

CASTLE LITE SAVE YOUR SUMMER WHOLESALE DRIVE PROMOTION RULES

8 NOVEMBER 2021 – 7 JANUARY 2022

1. Introduction

- 1.1. This promotion (“**Promotion**”) is run by The South African Breweries (Pty) Limited (“**Promoter**”) and is open to all licenced customers of the Promoter, represented by an authorised representative individual, and shall include taverns, bars, restaurants and other retail outlets but exclude Wholesalers (the “**Retailer(s)**”), provided that: (i) the authorised representatives of such a Retailer are persons of 18 (eighteen) years or older; (ii) the Retailer has a registered address in the Republic of South Africa; and (iii) the Retailer has a valid liquor licence to trade, 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 Promotion, or (c) advertising and promotion agencies and associated companies engaged by the Promoter in respect of this Promotion.
- 1.2. The rules set out in this document constitute the rules which will govern the Promotion (“**Promotion Rules**”).
- 1.3. Participation in the Promotion by a Retailers authorised representatives (“**Participants**”) constitutes acceptance of these Promotional Rules by the respective Retailer.

2. Promotion Period

This Promotion will run from 8 November 2021 until 7 January 2022 or until the Promoter provides a public notice that the Promotion has ended, whichever is earlier (“**Promotion Period**”). Entries will only be accepted during the Promotion Period.

3. Promotion Entry Process

- 3.1. In order to enter the Promotion, a Participant must purchase 30 (thirty) cases of any Castle Lite product (“**Qualifying Products**”) at a nominated wholesaler, namely a licenced customer of the Promoter that sells the Qualifying Products to Retailers as set at Annexure A (each a “**Wholesaler**”).
- 3.2. By purchasing at least 30 (thirty) cases of the Qualifying Products, a Participant will be eligible to receive the Prize, immediately in store at the Wholesaler upon providing proof of the purchase, on a first come first served basis while stocks last.
- 3.3. A Participant will not be allowed to receive more than one Prize in a single purchase.
- 3.4. Entry is only valid through this medium.
- 3.5. A Participant can enter the Promotion as many times as a Participant wishes.

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4. Description of Prizes

- 4.1. Each Wholesaler will be equipped with 20 (twenty) “Promo in A Box kit” (the “Prize”) and will award one per winner, each Prize comprise out of the following:
 - 4.1.1. 4 (four) x Castle Lite branded bottle openers;
 - 4.1.2. 5 (five) x Castle Lite branded t-shirts;
 - 4.1.3. 5 (five) x Castle Lite branded bucket hats; and
 - 4.1.4. 25 (twenty-five) x airtime vouchers, each voucher to the value of R10.00.
- 4.2. Each Prize with a value of approximately R640.
- 4.3. There are a total of 3,360 Prizes to be won throughout this Promotion.
- 4.4. The Prizes will be available immediately for collection by an authorised representative of a winner at the participating Wholesaler where the authorised representative of the winner purchased the Qualifying Products, subject to Promotion Rule 4.5 below.
- 4.5. The Promoter does not guarantee in store stock availability of the Prizes. The availability of the Prizes shall at all times be subject to in store stock availability at the relevant participating Wholesaler, 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 its 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.
- 4.6. None of the Prizes, whether in whole or in part, can be exchanged for an alternate prize or for the cash value of the Prize.
- 4.7. Entry into the Promotion as well as the availability of Prizes shall be subject to any regulations issued in terms of Section 27(2) of the Disaster Management Act, 2002 (“Regulations”).

5. Winner Verification

- 5.1. A winner will be verified as complying with the Participant eligibility criteria set out in Promotion Rule 1.1. Winners and/or their representatives may be asked to provide a copy of their liquor licence/identity document/passport/driver’s license/proof of registered 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 Promotion, all Participants consent to the appropriate validation and verification measures that the Promoter may implement from time to time.
- 5.2. 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.

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5.3. 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.

6. Prize Forfeiture

- 6.1. Winners and their representatives 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.
- 6.2. 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. General

- 7.1. 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.
- 7.2. In the event of a dispute, the Promoter's decision is final and binding and no correspondence will be entered into.
- 7.3. 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.
- 7.4. Each Participant, by participating in the Promotion, acknowledges, agrees and expressly consents to the following:
 - 7.4.1. the Promotor may process the Participant and its representatives' 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 Promotion; and

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- 7.4.2. the Promoter may transfer the winning Participant and its representatives' 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 Promotion, 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 Promotion.
- 7.5. With the exception of Promotion Rule 7.4 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 Promotion 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.
- 7.6. The Promoter may make media announcements or publish the names, logos, trademarks and/or photographs of the winners without remuneration being made payable to the winners, provided that any such winner may expressly elect to decline this by written communication to the Promoter.
- 7.7. 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 winner will be compensated in any way in this instance by the Promoter.
- 7.8. 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.
- 7.9. These Promotion Rules may be amended by the Promoter on public notice at any time during the Promotion Period or thereafter. These Promotion Rules will be interpreted by the Promoter only.
- 7.10. The Promoter reserves the right to alter, amend or cancel this Promotion 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.
- 7.11. **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 Promotion or their**

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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.

