

GOLDEN CLOUD WINTER 2025 CAMPAIGN - T&Cs ("COMPETITION RULES")

1 Interpretation

- 1.1 In these Competition Rules, the following definitions apply (unless the context clearly indicates a contrary intention):
 - 1.1.1 **"the Act"** means the Consumer Protection Act, 68 of 2008;
 - 1.1.2 **"Business Day"** means a day other than a Saturday or a Sunday or a day which from time to time is a proclaimed public holiday in the Republic of South Africa;
 - 1.1.3 **"Competition Rules"** means these rules, as required by Section 36 of the Act;
 - 1.1.4 **"Participant"** means an individual who enters the Promotional Competition and meets the criteria set out in any natural person who qualifies in terms of clause 4.1;
 - 1.1.5 **"POPI"** means the Protection of Personal Information Act, No 4 of 2013;
 - 1.1.6 **"Promoter"** means **Tiger Consumer Brands Limited**;
 - 1.1.7 **"Promotional Competition"** means the competition to which these rules pertain as run by the Promoter during the Promotion Period;
 - 1.1.8 **"Promotion Period"** means the period starts on 01 April 2025, and closes on 30 June 2025, at 00h00. No late entries will be accepted;
 - 1.1.9 **"Prize"** means as further described in clause 6;
 - 1.1.10 **"Redeemable Period"** means the period that the Participants have to redeem their Prize being 1 month; and
 - 1.1.11 **"Winner"** means a Participant who is successful in the Promotional Competition and is notified as such by the Promoter in terms of clause 7.

2 Introduction

- 2.1 The Promoter is offering a Promotional Competition in terms of which the Participants can enter the Promotional Competition in order to win one of the Prizes, in terms of the Competition Rules set out herein.

3 The Consumer Protection Act

- 3.1 The Competition Rules contain certain terms and conditions which may:-
 - 3.1.1 limit the risk or liability of the Promoter, or any relevant third party; and/or
 - 3.1.2 create risk or liability for the Participant; and/or
 - 3.1.3 compel the Participant to indemnify the Promoter or a relevant third party; and/or
 - 3.1.4 serve as an acknowledgement, by the Participant, of certain facts.

4 The Participant

- 4.1 The Participant must be;
 - 4.1.1 a natural person and may not be a juristic person;
 - 4.1.2 18 years or older; and
 - 4.1.3 a permanent resident or citizens of the Republic of South Africa.
- 4.2 The Participant, by entering into the Promotional Competition, expressly acknowledges that he/she has been given an appropriate opportunity to first read the Competition Rules before entering the Promotional Competition and that he/she understands and thereby agrees to the Competition Rules.
- 4.3 It is a material term of the Promotional Competition that all Participants' to this Promotional Competition participate entirely at their own risk.
- 4.4 No director, employee, agent or consultant of the Promotor(s), or their spouses, life partners, business partners or immediate family members, or the supplier of goods and services in connection with this competition may participate in this competition.

5 How to enter

- 5.1 To enter this competition, participants must Buy ANY 2 GOLDEN CLOUD PREMIX products from any participating store or on line and either scan the QR code in-store or WhatsApp a picture of their till slip to **087 240 6393** . Data rates apply.
- 5.2 Participating GOLDEN CLOUD products:
- Scone Mix 500gr
 - Bran Muffin Mix 500gr
 - Vanilla Muffin mix 500gr
 - Chocolate Muffin mix 500gr
 - Cappuccino Flavoured Muffin Mix 500gr
 - Choc Mint Flavoured Muffin Mix 1kg
 - Vanilla Cupcake 500gr
 - Pancake Flapjack Mix 500gr
 - Carrot Muffin Mix 500gr
 - Banana Muffin and Loaf Mix 500gr
 - Scone Mix 1kg
 - Bran Muffin Mix 1kg
 - Chocolate Muffin mix 1kg
 - Vanilla Muffin mix 1kg
 - Choc Mint Flavoured Muffin Mix 1kg
 - Cappuccino Flavoured Muffin Mix 1kg
 - Chocolate Cake Mix (with icing) 800gr
 - Vanilla Cake Mix (with icing) 700gr
 - Choc Mint Cake Mix + Icing 800gr
 - Carrot Cake Mix with icing 800gr
- 5.3 Retain their till slip showing proof of purchase of the required GOLDEN CLOUD products. Should they be drawn as a finalist, they may be required to produce a clear picture of the till slip showing the products purchased, the store name and the date of the purchase before they can be confirmed as a winner.
- 5.4 The Promoter is not liable for the failure of any technical element relating to this promotional competition that may result in an entry not being successfully submitted.
- 5.5 Entries which are unclear, illegible or contain errors will be declared invalid.
- 5.6 Entries are limited to one entry per unique till slip per day and limited to a total of 20 entries throughout the duration of the competition.

