

CARLING BLACK LABEL CLASS OF ITS OWN- GOLD INSIDE COMPETITION RULES

16 NOVEMBER 2020 - 31 DECEMBER 2020

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 16 November 2020 until 31 December 2020 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. Internet access and a valid social media Twitter or Facebook account is required to enter the Competition.
- 3.2. The Competition will take place on Facebook and Twitter. In order to enter the Competition, a Participant must comment on the official Class of its Own Tweet or Facebook post by the Promoter, available at <https://twitter.com/blacklabels/status/1324199761528778752> and <https://fb.watch/1JWFj9dzil/>. The Participants must submit their story of how they found gold inside through education to be entered into the Competition.
- 3.3. Entry is only valid through this medium.
- 3.4. A Participant can enter the Competition as many times as they wish but will only be eligible to win a Prize once during the Competition Period.
- 3.5. 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, if applicable.

3.6. Entry into the Competition as well as the availability of a 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 this Competition is a voucher to collect a 6-pack of Carling Black Label 500ml cans from participating Shoprite Checkers retail outlets or liquor stores nationwide valued at R89.99 (the “**Prize(s)**”).

4.2. There are 50 (fifty) Prizes available to be won during the Competition Period.

4.3. 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.

4.4. The Promoter will send the Prize to the winners via direct messaging (DM) on the social media platform, being Facebook or Twitter, that the winners entered their story on. A Prize will only be valid for once-off use.

5. Winner Selection and Notification

5.1. The winners will be selected by a random draw process. There will be 2 (two) random draws on or before midnight on 30 November 2020 and 31 December 2020 respectively, and each draw will consist of all valid entries received at the time of the relevant draw, for the duration of the Competition Period. In respect of each draw, 25 (twenty-five) winners will be selected through the random draw process.

5.2. The winners will be notified by the Promoter via direct messaging (DM) on Twitter or on Facebook. If the Promoter is unable to contact a winner after 3 (three) attempts over a period of 2 (two) calendar days, 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. All winners must be over the age of 18 years old and will be verified as complying with the Participant eligibility criteria set out in paragraph 1.1 of these Competition Rules. Verification of age and contact details may be required prior to awarding a Prize. All winners will be subject to the validation and verification process. 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. Failing successful verification of any winners, 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.
- 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. 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 winners. The Promoter will comply with the relevant data protection legislation, including the Protection of Personal Information Act 14 of 2013.
- 8.5. 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.
- 8.6. 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.

- 8.7. 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.
- 8.8. 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.
- 8.9. 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.
- 8.10. **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.**
- 8.11. 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.
- 8.12. 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.
- 8.13. These Competition Rules are also available on <https://www.carlingblacklabel.co.za/class-of-its-own>.