7.12. 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 this Promotion 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 Promotion.

7.13. By participating in the Promotion each Participant gives the Promoter consent to market its products and campaigns to Participant, using the details provided by the Participant (if applicable), which Participants may decline by opting out via the opt out mechanism provided on the communications.

7.14. These Promotion Rules are available at www.castlelite.co.za.

ANNEXURE A

Outlet Name

LIQUOR LEGENDS VCC PTY LTD
DISTRI LIQ CAPE TOWN
MODEL WHOLESALE LIQUOR
OASIS LIQUOR STORE
LIQUOR LEGENDS TEMBISA
PLATINUM CASH AND CARRY
HUNTERS REST BOTTLE STORE
EASTDENE WHOLESALE LIQUORS DISTRIBU
WALTLOO DISCOUNT LIQUOR BIG SAVE
BOOTH'S BOTTLE STORE SOUTH
SUN DISCOUNT LIQUORS
MOPANI LIQUOR STORE
ULTRA LIQUORS NORTHAM PTY LTD
MIDWAY WHOLESALERS
BIG DADDY'S DEVLAND
OVERLAND DISTRIBUTORS
CAPTAIN LIQUORS
CITY BING LIQUOR STORE
LIQUOR LEGENDS DAVEYTON
ULTRA CENTRAL
CAPTAIN LIQUOR DISTRIBUTORS
CHILLIES EATING HOUSE
DELTA BOTTLE STORE
LIQUOR LEGENDS HEBRON
BONA LIQUOR STORE
ROOIKAT WHOLESALE LIQUOR
JAN CILLERS PARK LIQUOR STORE

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BRAMLEY VIEW

BIG DADDYS EPPING

COUNTRY WIDE LIQUOR TUIN

DURBAN NORTH LIQUOR DISTRIBUTORS

USTICA DISTRIBUTORS

ISICEBI LIQUOR DISTRIBUTORS

BIG SAVE MABOPANE

THE DOG BOX LIQUOR STORE

LIQUOR EXPO DRIVE THRU

MOMES PLACE

LANTERN DISTRIBUTION

SAMS LIQUOR STORE TOKOZA

BAKISO LIQUOR WHOLESALER

LIQUOR CITY MBEKI DRIVE

BIG DADDY'S YOUNG PARK

WIELERSFARM LIQUOR STORE

ANNANS LIQUOR DISTRIBUTORS

BIG SAVE HAMMANSKRAAL

PLATINUM CASH AND CARRY

KING LIQUOR WHOLESALE AND RETAIL

PERCY PEPSI WHOLESALERS

ULTRA LIQUORS VEREENIGING

MODEL BOTTLE STORE

PANJIVAN SWELANI LIQUORS

PHOSA'S TAVERN

MARIDILI LIQUOR STORE

DEALS PRO DISTRIBUTION

VONDWE LIQUOR WHOLESALERS

HUNTERS REST 2 LIQUOR STORE

UNITED DISTRIBUTORS PE

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BULLY'S LIQUOR DISTRIBUTORS
NESSAS LIQUOR DISTRIBUTORS PRO
MIDWAY LIQUOR WHOLESALERS
MANOR LIQUORS SCHEFFER
DALIS LIQUORS
MPAKA BOTTLE STORE
BIG DADDYS MASAKHANE LIQUORS
SURREY HOTEL LIQUOR STORE
BIG DADDY S ST PAULS
BIG DADDYS LIQUOR KING WILLIAMS TOW
GREAT NORTH DISTRIBUTORS (PTY) LTD
BIG DADDY S LIQUOR WILSONIA
SALFORD WHOLESALER LIQUORS
BIG DADDYS NYANGA
IMPALA LIQUOR STORE
BIG DADDYS STRUANWAY PE
SPRINGBOK LIQUOR WAREHOUSE
MONUMENT LIQUOR WAREHOUSE
SANTOS LIQUOR STORE
PANJIVAN LIQUORS
OASIS LIQUOR STORE
MARKET BIG SAVE LIQUOR STORE
HARMONY LIQUOR DISTRIBUTORS (ACORNH
KWAPATS LIQUOR SHOP
LIQUOR CITY BRAKPAN
BIG DADDYS NOMZAMO
SUSSENS SUS RE DISTRIBUTORS
DRUM JAM LIQUOR STORE PTY LTD
BIG DADDYS PHILLIPI
KING BETA KING BOTTLE STORE

