

BUDWEISER LA LIGA ONLINE COMPETITION RULES

17 MAY 2021 – 31 MAY 2021

1. Introduction

- 1.1. The La Liga promotional competitions (“**Competitions**”) are run by The South African Breweries (Pty) Limited (“**Promoter**”) and 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 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 Competitions (“**Competition Rules**”).
- 1.3. Participation in the Competitions by all entrants (“**Participants**”) constitutes acceptance of these Competition Rules.

2. Competition Period

The Competitions will run from 17 May 2021 until 31 May 2021, both dates inclusive, or until the Promoter provides a public notice that the Competitions have ended, whichever is earlier (“**Competition Period**”). Entries will only be accepted during the Competition Period.

3. Competition Entry Process

- 3.1. Internet access and a valid social media Twitter account are required to enter the Competitions.
- 3.2. The Competitions will take place on Twitter. In order to enter the Competitions, a Participant will be required to engage with and tag the official Twitter page of Budweiser (available at @Budweiser). A Participant also needs to include the hashtags #KingOfBeer, #BeAKing and #KingsOfFootball for all Competitions listed below.
- 3.3. In order to enter the ‘Memorable Match Competition’ (“**Competition 1**”), a Participant must engage with the Promoter and post details of their most memorable/favourite match which has been played over the years between Barcelona and Atletico Madrid.
- 3.4. In order to enter the ‘Guess the Player Competition’ (“**Competition 2**”), a Participant must successfully guess the name of the player described by a tweet from the official Budweiser Twitter account. The clues to the competition are *“This Barcelona player has been on the team since 2008*

and won a World Cup with his home country." A Participant must use this information in order to post the correct name of the player.

- 3.5. In order to enter the 'Top Scorer' ("**Competition 3**"), the promoter will post a tweet on the official Twitter account of Budweiser which will include a selection of players in La Liga who are in the shortlist to win the golden boot award. A Participant must select and post the player that they predict will score in match day 37.
- 3.6. There are 3 (three) Competitions available to Participants for this promotion during the Competition Period – Competition 1, Competition 2 and Competition 3.
- 3.7. Entry to the Competitions is only valid through the mediums described in these terms and conditions.
- 3.8. Participants can enter the Competition as many times as they wish.
- 3.9. Participants will be liable for their own data and voice charges in respect of the Competitions' participation as well as any verification process, if applicable.
- 3.10. Entry into the Competitions as well as the availability of the Prize shall be subject to any regulations issued in terms of Section 27(2) of the Disaster Management Act, 2002 ("**Regulations**").

4. Description of Prize

- 4.1. The prize for the Competitions is:
 - 4.1.1. 1 (one) of 5 (five) cases of Budweiser 330ml beer valued at approximately R240.00 each; and/or
 - 4.1.2. 1 (one) of 8 (eight) La Liga soccer jersey's valued at R 800.00 each.
- 4.2. Only 13 (thirteen) winners will be selected for the Prizes (the "**Winner(s)**") and there are only 13 (thirteen) Prizes available in terms of clause 4.1.
- 4.3. No Prizes, 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.
- 4.4. The Prizes will be delivered by the Promoter to the nominated address of a Winner within the Republic of South Africa. The Promoter will contact the Winners to arrange delivery. Delivery will take place on or before 03 June 2021.

5. Winner Selection and Notification

- 5.1. The Winners will be selected by the Promoter by random draw process. The respective draws will take place on the following dates:
 - 5.1.1. 26 May 2021; and
 - 5.1.2. 31 May 2021 ("**Final Draw**"),

and will consist of all valid entries received during the Competition Period.

- 5.2. The Winners will be notified by the Promoter on 31 May 2021 via direct messaging on the social media platform on which the Winners entered the Competition(s). If the Promoter is unable to contact a Winner within a reasonable period of time, 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 (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 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 winner. 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 winner to verify their eligibility and/or the validity of the winner's entry. The Promoter may disqualify any winner if any fraud or cheating or related activity is suspected, including without limitation, through the manipulation of entry 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. The 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 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 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 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, for utilisation of the Prize during the course and scope of the Competition,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 Prize, where such disclosure is permitted by law and/or where consent to the Promoter sharing personal information is obtained from the Participants. The Promoter will comply with the relevant data protection legislation, including POPIA.

BUDWEISER LA LIGA ONLINE COMPETITION RULES

- 8.6. The Promoter may make media announcements or publish the names and/or photographs of the winner without remuneration being made payable to the winner, provided that any such person may expressly elect to decline this by written communication to the Promoter.
- 8.7. 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.
- 8.8. The Promoter will not be responsible for any costs, expenses or other liabilities incurred by the winner which are not expressly contemplated as part of the Prize.
- 8.9. 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.
- 8.10. 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.
- 8.11. **All Participants and the winner 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.**
- 8.12. 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 the Competitions 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

BUDWEISER LA LIGA ONLINE COMPETITION RULES

systems manipulation including but not limited to Botnets, Sim Farms, Trojans, SMS malware may not be used when entering the Competitions.

- 8.13. By participating in the Competitions, 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.
- 8.14. These Competition Rules are also available on the official Budweiser website which can be found at <https://www.budweiser.co.za/terms-and-conditions>.