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## CARLING KNOCKOUT & CARLING CUP 2025 COMPETITION RULES

**22 SEPTEMBER 2025 – 13 December 2025**

### 1. INTRODUCTION

1.1 This promotional competition (the “**Competition**”) is run by The South African Breweries (Pty) Ltd (the “**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 (the “**Competition Rules**”).

1.3 Participation in the Competition by an entrant (a “**Participant**”) constitutes acceptance of these Competition Rules by that Participant.

1.4 The Competition will have three different entry mechanisms - namely USSD, website and social media - for each of the Competition mechanics (each, a “**Category**” and together the “**Categories**”).

### 2. COMPETITION PERIOD

This Competition will run during the following periods: (i) 22 September 2025 until 13 December 2025 (dependent on the relevant **Category**), or until the Promoter provides a public notice that the Competition has ended, whichever is earlier (each, a “**Competition Period**”). Entries will only be accepted during the relevant Competition Period.

### 3. COMPETITION ENTRY PROCESS

#### 3.1 Entry mechanisms:

- (a) purchase either a specially marked promotional Carling Black Label: (i) 500ml CAN; or (ii) 750ml returnable bottle at selected participating outlets (the “**Carling Black Label Products**”), as determined by the Promoter, or its agent;
- (b) find the unique code on the Carling Black Label Product’s bottle top or can end tab;
- (c) access either the: (i) Carling website (available at [www.carlingblacklabelcup.co.za](http://www.carlingblacklabelcup.co.za)) (the “**Promoter’s Website**”); or (ii) dial the USSD string \*120\*660# (the “**USSD String**”), or USSD string \*120\*660\*[Participants must enter their unique Carling Black Label Product code]#; or (iii) start a chat with the Promoter’s Facebook Messenger (available at <https://www.facebook.com/CarlingBlackLabelSA/>) (the “**Promoter’s Facebook Messenger Page**”), and follow the prompts as set out by the Promoter’s Website, the relevant USSD String, or the Promoter’ Facebook Messenger Page (collectively referred to as the “**Promoter’s Platforms**”);

#### 3.2.1 Carling All-Star voting (on-pack) (“**Category 1**”)

In order to enter the Competition in Category 1, a Participant must:

- (a) Vote for a Carling “All-Star” player (from a selection determined by the Promoter, or its agent, reflected on each of the Promoter’s Platforms) during the competition period from 23 September 2025 and 01 December 2025 (all dates are subject to change). If a Carling “All Star” player is removed from the final team composition (for whatever reason) in Category 1, a “super vote” will be issued to the Participant, which is equal to the cumulative votes cast for the removed Carling “All Star” Player. A Participant will then be able to cast their “super vote” on an additional Carling “All-Star” player before the voting comes to an end.
- (b) complete the Carling All-Stars starting XI (442 formation. 6 PSL players (placed first in the 442 by vote rank) 5 Diski players (filling the remaining positions based on vote counts). The bench will be made up of the highest voted PSL and Diski players. Total 23-man squad. Final selection will limit the Carling All-Star team to 4 players from a team (across PSL & Diski)) by voting for the relevant qualifying

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11 players and stand a chance to **Be the Champion Coach**.

### 3.2.2 **Fak' iGoal Uzobona ("Category 2")**

In order to enter the Competition in Category 2, a Participant must:

- (a) sign-up to either of the Promoter's Platforms, and follow the prompts as set out by the relevant Promoter's Platform to access the Fak' iGoal Uzobona platform; and
- (b) predict the team and minute that the first goal will be scored for the relevant Carling Knockout Cup Match or Carling Cup Match on either of the Promoter's Platforms (a "**Correct Fak' iGoal Uzobona Prediction**"). Category 2's mechanic for the relevant Carling Knockout Cup and/or Carling Cup Match will close on or before the relevant Carling Knockout Cup Match or Carling Cup Match starts, in the Promoter, or its agent's sole discretion.
- (c) Every entry is identified by a unique match code. Each participant can only vote once per match.

### 3.2.3 **Man of the Match Voting ("Category 3")**

In order to enter the Competition in Category 3, a Participant must:

- (a) sign-up to either of the Promoter's Platforms, and follow the prompts as set out by the relevant Promoter's Platform to access the Man of the Match Voting platform; and
- (b) vote for the relevant player who the Participant would like to win the man of the match award from either team. Category 3 will run for the duration of the relevant Carling Knockout Cup Match or Carling Cup Match and will close at approximately the 70<sup>th</sup> minute of the relevant Carling Knockout Cup Match or Carling Cup Match, in the Promoter, or its agent's sole discretion.

