

CARLING BLACK LABEL VARSITY CUP COMPETITION RULES

17 February 2025 – 5 May 2025

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: (i) the directors, members, partners, agents, consultants or employees of the Promoter and their immediate families; (ii) the directors, members, partners, agents, consultants or employees of any suppliers of any goods or services to the Promoter in respect of this Competition; (iii) directors, members, partners, agents, consultants or employees of the Promoter’s advertising and promotion agencies or associated companies; and (iv) 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 17 February 2025 until 5 May 2025, 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 official Carling Black Label Score Predictor website (available at <http://www.carlingblacklabelvarsitycup.co.za>) (the “Website”).

3.2. In order to enter the Competition, each Participant must:

3.2.1. sign up to the Carling Black Label Varsity Cup on the Website;

3.2.2. verify their account following the 3 steps listed below:

3.2.2.1. verifying their email address by clicking the unique link will be sent to their email address, click on the link to verify your email address. Upon successful email verification the Participant will earn twenty (+20) points and twenty (+20) tokens (once off); or

3.2.2.2. verifying their mobile number, through a unique code which will be sent via SMS to the mobile number provided by the Participant by inserting the unique code to verify the mobile number. Upon successful mobile number verification, the Participant will earn twenty (+20) points and twenty (+20) tokens (once off); or

3.2.2.3. check-in verification by checking in at any one of the Participating Outlets (as indicated in **Annexure A**) or stadium locations where the Varsity Cup 2025 matches games will be taking place from Monday to Sunday 2pm – 11pm throughout the Competition Period. Upon successful check-in verification the participant will earn +20 points and (+20) tokens (once off).

3.2.3. Participants will earn points and tokens by completing activities on the website, these include: answering polls, surveys, checking-in to participating venues, referring their friends to sign-up and predicting the score of any of the Varsity Cup 2025 matches taking place during the Competition Period (the “**Match**”).

3.2.4. Participants can predict a Match score by entering the number of points expected to be scored by both teams for the duration of the Match which may include any extra time played for the applicable Match (“**Rounds**”).

3.3.A Participant may only log one (1) Prediction per match on the Website. The Predictions window will close sixty (60) minutes before the set Match starting time.

3.4. Participants will be awarded points and tokens for the Predictions logged for each Match that will be played during the Competition Period, depending on the outcome of the Participant’s Predictions as follows:

3.4.1. Predicting the Incorrect winning team = Zero (0) points and (0) tokens;

3.4.2. Predicting the correct winning team = twenty (+20) points and twenty (+) tokens;

- 3.4.3. Predicting the correct (exact) Match score result = fifty (+50) points and fifty (+50) tokens.
- 3.4.4. Predicting close score =
> 3 points difference per team = ten (+10) points and ten (+10) tokens
> 5 points difference per team = five (+5) Points and five (+5) tokens
- 3.5. Points for each Match will be awarded cumulatively and apply in each Round the Participant has entered.
- 3.6. The points awarded will be calculated after each Round of the Varsity Cup Match 2025 as identified on the Website.
- 3.7. Participants can also earn points by submitting a poll, as published on the Website throughout the Competition Period. The Participant will receive ten (+10) points and ten (+10) tokens for every poll they have submitted.
- 3.8. Participants can also earn points by submitting a survey as published on the Website, there will be various surveys published throughout the Campaign Period. the participant will receive twenty (+20) points and twenty (+20) tokens for each survey successfully completed.
- 3.9. Participants can also earn points by checking-in to any of the Participating Outlets and stadiums where the Varsity Cup 2025 matches are taking place. The list of participating outlets and or stadiums will be listed on the Website on the selected check-in page. The Participant will earn the following points for each successful check-in, limited to one check-in per day.
- 3.10. Participants will be awarded points for each check-in during the Competition Period, depending on the location and the day of the week as follows:
- 3.10.1. Twenty (+20) points and twenty (+20) tokens for an outlet check-in every Monday from 2pm to 10pm during the Competition Period. This is restricted to one check-in per day.

