

CASTLE MILK STOUT LAST STORIES OF CULTURE RADIO & WEBSITE COMPETITION RULES

13 SEPTEMBER 2021 - 31 OCTOBER 2021

1. Introduction

- 1.1. This promotional competition (“**Competition**”) is run by The South African Breweries (Pty) Limited (“**Promoter**”) in partnership with: (i) Metro FM; (ii) Lesedi FM; (iii) Ukhozi FM; and (iv) Umhlobo Wenene FM (the “**Partners**”), 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 13 September 2021 until 31 October 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 2 (two) different entry categories, it being recorded that each category of entry will be eligible for the same Prizes.
- 3.2. **Category 1: Entry via Promoter platforms**
 - 3.2.1. In order to enter the Competition in the first category, the Participant must complete the following steps: (i) visit the official Castle Milk Stout website of the Promoter (accessible at www.castlemilkstout.co.za) (the “**Website**”); (ii) provide their name, phone number and email address when prompted to do so on the Website Competition form; (iii) submit a voice recording of not more than 2 (two) minutes, on the Website where the Participant tells their story of their

culture that they feel is on the verge of extinction; and (iii) accept the Competition's terms and conditions embedded in the Website; and (iv) submit the Competition entry form.

3.2.2. Participants can visit the Website directly or visit the Instagram (@castlemilkstout_sa), Facebook (@Castlemilkstout) and Twitter (@CastleMilkStout) social media pages of the Promoter and follow the Competition link which will redirect Participants to the Website in order to complete the steps as set out in Competition Rule 3.3.1 above.

3.3. **Category 2: Entry via Partner platforms**

3.3.1. In order to enter the Competition in the second category, the Participant must either: (a) listen to any of the following Partner radio stations during the Competition Period to be notified of the Whatsapp line that the relevant Partner will broadcast at certain discretionary intervals; or (b) follow the official Competition link available on the websites and official Instagram, Facebook or Twitter pages of the relevant Partners, namely: (i) Metro FM (accessible on their website via www.metrofm.co.za, Facebook at <https://www.facebook.com/metrofmsa/> and Twitter at @METROFMSA ("**Metro FM**"); (ii) Lesedi FM (accessible via their website at www.lesedifm.co.za, Facebook at <https://www.facebook.com/LesediFM/>, and Twitter at @lesediFM ("**Lesedi FM**"); (iii) Ukhozi FM (accessible via their website at www.ukhozifm.co.za, Facebook at <https://www.facebook.com/UkhoziFMOfficial/> and Twitter at @ukhozi_fm ("**Ukhozi FM**"); and (iv) Umhlobo Wenene FM (accessible via their website at www.umhlobowenenefm.co.za, Facebook at www.facebook.com/mhlobowenenefm, and Twitter at @UmhloboWeneneFM ("**Umhlobo Wenene FM**") which will redirect Participants to the Website in order to complete the steps as set out in Competition Rule 3.3.1 above.

3.3.2. For Competition entries via the Whatsapp line, Participants will be required to complete the following steps: (i) visit the WhatsApp line and submit a voice recording where the Participant tells their story of their culture that they feel is on the verge of extinction; and (ii) provide their name, phone number and email address when prompted to do so on the WhatsApp line.

3.4. Entry is only valid through the above mediums. A Participant can enter the Competition as many times as they wish but will only be eligible to win 1 (one) Prize in the Competition.

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.

3.6. The voice recordings to be submitted by Participants shall be prohibited from including content that is considered to be inappropriate, racist; sexist; or defamatory, and the Promoter reserves the right not to publish any voice recordings containing content described in this Competition Rule.

- 3.7. Entry into the Competition 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 this Competition is a black Canon Powershot SX430 Camera, including a 16 Gigabyte memory card (the “**Prize(s)**”).
- 4.2. No person may win more than 1 (one) Prize in this Competition.
- 4.3. There are 18 (eighteen) Prizes available to be won via the random draw taking place in accordance with Competition Rule 5.1 below Period and each Prize has a value of approximately R4,794.00.
- 4.4. The 18 (eighteen) Prizes referred to in Competition Rule 4.3 will be allocated as follows:
- For Whatsapp entries:
- 4.4.1. 4 (four) Prizes to be won for eligible Competition entries submitted to Metro FM in accordance with Competition Rule 3.3.2;
- 4.4.2. 4 (four) Prizes to be won for eligible Competition entries submitted to Lesedi FM in accordance with Competition Rule 3.3.2;
- 4.4.3. 4 (four) Prizes to be won for eligible Competition entries submitted to Ukhozi FM in accordance with Competition Rule 3.3.2;
- 4.4.4. 4 (four) Prizes to be won for eligible Competition entries submitted to Umhlobo Wenene FM in accordance with Competition Rule 3.3.2; and
- For Website entries:
- 4.4.5. 2 (two) Prizes to be won for eligible Competition entries submitted through the Website in accordance with Competition Rule 3.2 and Competition Rule 3.3.1.
- 4.5. 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.
- 4.6. The Prize will be delivered by the Promoter or its nominated agent to the address winners within the Republic of South Africa. The Promoter will contact the winners to arrange delivery.

5. Winner Selection and Notification

- 5.1. The winners will be selected by a random draw process. The random draw will take place between 1 November 2021 and 11 November 2021 and will consist of all valid entries received during the Competition Period.
- 5.2. The winners will be notified by the Promoter and/or the Partner through the contact information provided by the Participant during the Competition entry process, on or before 12 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.

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 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. 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 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. To the extent that any intellectual property rights vest in the Participants through the creation and submission of content, including without limitation any pictures, videos, recordings, drawings or other creative works, to enter this Competition, any and all intellectual property arising as a result will vest in the Promoter and the Participants hereby waive any associated rights. The Participants shall indemnify the Promoter from and against any and all claims, actions, legal proceedings, losses, damages and expenses (including attorney's fees and expenses) arising as a result of or in connection with any actual or alleged infringement of any intellectual property rights of a third party arising from entry in the Competition and/or the Promoter's use of any content, including without limitation any pictures, videos, drawings or other creative works, created pursuant to the Participant's entry in the Competition.
- 8.3. In the event of a dispute, the Promoter's decision is final and binding and no correspondence will be entered into.
- 8.4. 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.
- 8.5. Each Participant, by participating in the Competition, acknowledges, agrees and expressly consents to the following:
 - 8.5.1. 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
 - 8.5.2. 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 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.

- 8.6. With the exception of Competition Rule 8.5 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.
- 8.7. 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-
- 8.7.1. 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
- 8.7.2. destroy or delete a record of personal information about the Participant that the Promoter is no longer authorised to retain.
- 8.8. 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.
- 8.9. 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.
- 8.10. 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.
- 8.11. 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.
- 8.12. 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.
- 8.13. **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.

8.14. 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.

8.15. 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.

8.16. These Competition Rules are also available on www.castlemilkstout.co.za.