### 3.2.4 **Coach Voting ("Category 4")**

In order to enter the Competition in Category 4, a Participant must:

- (a) vote for the relevant PSL coach who will mentor and support the "Champion Coach" during the Carling Cup run up activities and matchday. If the most voted coach is the CKO Champion, then the 2nd most voted coach will be the Carling All-Star coach. Entry is only valid through the

above mediums and manner.

- 3.3 A Participant may enter the Competition as many times as he/she wishes across the various Categories detailed above.
- 3.4 USSD String costs will be charged at 20c/20s for any mobile network. 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 PRIZE

- 4.2 The prizes available to be won for each Category in this Competition are as follows: (each, a “Prize”):
- 4.2.1 Prize 1: 1 of 300 cash prize worth approximately **R500.00 (five hundred rands)** per cash prize (a “**Category 1 Cash Prizes**”); and 1 of 110,000 airtime prizes to the value of **R15.00 (fifteen rands)** per airtime prize (a “**Category 1 Airtime Prize**”). Each Category 1 Airtime Prize will be valid for select South African network service providers, except for those network service providers as determined in the Promoter, or its agent’s sole discretion.
- 4.2.2 Prize 2: Be The Champion Coach Participants who enter via the on-pack mechanic by voting for their full final starting line-up and completing their entries, will stand a chance to win a place to attend the Carling Cup final on the 13<sup>th</sup> of December 2025, where they will compete for the opportunity to win a ‘Coach Experience prize’ (including to be the ‘Champion Coach’ as a member of the technical team, a “behind the scenes” experience, together with a coaches’ dugout experience only at the Carling Cup final on Match Day). The top 15 Participants selected by the Promoter will advance to an intensive evaluation and preparation phase (“**Selection Weekend**”) from the 18<sup>th</sup> of November 2025 until the 29<sup>th</sup> of November 2025. During this week, participants will: (i) undergo a vetting process to ensure eligibility and compliance with competition standards (ii) be assessed through judging activities, which may include quizzes, interviews or other tasks (iii) receive guidance and support to prepare them for potential progression. Based on

performance during Selection Week, 10 participants will be selected to move forward to the final stage of the competition. From the final 10, one participant will be chosen as the winner and Champion Coach based on final assessments and overall merit by a panel of judges at the Promoters' discretion. The Champion Coach will be selected and notified before or on the 1<sup>st</sup> of December 2025. The Champion Coach will be eligible to participate in the coaching of the Carling All-Stars team alongside a professional coach and technical team ahead of the Carling Cup final on the 13<sup>th</sup> of December 2025. If any of the Participants are unable for any reason to attend the Selection Week they will not be compensated with other prizes and will not be permitted to transfer their prizes to another person. The promoter will not be responsible for any claims relating to forfeiture or inability to use any prize on Carling Cup final Match Day. Please note that the Promoter may at their own discretion remove and change a finalist on grounds of conduct and/or actions which don't inhibit the Champion Coach consumer. The Promoter reserves the right to amend this schedule at any time, without notice. Reasonable and necessary travel and accommodation costs are included in the Coaches' Experience prize only. All other prizes exclude all costs associated with accepting and using the prizes. If any finalists are unable to attend the Carling Cup final, they will forfeit the opportunity, and other finalists will be selected to participate in their place. There will be no compensation and no transfer of entries to another person. The promoter will not be responsible for any claims relating to forfeiture of entry or prize.

4.2.3 Prize 3: 1 of 16 cash prizes worth approximately between **R0 (zero rands)** and **R90,000.00 (ninety thousand rands)** depending on the time at which the Correct Fak' iGoal Uzobona Prediction is selected [R1000 is shaved off the R90 000 prize money for every minute that passes on the clock. This is valid for the first goal only. There will be 1 lucky winner drawn at random and identified by their unique match code from the pool of correct predictions by a winner of Category 2 (a "**Category 2 Cash Prize**"); and (each, a "**Prize**" and together the "**Prizes**").

4.2.4 Prize 4: The relevant player who Participants have voted for to win the man of the match award from either team will receive R100 000 (one hundred

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thousand rands) cash (a “**Category 3 Man of Match Prize**”); and (each, a “**Prize**” and together the “**Prizes**”).

