



Lay's UEFA CHAMPIONS LEAGUE 2025 QR Code Competition & Lay's Crawl Game Competition

1. **Application:** These terms and conditions govern the Competition. **Annexure A forms part of these terms and conditions, and** includes general terms and conditions as well definitions. It is important that you read and understand the Terms in deciding if you wish to participate and what you can expect from the Promoter.
2. **Terms:** Instructions on how to enter the Competition, the rules, directions and prizes all form part of these Terms. If you take part in this Competition, you agree to be bound by these Terms and accept that the Promoter's decision is final.
3. **Where to find these Terms:** A copy of these Terms is available at <https://simba.co.za/promotions>

The Promoter	This Competition is conducted by (<i>tick</i>):	
	PepsiCo South Africa (Pty) Limited	✓
	Pioneer Foods (Pty) Limited	
	Pioneer Foods Groceries (Pty) Limited	
	Futurelife Health Products (Pty) Limited	
	a subsidiary of PepsiCo Inc., situated at (<i>tick</i>):	
	Andre Greyvenstein Avenue Isando, 1600 Johannesburg Republic of South Africa	✓
Parc Du Cap Office Park (Building 5), 10 Willie Van Schoor Avenue, Bellville, 7530, Cape Town,		

c/o PIONEER FOOD GROUP PROPRIETARY LIMITED, Reg. No. 1996/017676/07
Parc Du Cap Office Park, Building 5, 10 Willie van Schoor Avenue, Bellville, 7530, PO Box 4091, Tyger Valley, 7536

Tel: +27 21 974 4000

Directors: AJ Heyl, J Jacobs (Ms), TS Matsheka, P Chugh (Indian), CW Seitshiro (Non-exec)
Company Secretary: J Jacobs (Ms)

c/o PEPSICO SOUTH AFRICA PROPRIETARY LTD (formerly Simba), Reg. No. 1995/003667/07, VAT No. 4400150183

Andre Greyvenstein Avenue, Isando, Johannesburg, 1600, P.O. Box 99, Isando, 1600, South Africa
Tel: +27 (0) 11 928-6000

Directors: AJ Heyl, J Jacobs (Ms), TS Matsheka, P Chugh (Indian)
Company Secretary: R Samodien



	Western Cape, South Africa Republic of South Africa.	
	1 Mzimkhulu Drive, La Mercy, Kwa-Zulu Natal, Republic of South Africa	
	<p>Agency:</p> <p>Machine (MMS COMMUNICATIONS SOUTH AFRICA (PTY) LTD); 1976 / 001070 / 07 Building 1, Silver Stream Office Park, 10 Muswell Rd, Bryanston, Johannesburg, 2191, South Africa, and DNA Brand Architects CC; 2006/128728/23 situated at Cnr Winnie Mandela and Leslie Road, Design Quarter, Office 208.</p>	
Eligibility	<p>The Competition is open to all citizens and legal residents of South Africa. You must reside in South Africa at the time of winning or receiving any prize in the Competition. You must be 18 (eighteen) years old or older to enter this Competition and have a valid South African identity document, or a valid passport, and necessary residency permission. To be eligible to win the grand prize, you must have a valid passport and be able to meet the visa and immigration requirements for travel.</p>	
Competition Period	<p>The Competition will start on Monday, 24 February 2025 at 00:01 and will end on Friday, 11 April 2025 at 00:00. Instant prizes will start Monday, 24 February 2025 at 00:01 and will end on Saturday, 31 May 2025 at 00:00.</p>	
How to Enter	<p>To enter, participants must:</p> <ol style="list-style-type: none"> 1. Buy any Lay's 120g Chips, Click on digital or social media links or 2. Scan the QR code on selected Lay's 120g Chips UEFA Champions League promotional packs, in any Shoprite, Checkers, Checkers Hyoer stores and Sixty60, nationwide. 	

c/o PIONEER FOOD GROUP PROPRIETARY LIMITED, Reg. No. 1996/017676/07

c/o PEPSICO SOUTH AFRICA PROPRIETARY LTD (formerly Simba), Reg. No. 1995/003667/07, VAT No. 4400150183

Andre Greyvenstein Avenue, Isando, Johannesburg, 1600, P.O. Box 99, Isando, 1600, South Africa
Tel: +27 (0) 11 928-6000

