery or other arrangements, as may be applicable, during the course and scope of the Competition for utilisation of the Prize,which processing and transfer shall take place in accordance with the provisions of the Protection of Personal Information Act 14 of 2013 ("POPIA") and any other applicable law, and for the purpose of giving effect to the Competition.

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- 8.5. With the exception of Competition Rule 8.4 above, the Promoter will not share any personal information with any third party except where such disclosure is necessary to enable the Promoter to provide, deliver or in any other way give effect to these Competition Rules and/or the Prize, where such disclosure is permitted by law and/or where consent to sharing personal information is obtained from the Participants by the Promoter. The Promoter will comply with the relevant data protection legislation, including POPIA.
- 8.6. A Participant may, by addressing a request in writing to the deputy information officer of the Promoter (at [lufuno.shinwana@za.ab-inbev.com](mailto:lufuno.shinwana@za.ab-inbev.com)), request the Promoter to-
- 8.6.1. correct or delete personal information about the Participant in its 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 or publish the names and/or photographs of the winners without remuneration being made payable to the winners, provided that any such person may expressly elect to decline this by written communication to the Promoter.
- 8.8. Should the Prize not be available despite the Promoter's reasonable endeavours to procure the Prize, the Promoter reserves the right to substitute the Prize with another of equal value as determined in the Promoter's sole discretion and subject to availability. No person will be compensated in any way in this instance by the Promoter.
- 8.9. The Promoter will not be responsible for any costs, expenses or other liabilities incurred by the winners which are not expressly contemplated as part of the Prize.
- 8.10. These Competition Rules may be amended by the Promoter on public notice at any time during the Competition Period or thereafter. These Competition Rules will be interpreted by the Promoter only.
- 8.11. The Promoter reserves the right to alter, amend or cancel this Competition in whole or in part. Any alterations, amendments or cancellations will be interpreted by the Promoter only. In the event of an alteration, amendment and/or cancellation the Promoter will not compensate any individual for any reason whatsoever.
- 8.12. **All Participants and winners indemnify and hold harmless the Promoter, their respective associated companies (directors, officers and employees) and agents, 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 their participation in any way in this Competition or their receipt,**

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

- 8.13. The Promoter shall not be responsible for any lost, damaged, corrupted, delayed, incorrect or incomplete entries for any reason whatsoever. Proof of sending an entry will not be accepted as proof of receipt of such entry. The Promoters 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 applications from agents, third parties, organized groups or applications automatically generated by computer will be accepted. Entries will only be accepted if they comply with all entry instructions. 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 market its products and campaigns to Participant, using the details provided by the Participant, which Participants may decline by opting out via the opt out mechanism provided on the communications.
- 8.15. These Competition Rules are also available on [www.coronaafrica.com](http://www.coronaafrica.com).