- 4.3 The Promoter, or its agent will contact the winners to make arrangements for the winners to receive the relevant Prize.
- 4.4 A winner of the Category 1 Airtime Prize will be notified via prompts and their network.
- 4.5 The Promoter, or its agent, will not be liable for any costs and expenses not expressly stated as part of the Prizes.
- 4.6 The Promoter, or its agent, has the sole discretion to determine the number of Prizes that will be awarded pursuant to each relevant random draw (as further detailed in Competition Rule 5 below) during the Competition Period. This will be communicated on the Promoter’s Social Media Platforms during the Competition Period.
- 4.7 Prize fulfilment of (i) Category 1 Airtime Prize, (ii) Category 2 Fak’iGoal Uzobona Prediction cash prize and (iii) Category 3 Man of The Match cash prize will be processed as determined by the Promoter, or its agent’s sole discretion.

## 5. WINNER SELECTION AND NOTIFICATION

- 5.1 Category 1 Cash Prize winners will be selected via 10 random draws which will take place during the period 23 September 2025 and 13<sup>th</sup> December 2025. Each random draw will consist of all valid entries that are entered during the 7-day cycle between Monday to Sunday, and the relevant random draw will take place on or before 14 business days after the 7-day cycle. For example, a winner of the cycle between 29<sup>th</sup> September 2025 and 5<sup>th</sup> October 2025 will be selected between 5<sup>th</sup> October 2025 and 19<sup>th</sup> October 2025.
- 5.2 Category 1 Airtime Prize winners will be selected via random draws (as determined by the Promoter, or its agent’s sole discretion) that will take place at random during the period 22 September 2025 and 13 December 2025.
- 5.3 Category 1 Be the Champion Coach top 15 winners will be selected on or before the 18 November 2025 via completion of their full Carling Cup final All-Stars starting XI line-up,

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followed by correctly answering the scenario-based questions (as determined by the Promoter, or its agent's sole discretion) and will consist of all valid entries received during the Competition Period.

5.4 Category 2 Cash Prize winners will be selected via 16 random draws which will take place during the period 29 September 2025 and 13 December 2025. Each random draw will consist of all the Participants who made a correct Fak' iGoal Uzobona prediction for the relevant Carling Knockout Cup or Carling Cup Match, and the relevant random draw will take place on or before 14 business days after the relevant Carling Knockout Cup Match or Carling Cup Match.

5.5 Category 3 Man of the Match winners will be selected via the votes submitted by Participants. The Man of the Match award winner will be announced at the end of each match.

5.6 The winner of each Category will be notified via phone call 48 hours after the relevant random draw to gather further details as set out in Competition Rule 6 below. If the Promoter, or its agent is unable to contact a winner, he/she will be disqualified and a substitute winner may, at the discretion of the Promoter or its agent, be selected using the same winner selection process.

## **6. WINNER VERIFICATION**

6.1 A winner must be 18 years or older and must comply with the Participant eligibility criteria set out in the 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 South African identity document/passport/driver's license/proof of residential address/other valid forms of identification as determined by the Promoter, or its agent in their sole discretion/proof of purchase of the Carling Black Label Products, 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.

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- 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) above, 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 previously won a prize to the value of R1,000.00 or more from the Promoter in the preceding 12 months from 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 utilize (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 utilize (as applicable) a Prize.
- 7.3 Time permitting and subject to the Promoter's approval, where a Prize is forfeited by a substitute winner may be chosen in the same manner as the 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.

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

- 8.3.1 the Promoter processing the Participant's personal information, including in the form of names, telephone numbers, identity numbers and/or email addresses, and physical address\location during and after the course and scope of the Competition; and
- 8.3.2 the Promoter transferring the winning Participant's personal information, including names, telephone numbers, identity numbers and/or email addresses, and physical 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 utilization of a Prize,
- 8.3.3 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. The promoter may retain and or store personal information for a period necessary for the purposes of ensure existence of records, and adherence to these Terms and Conditions

8.4 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.

8.5 A Participant may submit a request at <https://www.sab.co.za/content/data-subject-request->

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[0](#) for the Promoter to:

8.5.1 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

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

8.6 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.

8.7 Should a Prize not be available despite the Promoter's reasonable endeavors 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.

8.8 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.

8.9 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.

8.10 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.

8.11 **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**

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**any liability for any person which cannot be excluded under the Consumer Protection Act 68 of 2008.**

- 8.12 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 an 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 or any form of artificial intelligence may not be used when entering the Competition.
- 8.13 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.
- 8.14 These Competition Rules are also available on [www.carlingblacklabel.co.za](http://www.carlingblacklabel.co.za)