Directors: AJ Heyl, J Jacobs (Ms), TS Matsheka, P Chugh (Indian)
Company Secretary: R Samodien



	<p>3. Scan the QR code on in-store point-of-sale materials, including free-standing units and wobblers.</p> <p>Upon accessing the <i>No Lay's, No Game</i> UEFA Champions League microsite, participants must complete the entry form with the required personal details and a valid back-of-pack barcode to be entered into the Grand Prize draw for a chance to experience the UEFA Champions League 2025 Final in Munich.</p> <p>After submitting the entry form, participants will have the option to play the <i>Lay's Crawl Game</i> for an additional entry into the Grand Prize draw and a chance to win a shopping voucher worth R200.</p> <p>Scores from the <i>Lay's Crawl Game</i> will be recorded on a leaderboard. Once the game competition closes on 31 May 2025, the participant at the top of the leaderboard will win a Samsung S90D/S90DD OLED (QD-OLED) TV.</p>	
	Competition platform (s)	On-pack/Digital and social media; TikTok, Facebook, Instagram C X/In-store
<u>Winner Selection</u>	How winners will be chosen	Each entry that successfully completes the digital entry form with a valid back-of-pack barcode will receive an entry into the draw to win tickets to the UEFA Champions League final and a chance to win daily UEFA Champions League merchandise prizes.

c/o PIONEER FOOD GROUP PROPRIETARY LIMITED, Reg. No. 1996/017676/07
 Parc Du Cap Office Park, Building 5, 10 Willie van Schoor Avenue, Bellville, 7530, PO Box 4091, Tyger Valley, 7536
 Tel: +27 21 974 4000
 Directors: AJ Heyl, J Jacobs (Ms), TS Matsheka, P Chugh (Indian), CW Seitshiro (Non-exec)
 Company Secretary: J Jacobs (Ms)

c/o PEPSICO SOUTH AFRICA PROPRIETARY LTD (formerly Simba), Reg. No. 1995/003667/07, VAT No. 4400150183
 Andre Greyvenstein Avenue, Isando, Johannesburg, 1600, P.O. Box 99, Isando, 1600, South Africa
 Tel: +27 (0) 11 928-6000
 Directors: AJ Heyl, J Jacobs (Ms), TS Matsheka, P Chugh (Indian)
 Company Secretary: R Samodien



How many winners will be chosen?	Grand prize: 2; each winning 1 double ticket to UCL final Instant prizes: 10 a day for the duration of the Competition.
How many times can a person enter?	Grand prize: Entries are limited to once a day. Instant prizes: Multiple times
Can a person win more than once?	Grand prize: No Instant prizes: Yes
How will winners be contacted?	Winners will be contacted via the telephone number and/or email address they provided.
What will happen to the prize if unclaimed?	Winners will be contacted via the telephone number and/or email address they provided. Should the Promoter be unable to reach the winner after 3 (three) attempts within a 48-hour period, the winner will be disqualified, forfeit the prize and a runner-up winner will be contacted and substituted as a winner. Should the winner not be able to meet the minimum requirements for visa application, the winner will be disqualified, forfeit the prize and a runner-up winner will be contacted to be substituted as a winner.
Unless the Consumer Protection Act (Act 68 of 2008) specifies differently, the judge's decision is final.	

c/o PIONEER FOOD GROUP PROPRIETARY LIMITED, Reg. No. 1996/017676/07
 Parc Du Cap Office Park, Building 5, 10 Willie van Schoor Avenue, Bellville, 7530, PO Box 4091, Tyger Valley, 7536
 Tel: +27 21 974 4000
 Directors: AJ Heyl, J Jacobs (Ms), TS Matsheka, P Chugh (Indian), CW Seitshiro (Non-exec)
 Company Secretary: J Jacobs (Ms)

c/o PEPSICO SOUTH AFRICA PROPRIETARY LTD (formerly Simba), Reg. No. 1995/003667/07, VAT No. 4400150183
 Andre Greyvenstein Avenue, Isando, Johannesburg, 1600, P.O. Box 99, Isando, 1600, South Africa
 Tel: +27 (0) 11 928-6000
 Directors: AJ Heyl, J Jacobs (Ms), TS Matsheka, P Chugh (Indian)
 Company Secretary: R Samodien