6 The Prize

- 6.1 There is a total of R160 000 worth of grocery vouchers to be won throughout the duration of the competition.
- 6.2 The vouchers will be made up of 60 x R1 000 digital Shoprite/ Checkers vouchers, 50 x Pick 'n Pay digital vouchers and 50 x physical Spar vouchers.
- 6.3 Vouchers will be randomly awarded throughout the duration of the competition through an instant win mechanism. Instant winners will however, have their till slips verified first before being confirmed as a winner.
- 6.4 The digital grocery vouchers will be SMS'ed to the cell phone number that the Participant entered the competition on. The organiser will not be held responsible should the Participant have lost their cell phone or no longer have access to the number they entered on.
- 6.5 The physical vouchers will be couriered to a physical address of the winners choice. The organiser will not be held responsible should the winner provide an incorrect delivery address.
- 6.6 The grocery voucher will be valid for 2 years from the date of issue and the organisers will not be held responsible should the winner not use the voucher before the expiry date.

6.7 There are also individual prizes made up of 10 x Philips 6.2L air fryers and 5 x Kenwood Chef Mixers to be won throughout the competition, awarded as follows:

- May draw – 3 x Philips air fryers and 1 x Kenwood Chef Mixer
- June draw – 3 x Philips air fryers and 2 x Kenwood Chef Mixers
- July draw - 4 x Philips air fryers and 3 x Kenwood Chef Mixers

6.8 Any prize not taken up for any reason within 1 month of notification will be forfeited.

6.9 Participants are limited to winning one prize throughout the duration of the competition and will be limited to one prize per family. Finalists that live at the same address as a confirmed winner or who have won a previous competition run by the organisers within the last 183 days will not be eligible for any of the prizes.

7 The Winners

7.1 There will be 160 x instant grocery voucher prize winners awarded randomly throughout the duration of the competition. Although winners will be notified immediately that they have won, this will be subject to verification of their till slip to ensure that they have bought the correct products from the participating store during the promotional period. Should their till slip be invalid, they will be notified that they are not a winner in the competition.

7.2 There will also be 1 draw at the end of each promotional month to determine the winners of the air fryers and Kenwood chef mixers whereby the following finalists and back ups will be drawn:

7.2.1 May draw – 4 finalists and 4 backups

7.2.2 June draw – 5 finalists and 5 backups

7.2.3 July draw – 6 finalists and 6 backups

7.3 The finalists will be selected by an Audited random draw and will be notified telephonically within two weeks of the selection having taken place. In the event that any of the finalists cannot be successfully contacted following all reasonable attempts to do so the Promoter reserves the right to move onto one of the backups in substitution.

7.4 Each finalist will be required to provide a valid till slip, their names, ID numbers, home address and contact details. These details will then be verified prior to the finalist being confirmed as a winner.

7.5 Finalists will have 3 working days to provide the documentation requested. Should the finalist not provide the required documentation within that time, the organiser reserves the right to move on to the next finalist.

7.6 Only valid till slips showing the correct GOLDEN CLOUD product purchased at the correct retailer within the promotional dates will be accepted.

