

BUDWEISER FOOTBALL COMPETITION RULES

20 SEPTEMBER 2021 - 1 NOVEMBER 2021

1. Introduction

- 1.1. This promotional competition ("**Competition**") is run by The South African Breweries (Pty) Limited ("**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, 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 20 September 2021 until 1 November 2021, both dates being 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 involves 2 (two) parts - 'Game Day Activations' and 'Always on Activations'. Entry and participation in the Competition shall take place at the following participating outlets: (i) 6 (six) Hooters group outlets; (ii) 15 (fifteen) Tiger's Milk group outlets; and (iii) 30 (thirty) independent outlets as determined by the Promoter ("**Participating Outlets**").

Always on Activations

- 3.2. In order to enter the Always on Activations part of the Competition, a Participant must purchase at least 2 (two) Budweiser Draught beers from a Participating Outlet.
- 3.3. Entry in the Always on Activations part of the Competition is only valid in this manner.
- 3.4. A Participant can enter the Always on Activations part of Competition responsibly as many times as they wish over the Competition period.

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- 3.5. Entry into the Always on Activations part of the Competition as well as the availability of the Always on Prize (defined in Competition Rule 4.1.1) shall be subject to any regulations issued in terms of Section 27(2) of the Disaster Management Act, 2002 (“**Regulations**”).

Game Day Activations

- 3.6. In order for a Participant to enter the Game Day Activations part of the Competition, a Participant must: (i) purchase at least 2 (two) Budweiser Draught beers from a Participating Outlet on any key derby matchday fixture as determined by the Participating Outlet during the Competition Period; and (ii) scratch the ‘game-day’ scratch card given to the Participant at the relevant Participant Outlet pursuant to making the foresaid purchase. The game-day scratch cards will have a redemption rate (“chance to win”) of 1 out of 4.
- 3.7. Entry in the Game Day Activations part of the Competition is only valid in this manner.
- 3.8. A Participant can enter the Game Day Activations part of the Competition responsibly as many times as they wish during the Competition Period.
- 3.9. Entry into the Game Day Activations part of the Competition as well as the availability of the Instant Prizes (as defined in Competition Rule 4.1.2) shall be subject to any regulations issued in terms of the Regulations.

4. Description of Prize

- 4.1. The prizes available for this Competition are as follows (each a “**prize**”):
- 4.1.1. in the Always on Activations part of the Competition, a Budweiser branded limited edition bar fridge appliance at 720mm in height, 495mm in width and 515mm in diameter, fully stocked with 24 (twenty four) Budweiser 330ml beers to share, valued at approximately R15 000 (fifteen thousand Rand) (“**Always on Prize**”); and
- 4.1.2. in the Game Day Activations part of the Competition, an instant prize consisting of one of the following items (depending on the item revealed on the scratch card): (i) a Budweiser branded beanie; (ii) a Budweiser branded sling bag; (iii) a Budweiser branded English Premier League/LaLiga duffel bag; (iv) a Budweiser branded cooler bag; (v) a Budweiser branded keyring; (vi) a Budweiser branded bottle opener; (vii) a Budweiser branded bar blade; (viii) a Budweiser branded fanny pack; (ix) a Budweiser branded backpack; (x) a Budweiser branded 500ml glassware pack (2 glasses per pack), (“**Instant Prize**”).
- 4.2. In the Always on Activations part of the Competition, there will be 12 (twelve) Always on Prizes available to be won during the Competition Period, and in the Game Day Activations part of the

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Competition, there will be a total of 200 Instant Prizes available to be won per Participating Outlet, made up as follows:

- 4.2.1. 90 beanies;
- 4.2.2. 20 sling bags
- 4.2.3. 20 English Premier League/LaLiga duffel bags;
- 4.2.4. 20 cooler bags;
- 4.2.5. 15 keyring bottle openers
- 4.2.6. 15 bar blades;
- 4.2.7. 5 fanny packs;
- 4.2.8. 3 backpacks; and
- 4.2.9. 12 500ml glassware packs (2 glasses per pack).

4.3. The Promoter does not guarantee instore stock availability of the Instant Prizes. The availability of the Instant Prizes shall at all times be subject to instore 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 winner being able to collect their prize nor shall the Promoter be liable to provide prizes or goods in substitution for prizes which are not available due to stock being depleted.

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. In the Always on Activations part of the Competition, the winners of Always on Prizes will be selected by a random draw process. The draw will take place on or before 2 November 2021 and will consist of all valid entries received during the Competition Period.

5.2. The winners of Always on Prizes will be notified by the Promoter via telephone on or before 2 November 2021. 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. In the Game Day Activation part of the Competition, by entering the Competition in accordance with Competition Rule 3.6 above, a Participant will be eligible to receive an Instant Prize on a first-come-first-served basis, if: (i) the relevant Instant Prize is revealed on the game-day scratch card scratched by the Participant: (ii) the Participant has provided the scratch card to their waiter at the

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Participating Outlet; and (iii) the Participating Outlet has verified that the Instant Prize has been revealed on the game-day scratch card.

6. Winner Verification

- 6.1. Winners 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 may be asked to provide a copy of their identity document/passport/driver's license/proof of residential address in order 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 the appropriate validation and verification measures that the Promoter may implement from time to time.
- 6.2. The prizes will only be awarded after successful verification of the winners. 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.
- 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

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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 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 the following:
 - 8.4.1. the Promoter 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 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 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 the prizes, 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), 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

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- 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 a prize not be available despite the Promoter's reasonable endeavours to procure the prizes, 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 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. 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, 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

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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.facebook.com/BudweiserSouthAfrica.