<p>Prizes</p>	<p>You may not ask for your prize to be exchanged for another prize or for cash.</p>	
	<p>What are the prizes.</p>	<p>Grand Prize: (a) One of two double tickets to the UEFA Champions League final to the value of R250000, (b) flights from any South African domestic airport via OR Tambo International Airport to Munich International Airport; (c) airport and stadium transfers, (d) two nights stay at a 4-star hotel in a double/twin room; (d) meals; (e) cost of visa applications, provided that the winner (and travel partner meet the following Schengen Visa application and Immigration Office requirements, including, but not limited to, the following:</p> <ol style="list-style-type: none"> 1. must be in possession of a valid passport with a minimum of 6 months validity from return date (valid until 3 December 2025) with a minimum of 4 open pages for the visa and entry and exit stamps. 2. must be able to produce a letter from the Promoter confirming that the trip will be sponsored by the

c/o PIONEER FOOD GROUP PROPRIETARY LIMITED, Reg. No. 1996/017676/07
 Parc Du Cap Office Park, Building 5, 10 Willie van Schoor Avenue, Bellville, 7530, PO Box 4091, Tyger Valley, 7536
 Tel: +27 21 974 4000
 Directors: AJ Heyl, J Jacobs (Ms), TS Matsheka, P Chugh (Indian), CW Seitshiro (Non-exec)
 Company Secretary: J Jacobs (Ms)

c/o PEPSICO SOUTH AFRICA PROPRIETARY LTD (formerly Simba), Reg. No. 1995/003667/07, VAT No. 4400150183
 Andre Greyvenstein Avenue, Isando, Johannesburg, 1600, P.O. Box 99, Isando, 1600, South Africa
 Tel: +27 (0) 11 928-6000
 Directors: AJ Heyl, J Jacobs (Ms), TS Matsheka, P Chugh (Indian)
 Company Secretary: R Samodien

		<p>Promoter. Over and above this, you may be asked by the embassy to provide a letter of employment, or letter from a tertiary institution if studying.</p> <ol style="list-style-type: none"> 3. must be willing to disclose monthly income and expenditure, and financial status, as well as provide all documentation which is required for this purpose. 4. must be able to provide proof of address, whether property is owned or rented. 5. must not have any criminal record and must complete the security questionnaire, which includes disclosing details of arrest, charges, driving offences, any legal penalties, civil court judgements and/or civil penalties issued under EU immigration law, whether pending or filed. 6. must be able to attend the in-person appointment at their nearest EU visa office, on the specific date that the Promoter will advise. The appointment will be made, and the visa
--	--	---

c/o PIONEER FOOD GROUP PROPRIETARY LIMITED, Reg. No. 1996/017676/07
 Parc Du Cap Office Park, Building 5, 10 Willie van Schoor Avenue, Bellville, 7530, PO Box 4091, Tyger Valley, 7536
 Tel: +27 21 974 4000
 Directors: AJ Heyl, J Jacobs (Ms), TS Matsheka, P Chugh (Indian), CW Seitshiro (Non-exec)
 Company Secretary: J Jacobs (Ms)

c/o PEPSICO SOUTH AFRICA PROPRIETARY LTD (formerly Simba), Reg. No. 1995/003667/07, VAT No. 4400150183
 Andre Greyvenstein Avenue, Isando, Johannesburg, 1600, P.O. Box 99, Isando, 1600, South Africa
 Tel: +27 (0) 11 928-6000
 Directors: AJ Heyl, J Jacobs (Ms), TS Matsheka, P Chugh (Indian)
 Company Secretary: R Samodien



		<p>fees will be prepaid for by the Promoter.</p> <p>7. All required documents mentioned above must be provided within 3 days of accepting the prize.</p> <p>8. Please refer to the EU “visa site” for further detail or clarification of requirements.</p> <p>Should the winner not be able to meet the minimum requirements for visa application, the winner will be disqualified, forfeit the prize and a runner-up winner will be contacted to be substituted as a winner.</p> <p>The Promoter may change the flight plan, at the Promoter’s discretion.</p> <p>Instant Prizes: shopping Voucher to the value of R200.</p> <p>Extra Prize: Samsung S90/S90DD OLED (QD-OLED) TV. The prize does not include a TV license. The Promoter reserves the right to request the winner to provide their valid, TV license before delivery of the TV.</p>
--	--	--