7.7 Once verified, the names of the Winners will be available on the Golden Cloud Facebook page. Any queries in this regard may be directed to the Tiger Brands consumer care line 0860101107.

7.8 By participating in the Promotional Competition, the Winner hereby accepts that the Winner may be asked to take part in further publicity relating to the Promotional Competition, with the Winner's permission, the Promoter may incorporate the Winner in publicity campaigns or allow their names and likenesses to be used for promotional purposes aligned with the Promoter's business, including but not limited to posting photos to the Promoter's website, Facebook and other social media pages.

7.9 The Winners will be required to sign an acknowledgement of receipt letter and may be required to sign a waiver of liability and indemnity before claiming their prizes.

- 7.10 The Participants consent, by taking part in the competition to the Promoter using the personal information collected through the competition to adjudicate the competition and for future marketing purposes by the Promoter themselves.
- 7.11 Where Participants/ Winners consent to take part in the Promoter's publicity campaigns, they will not be entitled to any remuneration for such participation and all materials arising from such participation will be the sole property of the Promoter.

8 The Rules

- 8.1 The following rules apply to the Promotional Competition:-
 - 8.1.1 the Participants must provide correct and up-to-date personal details as required by the Promoter with each referral sent to the Promoter and allow the Promoter to process such information in terms of POPI;
 - 8.1.2 the Promoter reserves the right to amend these Competition Rules by bringing it to the Participants attention within a reasonable period of time and may terminate the Promotional Competition at any time. In such event, where the Promotional Competition is terminated or suspended, all Participants agree to waive any rights that they may have in terms of the Promotional Competition and acknowledge that they have no recourse against the Promoter, their employees, agents, partners, suppliers, or sponsors;
 - 8.1.3 in the event of a dispute, the decision of the Promoter will be final and binding and no correspondence will be entered into. In this regard and for further clarity, the Promoter shall be entitled to deal with such disputes (or any failure by Participants to follow the rules) in their sole discretion, including that the Promoter shall be entitled to immediately disqualify Participants from this Promotional Competition.
 - 8.1.4 Unlawful, fraudulent, or otherwise dishonest conduct or any conduct in breach of these Rules by a Participant and/or their parents/guardians, determined in the Promoter's sole discretion, may result in disqualification from the Promotional Competition and ineligibility to win any prize.

9 Indemnifications

- 9.1 By entering into the Promotional Competition, the Participant expressly agrees to the following indemnifications:
 - 9.1.1 the Participant indemnifies and holds harmless the Promoter and its promotional partners, their employees and their agents ("the Indemnified Parties") of any and all liability pertaining to any damage, cost, injuries and losses of whatsoever nature and howsoever arising as a result of their participation in the Promotional Competition and related events and activities, including, without limitation, personal injuries, death, and property damage, and claims based on publicity rights, defamation or invasion of privacy; and
 - 9.1.2 the Participant accepts that the Indemnified Parties will not be responsible for any costs, damage or otherwise, howsoever incurred by the Winner subsequent to claiming the Prize.

10 Prize Qualification Rules

- 10.1 A Prize may not be handed over to a winner when it is prohibited by law for the winner to use the prize. The Winner must prove their eligibility to use the prize. Once the Winner has been notified and the prize has been handed over, the Winner must sign an acknowledgement of receiving the Prize.
- 10.2 The Promoter reserves the right to substitute the Prize with any other prize of similar commercial value to the Prize offered herein, at its sole discretion.

- 10.3 For further information or enquiries please email consumer services at tigercsd@tigerbrands.com or call us on 086 010 0878. Calls to this number will be charged by your cellular network service provider.

11 POPI

- 11.1 Any personal data relating to the Winner or any other Participants will be used solely in accordance with current Act (defined above) and POPI and will not be disclosed to a third party without the Participant's prior consent.
- 11.2 This promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook, Twitter or any other Social Network.
- 11.3 The Participant by part taking in the Promotional Competition consents to his/her personal information to be shared with the Promoter's employees, contractors or agents for the purpose of this Promotional Competition and for the purpose of sharing future promotions.