- 3.10.2. Ten (+10) points and ten (+10) tokens for an outlet check-in every Tuesday to Sunday from 2pm to 10pm during the Competition Period. This is restricted to one check-in per day.
- 3.10.3. Fifty (+50) points and Fifty (+50) tokens for a Match stadium check-in every Monday from 2pm to 10pm during the Competition Period. This is restricted to one check-in per day.
- 3.11. Participants can earn additional points and tokens if they refer their friends to sign up on Website during the Competition Period through the Website's "Refer a Friend" page. Referrals are sent via a custom WhatsApp message, from the Promoter which includes a unique URL containing the participant's referral code. Points and tokens will be awarded as follows:
- 3.11.1. Participants will earn twenty (+20) points and (+20) tokens for each friend who signs up using their unique referral link and successfully verifies their account.
- 3.11.2. To track and award points and tokens, your friend (the referral) must click on the exact URL shared via WhatsApp. If the URL is altered or modified in any way, tracking will be lost, and no points or tokens will be awarded.
- 3.11.3. A referral may receive invites from multiple participants, but only one participant will earn the points and tokens.
- 3.11.4. Points and tokens will be awarded to the participant whose referral link is clicked by the referred friend and used to complete the signup process.
- 3.11.5. If a referred friend was already invited by someone else or previously registered, points and tokens will only be awarded to the Participant whose link is ultimately clicked and used for account verification.
- 3.12. Participants who have Verified their Email Address and Cell phone number can play the Kick the Ball Conversion Game on the Website. The game costs -50 Tokens to play one chance at kicking the ball over the goal posts, to stand a chance at winning a voucher. A Participant can play as many times as he/she wishes, as long as they have accumulated fifty (+50) tokens to play.

4. DISCRPTION OF VOUCHER PRIZES

4.1. The voucher prizes for this Competition are as follows:

4.1.1. Two thousand three hundred (2,300) R50.00 Vouchers to be won by playing the Conversion game.

4.1.2. One thousand (1,000) R100.00 Vouchers to be won by playing the Conversion game. (Collectively, the “**Voucher Prizes**”).

4.1.3. There is no limit on the number of vouchers a Participant can win, during the campaign period. As long as the Participant has acquired the fifty (+50) tokens to play the game they can stand a chance to win a voucher every time they play the Conversion game and successfully scored a goal by kick the ball over the goal posts.

4.2. VOCHER PRIZE REDEMPTION

4.2.1. When a Participant has scored a goal on the Conversion Game and won a Voucher, the Participant will be send a Voucher number that can be redeemed at any one of the following liquor stores: PicknPay Liquor, Checkers Liquor Shop, Shoprite Liquor Shop, OBC Liquors or Boxer Liquors.

4.2.2. The voucher may only be redeemed at the selected liquor store and may not be exchanged for cash or other goods. The vouchers are only valid on the purchase of any Carling Black Label case of 12 beers (Cans or Bottles). The Voucher number will be available in the “My Vouchers” page of the Goal Conversion game. An email with the Voucher number will also be sent to the participant.

4.2.3. Participants should notify the cashier when purchasing the case of Carling Black Label that they would like to use a voucher on the purchase and provide the cashier with the Voucher code that was generated and provided to the participant. If the cashier is unfamiliar with the voucher the participant should use the Term “WiCode Voucher” or “168 Voucher”.

4.2.4. The vouchers will be valid until the 30 June 2025.

5. DESCRIPTION OF CASH PRIZES

5.1. The cash prizes for this Competition are as follows:

5.1.1. a R20,000 cash prize to one (1) Participant with the highest accumulated Points at the end of the campaign at exactly 20:00 on the 5th May 2025 as stipulated on the Leaderboard of the Website ("Cash Prize 1");

5.1.2. a R10,000 cash prize to one (1) Participants with the 2nd highest points at the end of the campaign at exactly 20:00 on the 5th May 2025 as stipulated on the Leaderboard of the Website ("Cash Prize 2"); and

5.1.3. a R5,000 cash prize to one (1) Participants with the 3rd highest points at the end of the campaign at exactly 20:00 on the 5th May 2025 as stipulated on the Leaderboard of the Website ("Cash Prize 3"),

(Collectively, the "Cash Prizes").