c/o PIONEER FOOD GROUP PROPRIETARY LIMITED, Reg. No. 1996/017676/07
 Parc Du Cap Office Park, Building 5, 10 Willie van Schoor Avenue, Bellville, 7530, PO Box 4091, Tyger Valley, 7536
 Tel: +27 21 974 4000
 Directors: AJ Heyl, J Jacobs (Ms), TS Matsheka, P Chugh (Indian), CW Seitshiro (Non-exec)
 Company Secretary: J Jacobs (Ms)

c/o PEPSICO SOUTH AFRICA PROPRIETARY LTD (formerly Simba), Reg. No. 1995/003667/07, VAT No. 4400150183
 Andre Greyvenstein Avenue, Isando, Johannesburg, 1600, P.O. Box 99, Isando, 1600, South Africa
 Tel: +27 (0) 11 928-6000
 Directors: AJ Heyl, J Jacobs (Ms), TS Matsheka, P Chugh (Indian)
 Company Secretary: R Samodien



	What is the value of each prize?	Grand prize: To the value of R250 000 shopping vouchers: R200 Samsung S90D/S90DD OLED (QD-OLED) TV: R25000
	Will the winners be required to have a valid passport?	Yes.
	Will the winners require a visa?	Yes.
<u>Winner Verification and Prize Delivery</u>		<u>Winner verification for the UEFA Champions League Final Tickets</u> Grand prize (UEFA Champions League Final tickets) will be selected via randomised draw, overseen by an auditor. Winners will be contacted via the telephone number and/or email address they provided when entering the Competition. Should the Promoter be unable to reach the winner after 3 (three) attempts within a 48-hour period, the winner will be disqualified, forfeit the prize and a runner-up winner will be contacted and substituted as a winner. Should the winner not be able to meet the minimum requirements for visa application, the winner will

c/o PIONEER FOOD GROUP PROPRIETARY LIMITED, Reg. No. 1996/017676/07
 Parc Du Cap Office Park, Building 5, 10 Willie van Schoor Avenue, Bellville, 7530, PO Box 4091, Tyger Valley, 7536
 Tel: +27 21 974 4000
 Directors: AJ Heyl, J Jacobs (Ms), TS Matsheka, P Chugh (Indian), CW Seitshiro (Non-exec)
 Company Secretary: J Jacobs (Ms)

c/o PEPSICO SOUTH AFRICA PROPRIETARY LTD (formerly Simba), Reg. No. 1995/003667/07, VAT No. 4400150183
 Andre Greyvenstein Avenue, Isando, Johannesburg, 1600, P.O. Box 99, Isando, 1600, South Africa
 Tel: +27 (0) 11 928-6000
 Directors: AJ Heyl, J Jacobs (Ms), TS Matsheka, P Chugh (Indian)
 Company Secretary: R Samodien



		<p>forfeit the prize and a runner-up winner will be contacted to be substituted as a winner.</p> <p><u>Winner verification and prize fulfilment for the shopping instant prizes</u></p> <p>Winners of the shopping voucher will be selected daily, limited to 10 winners a day. A person may only win one instant prize during the competition period. Vouchers will be distributed via email.</p>
	How will the prize be delivered to the winner?	Instant merchandise prizes and the TV will be couriered to the winner, no later than 30 days after the competition end date.
<u>Questions</u>	Please contact talkto.simba@pepsico.com , or the Customer Care Line - 0800 212 360 if you have any questions about this Competition.	

ANNEXURE A

GENERAL TERMS AND CONDITIONS

1. Defined Terms

Associate	means any person who is a director, member, partner, employee or agent of, or consultant of PepsiCo or the Agency or the Promoter.
Disqualified persons	means an individual who is not eligible to participate due to specific reasons outlined under the terms of the competition.