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EASTDENE LIQUOR STORE
TOP ONE LIQUOR DISTRIBUTORS
POOE'S LIQUOR STORE
BONA LIQUOR WHOLESALERS
CS TRADERS LIQUOR DISTRIBUTION
KRUISFONTEIN LIQUOR STORE CC
SUNRISE BOTTLE STORE
BIG DADDYS KHAYELITISHA SITE C
ARCONPARK LIQUOR STORE
ITUMELENG TAVERN
LIQUOR LEGENDS
ULTRA LIQUORS EMPANGENI
VILLAGE LIQUORS
LIQUOR CITY ERMELO
BIG DADDY CHIRUNDU
LIQUOR BARN
CHAKASKRAAL LIQUOR STORE AND HOTEL
KTC FAMILY LIQUOR STORE
WANDA LIQUORS
MAKHANANA TAVERN
ULTRA LIQUORS ORANGE FARM
KINGS OF DRINKS LIQUORS
KING BETA VILLAGE LIQUORS
FLOYDS PLACE
VAAL HYPER LIQUOR
SHOWGROUND LIQUOR STORE
PARK BOTTLE STORE
WAGON BURNER OFF SALES
BIG DADDYS WALMER
COALBROOK BOTTLE STORE

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BAFANA LIQUOR STORE
CR PATCH LIQUORS
BIG DADDYS KHAYELITISHA SITE B
SAVANNAH S 144
AGOS LIQUOR STORE
LIQUOR LEGENDS MANDELA SQUARE
BUSY CORNER LIQUOR STORE
WEST END LIQUOR MARKET
BEVDIRECT
SUSSENS IMPERIAL HOTEL
DANIS LIQUOR STORE WORC
CALBIS LIQUORS
ALBIESHYPER LIQUOR
SA LIQUORS
ITUMELENG TAVERN
WHITE HOUSE TAVERN
PLATINUM DISTRIBUTION CENTRE MOGWAS
BIG DADDYS MABANDLA PE
SA LIQUORS BOKSBURG
DELFT LIQUOR STORE
ABELS LIQUOR STORE
SURREY HOTEL 2
ARCHIES LIQUORS
DUNVEGAN LIQUOR STORE
LEBUSO S PLACE
NDONYELAS TAVERN
TOWN LIQUOR WHOLESALE
LIVERPOOL LIQUOR WHOLESALERS
TATAS BOTTLE STORE
LIQUOR CITY TSAKANE

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HERMANUS LIQUOR STORE

LIQUOR KING KAYAMANDI

MANOR LIQUORS SMITHERS

LUSIKISIKI LIQUORS SUSSENS

ROSEDALE LIQUORS

YONAS LIQUOR SHOP

HAMMERSDALE BOTTLE STORE

CR PARKVIEW HOTEL AND LIQUOR STORE

MTOTYWA AND SONS LIQUORS

RATTANS LIQUORS PHOENIX

MARIANHILL BOTTLE STORE

SUPER DISCOUNT LIQUORS

OVERLAND LIQUORS WESSELSBRON

PONDOROSA LIQUOR STORE

QINISO TAVERN

SUSSENS QUMBU HOTEL LIQUORS

HIGHLIGHTS LIQUOR STORE

KWA MKHULU LIQUOR SHOP

RATTANS LIQUOR STORE

RIETDAKKIE LIQUORS

ROYAL LIQUOR STORE LDY

LINGELETHU LIQUORS

DIAMONDS KRAAIFONTEIN

CANTERBURY LIQUOR SUPPLIERS

TWIN LIQUORS

HEMPIES LIQUORS

KWA KEY BOTTLE STORE

SUSSENS THURSTONS

HOWICK WEST LIQUORS PMB

ZONKE

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SILVER STREAM LIQUORS DBN
DRIFT LIQUOR STORE PRO
NGCWANGUBA BOTTLE STORE
FAIRPARK LIQUOR STORE
VILLAGE LIQUORS EERSTE RIVER
WHITEHOUSE PLACE
VILLAGE LIQUORS GRABOUW
SIYAPHAMBILI BOTTLE STORE
SWEETWATER BOTTLE STORE
QWATI BOTTLE STORE
KLERKSDORP CASH AND CARRY
ZABESUTHU BOTTLE STORE
THIRSTY ELEPHANT
CEELO'S INN
SUSSENS AMABHACA B STORE
LUSIKISIKI BOTTLE STORE SUSSENS
FOREST KRAALTJIE LIQUOR STORE
VIDO'S LIQUOR STORE
BLACK HORSE LIQUORS ULTRA
PLATINUM DISTRIBUTION CENTRE
SUSSENS MOUNT AYLIFF HOTEL
BATLOKOA BOTTLE STORE
BOTTOMS UP LIQUOR DISTRIBUTORS