6. DISCRIPTION OF PRIZES

6.1. There is a total of three thousand, three hundred (3,300) Voucher Prizes and Three (3) Cash Prizes available to be won during Competition Period with a total value of R250,000.00

6.2. A Participant may win more than one Prize in this Competition save for the Cash Prize.

6.3. A winner may not transfer a Voucher or Cash 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.

6.4. The Promoter will contact a Cash Prize winner to make arrangements for the winners to receive a Cash Prize. Cash Prize 1, Cash Prize 2 and Cash Prize 3 will be sent to a winner via EFT within 4 weeks after a winner has been verified in accordance with Competition Rule 7 below.

6.5. WINNER SELECTION AND NOTIFICATION

6.5.1. A winner will be notified by the Promoter via the Participant provided contact details on a date as determined by the Promoter. 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.

6.5.2. In an instance where there is more than one (1) Participant with the same amount of highest points for the Cash Prize at the end of the campaign, then the winners for the relevant Cash Prize will be selected by a random draw process. In this case, the draw/s will take place on or about 9 May 2025.

7. CASH PRIZE WINNER VERIFICATION

7.1. 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.

7.2. 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.

7.3. 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 (i)-(iv), 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.

7.4. A Participant will be ineligible to win, should a participant found attempting to cheat, manipulate, or exploit the referral system in any way to gain additional points or tokens unfairly will be disqualified from the campaign. This includes,

but is not limited to, creating fake accounts, using automated scripts, or any other fraudulent activities. Participants who violate this rule will be ineligible to win the cash prize, and their points and tokens may be revoked at the discretion of the campaign organizers.

8. PRIZE FORFEITURE

8.1. 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.

8.2. 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.

8.3. 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.

9. GENERAL

9.1. Should the process for entry into the Competition or the Prize/s involve any alcoholic beverage, Participants shall ensure that it is enjoyed responsibly.

9.2. In the event of a dispute, the Promoter's decision is final and binding and no correspondence will be entered into.

9.3. 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.

9.4. Each Participant, by participating in the Competition, acknowledges, agrees and expressly consents to:

9.4.1. 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

9.4.2. 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.

9.5. With the exception of Competition Rule 9.4 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.

9.6. A Participant may submit a request at <https://www.sab.co.za/content/data-subject-request0> for the Promoter to:

9.6.1. 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

9.6.2. destroy or delete a record of personal information about the Participant that the Promoter is no longer authorised to retain.

9.7. 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.

9.8. Should a Prize not be available despite the Promoter's reasonable endeavours to procure a Prize, the Promoter reserves the right to substitute a 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.

- 9.9. 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.
- 9.10. 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.
- 9.11. 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.
- 9.12. Each Participant indemnifies and holds harmless the Promoter, its associated companies, and the directors, officers, employees and agents of the Promoter and 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.
- 9.13. 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, organised 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.
- 9.14. 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.

9.15. These Competition Rules are also available on <http://www.carlingblacklabelvarsitycup.co.za>.

Annexure A: Participating Outlets

SGT. PEPPER (NTO)	CAPE
THE SCRUMPY JACK	CAPE
STONES OBSERVATORY	CAPE
HOBNOBS RESTAURANT KENILWORTH	CAPE
CAFE EXTRABLATT (NTO)	CAPE
VILLAGER FOOTBALL CLUB	CAPE
FURLEY'S	CAPE
FORESTERS ARMS BAR	CAPE
FALSE BAY RUGBY CLUB BAR	CAPE
DOWN SOUTH (NTO)	CAPE
BARNEYS TAVERN PE	CAPE
BEERSHACK	CAPE
WHITE TIGER	CAPE
THE ISLAND ZIGGYS	CAPE
FINNEZZ	CAPE
POOL CITY ACTION BAR	CAPE
POOL CITY	CAPE
RAT AND PARROT	CAPE
AANDKLAS STELLENBOSCH	CAPE
DIE MYSTIC BOER STELLENBOSCH	CAPE
DORP	CAPE
BOHEMIA RESTAURANT PTY LTD	CAPE
EMILYS PUB AND GRILL	CENTRAL
CHICAGO BAR AND LOUNGE	CENTRAL
ALABAMA SPUR	CENTRAL
Falcon Lake Spur (NTO)	CENTRAL
Silver Chief Spur (NTO)	CENTRAL
The Office (NTO)	CENTRAL
LONGHORN GRILL (NTO)	CENTRAL
DE DEKKE PUB AND DANCE CC	CENTRAL
Warriors (NTO)	CENTRAL