c/o PIONEER FOOD GROUP PROPRIETARY LIMITED, Reg. No. 1996/017676/07
 Parc Du Cap Office Park, Building 5, 10 Willie van Schoor Avenue, Bellville, 7530, PO Box 4091, Tyger Valley, 7536
 Tel: +27 21 974 4000
 Directors: AJ Heyl, J Jacobs (Ms), TS Matsheka, P Chugh (Indian), CW Seitshiro (Non-exec)
 Company Secretary: J Jacobs (Ms)

c/o PEPSICO SOUTH AFRICA PROPRIETARY LTD (formerly Simba), Reg. No. 1995/003667/07, VAT No. 4400150183
 Andre Greyvenstein Avenue, Isando, Johannesburg, 1600, P.O. Box 99, Isando, 1600, South Africa
 Tel: +27 (0) 11 928-6000
 Directors: AJ Heyl, J Jacobs (Ms), TS Matsheka, P Chugh (Indian)
 Company Secretary: R Samodien



Promoter	means an individual or organisation responsible for organising, marketing, and managing this Competition.
Terms	means all the terms and conditions which govern this Competition as detailed in this document, and includes any amendments made to the Terms.

2. **People who may not enter the Competition:** Any person who is a director, member, partner, employee or agent of, or consultant (“Associates”) of the Promoter and/or PepsiCo Inc., or any other person who directly or indirectly controls, is employed by or is controlled by the Promoter, and/or immediate family members of Associates, who are indirectly or directly connected to or employed by any party in the aforementioned capacities or relationships, their advertising agencies, manufacturers, distributors or bottlers of beverages identified by the trademarks owned by or licensed to PepsiCo Inc. and each of their affiliates (“Disqualified Persons”).
3. **Invalid Entries:** Entries which are incomplete, unclear, submitted incorrectly, or submitted after the last day of entry, or have errors or false information, or are from Disqualified Persons are invalid. The Promoter may refuse to award the prize if the Terms have not been followed or if the Promoter finds any wrongdoing in your participation in the Competition.
4. **Defects:** The Promoter is not responsible for defects in the prizes. The Promoter or the prize provider’s total aggregate liability to you will not exceed the cost of the prize.
5. **Voucher Terms and Conditions:** To use any voucher won in the competition, you must follow the terms and conditions which are on the voucher. Vouchers are non-refundable and cannot be exchanged for cash. The Promoter is not responsible for the loss, damage, or misuse of the voucher.
6. **Prize Substitution:** The Promoter may substitute prizes with similar prizes or with prizes which have a similar value.

c/o PIONEER FOOD GROUP PROPRIETARY LIMITED, Reg. No. 1996/017676/07
 Parc Du Cap Office Park, Building 5, 10 Willie van Schoor Avenue, Bellville, 7530, PO Box 4091, Tyger
 Valley, 7536
 Tel: +27 21 974 4000
 Directors: AJ Heyl, J Jacobs (Ms), TS Matsheka, P Chugh (Indian), CW Seitshiro (Non-exec)
 Company Secretary: J Jacobs (Ms)

c/o PEPSICO SOUTH AFRICA PROPRIETARY LTD (formerly Simba), Reg. No. 1995/003667/07, VAT No.
 4400150183
 Andre Greyvenstein Avenue, Isando, Johannesburg, 1600, P.O. Box 99, Isando, 1600, South Africa
 Tel: +27 (0) 11 928-6000
 Directors: AJ Heyl, J Jacobs (Ms), TS Matsheka, P Chugh (Indian)
 Company Secretary: R Samodien



7. **Indemnity:** To the maximum extent allowed by law, you indemnify the Promoter, its affiliates, associated companies, advertising agencies, advisers, suppliers, and agents against all claims, damages or losses resulting from your participation in this Competition, even where arising from negligent acts or omissions of the Promoter.
8. **Publicity:** The Promoter may ask you to be identified and photographed and to have the photographs published in various media, including print and web-based media, for purposes of the Competition or for the business of the Promoter. The Promoter may ask to use your image for marketing purposes, without any payment to you. You agree that the Promoter owns all intellectual property rights in, and may use at our absolute discretion, such publicity and publicity materials. You confirm the grant by you to us of a worldwide, non-exclusive, royalty-free licence in the Intellectual Property Rights in the Competition entry, so the Promoter shall be entitled to use the entry in any and all media at no cost to the Promoter.
9. **Wrongdoing:** The Promoter may disqualify you if fraud or cheating is suspected in your participation in the Competition. This can include manipulation of code or falsifying of data. You may also be banned from participating in this or any other competition which the Promoter or PepsiCo Inc. may run for a period decided by the Promoter.
10. **Cancellation and Changes:** The Promoter may cancel or make changes to the Competition, the Terms or prizes at any time, where the Promoter believes that the change or cancellation is necessary or where things which are outside of the control of the Promoter happen. Any changes will be posted either within the Competition information or these Terms and will become effective immediately after being made or on a date chosen by the Promoter. You will not have any claim against the Promoter because of the changes in the Terms or the prizes.
11. **Technical failures and Unauthorised intervention:** The Promoter is not responsible for any problems or technical fault of any telephone network, online systems, servers, equipment, software, failure of any e-mail or entry to be received by the Promoter on account of technical problems, human error or

