

CASTLE MILK STOUT - CMS ALWAYS ON DIGITAL COMPETITION RULES

1 NOVEMBER 2023 - 12H00 ON 31 JANUARY 2024

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.
- 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 1 November 2023 until 12h00 on 31 January 2024, 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 This Competition will take place on the Promoter’s official Twitter/X page (available at @CastleMilkStout), Facebook page (available at @southafricanbreweries), and Instagram page (available at @thesabreweries) (collectively, the “**Promoter’s Pages**”). A valid social media account and internet access is required to successfully enter this Competition.
- 3.2 The Promoter will publish various posts about the Competition entry process on the Promoter’s Pages during the Competition Period (each, a “**Competition Post**”). A Competition

Post will direct a Participant to do any of the following:

- 3.2.1 Sign up for this Competition by completing a questionnaire on the Promoter's Site, providing the relevant information as prompted; or
 - 3.2.2 re-post, comment on or quote tweet a Competition Post as directed by the relevant Competition Post and include the hashtags #SavourYourRichness, #MilkStoutMondays, and #Stoutionary.
- 3.3 A Participant must enter the Competition as detailed in Competition Rule 3.2 and/or as otherwise directed in the relevant Competition Post.
- 3.4 Entry is only valid through these mediums and in this manner. A Participant may enter the Competition as many times as he/she wishes.
- 3.5 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 THE PRIZES

- 4.1 The prize to be won for this Competition is any one of the following:
- 4.1.1 1 of 1000 Castle Milk Stout cocktail kits, each with an approximate value of R160.00 (the "**Kit Prize**"). The details of what the Kit Prize consists of is subject to the Promoter's sole discretion and confirmation and may change at any time during or after the Competition Period, with notice to the Participants and/or winners. The Kit Prize currently consists of a cocktail jigger and shaker; or
 - 4.1.2 1 of 50 vouchers that will entitle a winner to redeem one Castle Milk Stout beer 500ml can at any authorised liquor outlet as notified and confirmed by the Promoter, each with an approximate value of R50.00 (the "**Voucher Prize**"). The Voucher Prize can only be redeemed for in-store purchases and must be redeemed in accordance with any further instructions displayed on the Voucher Prize and/or communicated by the Promoter,

(each a "**Prize**" and collectively the "**Prizes**").

- 4.2 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.
- 4.3 A Participant may not win more than 1 Prize in the Competition.
- 4.4 The Promoter or its agent will send the Kit Prize to a winner's nominated address within the Republic of South Africa within 7 days after the winner has been notified that he/she has won a Kit Prize. The Promoter or its agent will send the Voucher Prize to a winner's email address within 7 days after the winner has been notified that he/she has won a Voucher Prize.

5. WINNER SELECTION AND NOTIFICATION

- 5.1 Winners will be selected by a random draw process. There will be three random draws to select multiple winners in each draw during the Competition Period and, subject to Competition Rule 4.3 above, all three draws will consist of all valid entries received before the draw and on the day of the draw. The draws will be held as follows:
- 5.1.1 first draw will be held on or about 13 November 2023;
- 5.1.2 second draw will be held on or about 15 December 2023; and
- 5.1.3 third draw will be held on or about 31 January 2024.
- 5.2 Winners will be notified by the Promoter via email and/or via direct message on the Promoter's Twitter Page on or about the following dates: (a) 13 November 2023 in respect of the first draw; (b) 15 December 2023 in respect of the second draw; and (c) 31 January 2024 in respect of the third draw. 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 (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.
- 6.4 A Participant will be ineligible to win, and automatically be excluded from winning, a Prize under this Competition if a Participant has previously, in a competition operated by the Promoter, won a prize to the value of R10 000 or more in the 12 months preceding 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 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.
- 8.9 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 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 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, 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.
- 8.14 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 <https://www.castlemilkstout.co.za/>.