Warriors (NTO)	CENTRAL
SC Brew Monkey (NTO)	CENTRAL
SC Brew Monkey (NTO)	CENTRAL
KEG AND BULL	CENTRAL
KEG AND BULL	CENTRAL
TOP DOG (NTO)	CENTRAL
STONES RUSTENBURG	CENTRAL
RUSTENBURG GOLF CLUB	CENTRAL
STRELITZIA PARK	CENTRAL
CYNTHIANA HOTEL PTY LTD T/A RUMP (N	CENTRAL
IMPALA RUGBY CLUB (NTO)	CENTRAL
CHEERS PUB & GRILL T/A STOEPSTORIES	CENTRAL
Gas Monkey Pub and Grill (NTO)	CENTRAL
THE HORSE AND RIVER	CENTRAL
DROS VANDERBIJLPARK	CENTRAL
M T V CAFE	CENTRAL
POINT 1 CAFE	CENTRAL
AMSTERDAM BAR AND GRILL	EAST COAST
ROCOMAMMAS GLENWOOD (NTO)	EAST COAST
O'BRYANS (NTO)	EAST COAST
MULLIGANS ON MACKEURTON (NTO)	EAST COAST
TUSK VENDA CASINO RESORT	INLAND
COOLZ CRAFTY CORNER	INLAND
LIVE AT WILDBEEST	INLAND
KEG AND CROW	INLAND
THE FUN COMPANY	INLAND
COLONY ARMS RESTAURANT	INLAND
THE TAPHOUSE (NTO)	INLAND
WANDERERS GOLF CLUB	INLAND
JOLLY ROGER TAVERN REST PARKHURST	INLAND
JOLLY COOL (NTO)	INLAND
ARLECHINO COUNTRY CAFE	INLAND
SILVASALE EVENTS AND CATERING	INLAND
THE CROC INN	INLAND
BRIGHTWATER SPUR	INLAND
TRATTORIA DEL SANTIS	INLAND
THUNDERGUN STEAKHOUSE	INLAND
OFF THE GRID (NTO)	INLAND
KEG AND FILLY RESTAURANT	INLAND
GREEN AND GOLD SPORTS BAR AND PUB	INLAND
HOGSHEAD DOUGLASDALE - DO NOT CALL	INLAND
CESCOS PUB AND PORTUEGESE REST	INLAND

ALL STARTS SPORTS BAR (NTO)	INLAND
CHATTERS (NTO)	INLAND
COOL RUNNINGS PUB AND GRILL (NTO)	INLAND
COWBOY TOWN (NTO)	INLAND
DOSOL LODGE	INLAND
DRIFT COUNTRY INN	INLAND
GATSBYS BAR AND GRILL HOUSE	INLAND
MATEYS PUB	INLAND
MURPHY'S LAW (NTO)	INLAND
POTTERS	INLAND
SAN PEDRO SPUR STEAK HOUSE	INLAND
SOUL CAF# (NTO)	INLAND
SUNDOWNER RESTAURANT	INLAND
THE JOKER	INLAND
TRES JOLIE	INLAND
UNCLE JIMS	INLAND
PRETORIUS PARK (NTO)	INLAND
FIRE CAFE (NTO)	INLAND
THE WILLOW TREE PUB AND GRILL	INLAND
SHAMROCKS IRISH PUB AND GRILL	INLAND
GRIZZLIES CAVE	INLAND
VAN DER STEL PUB AND GRILL	INLAND
ROUTE 66 AMERICAN DINER (NTO)	INLAND
BOND CAFE (NTO)	INLAND
AMAROS CHEEKYS HATFIELD	INLAND
BARACAS WINE AND BEER BAR	INLAND
BLUE ROOM HATFIELD	INLAND
PLAYERS	INLAND
CAFE LIVINGSTONE	INLAND
THE BLUE ROOM	INLAND
EUROPA GROOVE LOUNGE	INLAND
SOWAAR BAR (NTO)	INLAND
OPPIPLAAS	INLAND
RAILWAYS (NTO)	INLAND
WISE CRAX	INLAND
LUCKY RODRIGO (NTO)	INLAND