c/o PIONEER FOOD GROUP PROPRIETARY LIMITED, Reg. No. 1996/017676/07
Parc Du Cap Office Park, Building 5, 10 Willie van Schoor Avenue, Bellville, 7530, PO Box 4091, Tyger
Valley, 7536
Tel: +27 21 974 4000
Directors: AJ Heyl, J Jacobs (Ms), TS Matsheka, P Chugh (Indian), CW Seitshiro (Non-exec)
Company Secretary: J Jacobs (Ms)

c/o PEPSICO SOUTH AFRICA PROPRIETARY LTD (formerly Simba), Reg. No. 1995/003667/07, VAT No.
4400150183
Andre Greyvenstein Avenue, Isando, Johannesburg, 1600, P.O. Box 99, Isando, 1600, South Africa
Tel: +27 (0) 11 928-6000
Directors: AJ Heyl, J Jacobs (Ms), TS Matsheka, P Chugh (Indian)
Company Secretary: R Samodien



traffic congestion on the internet or at any website, or any combination of these things, including any damage to your computer, resulting from your participation in this Competition or your downloading any materials in this Competition.

12. **Consumer Protection Act:** The Competition will be conducted according to the relevant provisions of the Consumer Protection Act, 2008 (“CPA”). Should you win a prize in the Competition, you will promptly do all things necessary to allow the Promoter to comply with its obligations under the CPA, including, but not limited to, (i) providing any personal information required to facilitate handing over the prize (including providing proof of address and identity number) and (ii) signing receipt of the prize when it is delivered.
13. **Data Privacy:** By participating in the Competition, you consent to the transfer, storage and processing of your personal information. You may withdraw this consent at any time by written notification to the Promoter: ssaprivacyoffice@pepsico.com. The Promoter and its affiliates will collect and use the personal information listed herein (a) to enable your participation in this promotional competition; (b) for activities related to this competition; (c) for the Promoter’s, its affiliates and subsidiaries’ marketing purposes; and (d) for communication to you about products and product offers of the Promoter. The Promoter will not use the personal information for a different purpose without first obtaining your permission. The Promoter keeps personal information to fulfil the purposes for which it was collected or as required by applicable laws or regulations and the Promoter’s privacy policy: <https://www.pepsico.africa/consumer-privacy-notice>. Save for the Promoter’s affiliates and the Promoter’s service providers for the fulfilment of (a), (b) and (c), the Promoter shall not allow third parties to use your personal information. You further agree that your personal information may, in appropriate circumstances, reside outside of South Africa, and you hereby agree to the transfer of your personal information to locations outside of South Africa and the use of your personal information in such locations as described in this clause.
14. **Law and jurisdiction:** These Terms are construed, interpreted, enforced and governed by the laws of the Republic of South Africa.

c/o PIONEER FOOD GROUP PROPRIETARY LIMITED, Reg. No. 1996/017676/07
Parc Du Cap Office Park, Building 5, 10 Willie van Schoor Avenue, Bellville, 7530, PO Box 4091, Tyger
Valley, 7536
Tel: +27 21 974 4000
Directors: AJ Heyl, J Jacobs (Ms), TS Matsheka, P Chugh (Indian), CW Seitshiro (Non-exec)
Company Secretary: J Jacobs (Ms)

c/o PEPSICO SOUTH AFRICA PROPRIETARY LTD (formerly Simba), Reg. No. 1995/003667/07, VAT No.
4400150183
Andre Greyvenstein Avenue, Isando, Johannesburg, 1600, P.O. Box 99, Isando, 1600, South Africa
Tel: +27 (0) 11 928-6000
Directors: AJ Heyl, J Jacobs (Ms), TS Matsheka, P Chugh (Indian)
Company Secretary: R Samodien