

TERMS AND CONDITIONS

The Edward Snell SOCO It Your Way – Win your Share R1 Million (“**the Promotion**”) is presented by Edward Snell (Pty) Ltd (Registration number: 1923/001266/07) and/or its agencies (“**Organizer**”). All persons entering the Promotion (“**the Participants**”) agree that by entering the Promotion they are bound by the Promotion rules as set out in these terms and conditions (“**the Terms and Conditions**”). A copy of these Terms and Conditions is also available at <https://entry.southerncomfortrewards.co.za/>

1. PROMOTION PERIOD:

- 1.1. The Promotion shall commence on 1 October 2025 at 00h00 and will run until 31 December 2025 at 23h59 or whilst stocks with a relevant Promotion neck-tag (“the Product/s”) last in the Republic of South Africa (“**the Promotion Period**”).
- 1.2. The Promotion Period may be extended or shortened at the absolute discretion of the Organizer at any time by publishing a notice to that effect on <https://entry.southerncomfortrewards.co.za/> and/or its social media pages. Each Participant waives any claim of whatsoever nature it may have arising out of such termination.

2. ELIGIBILITY:

- 2.1. Participants must:
 - 2.1.1. be 18 years or older and be a legal resident and/or citizen of the Republic of South Africa; and
 - 2.1.2. purchase one (1) of the 750ml Products listed below in 3.1.1. during the Promotional Period from any participating stores.

3. PROMOTION ENTRY AND REDEMPTION:

- 3.1. To enter the Promotion, Participants must:
 - 3.1.1. purchase one (1) of the participating 750ml Southern Comfort Original or 750ml Southern Comfort Lime products; and scan the QR code on the Product neck tag and follow the web entry site prompts to enter; and
 - 3.1.2. enter the Promotion via the dedicated web entry site; and
 - 3.1.3. enter the qualifying barcode and follows the prompts to enter their personal details, phone number, store where Product was purchased, upload the till slip and opt in for future communications.
- 3.2. Completed and verified entries are submitted into an algorithm on the Organizer’s system to determine if they are a potential Prize winner or not.
- 3.3. Winning Participants are sent details via SMS including a unique PIN code and Prize redemption platform weblink to claim their pre-allocated Prize.
- 3.4. Winning Participants must visit the Prize redemption platform with the unique PIN code via OTP access and redeem their pre-allocated Prize.

- 3.5. Duplicate entries where the same till slip is used more than once to enter the Promotion will be eliminated. Only one (1) product and one (1) entry per till slip is permitted and till-slips may not be duplicated.
- 3.6. Winners have thirty (30) days from the date the SMS with the unique PIN code is sent to claim their qualifying Prize; if unclaimed within this period, otherwise, the Prize will be forfeited.

4. IMPORTANT CONSIDERATIONS FOR PARTICIPATION IN THE PROMOTION:

- 4.1. Participants will be required to keep and submit their till slip as proof of purchase of the Product.
- 4.2. Data usage for purposes of entering the Promotion and accessing the entry and redemption platform will be for a Participant's own account.
- 4.3. Participants may only enter the Promotion a maximum of once per day with a total maximum of twelve (12) entries during the Promotion Period. All new entries must be accompanied with a unique till slip/ proof of purchase.
- 4.4. Entry to the Promotion does not guarantee a Prize will be won on each occasion. Only winners chosen in terms of 3.2 above will be entitled to a Prize and only one (1) Prize will be allocated per winning entry.
- 4.5. Prizes and type of Prizes are predetermined, and Participants will not be able to select or exchange their Prizes.
- 4.6. Till slips must clearly show date of purchase, items purchased, amount spent and retailer information. If any required information is unclear, the entry will be eliminated.
- 4.7. It is the Participants' responsibility, to ensure when entering the Promotion to provide the correct details upon entry. Failure to do so, will result in the entry not being successfully verified to potentially qualify for a Prize.
- 4.8. Winning Participants are required to claim their Prize on the MSISDN (mobile number) that was used with the entry. If a winning Participant attempts to claim a Prize with an alternative MSISDN, the Organizer has the right to reject that entry.
- 4.9. Pooling of Prizes is not allowed (i.e. one cannot have one person enter the Promotion and another person claim the Prize). If an MSISDN or MSISDN's are seen to be pooling Prize entries, the prizes will be revoked and the MSISDN's will be prohibited from entering the Promotion.
- 4.10. The MSISDN that enters the promotion is the only MSISDN that may claim the relevant Prize.

5. THE PRIZES:

- 5.1. Instant ABSA Cash Send Prizes:
 - 5.1.1. The Prize entitles the winner either a R100 (One Hundred Rand) or R200 (Two Hundred Rand) ABSA Cash Send voucher.
 - 5.1.2. The Winner will receive 2 SMS'es (ABSA Cash Send SMSes are sent every Thursday, **after redeeming via the Southern Comfort redemption platform**).

- 5.2. Guaranteed ABSA Cash Send Prizes:
 - 5.2.1. The Prize entitles the winner a R2,000 (Two Thousand Rand) ABSA Cash Send voucher.
 - 5.2.2. Winners are drawn once weekly and will be issued with their ABSA Cash Send Prize via SMS. The Winner will receive 2 SMS'es.
- 5.3. The ABSA Prize is governed by the following terms and conditions:
 - 5.3.1. All Participants who purchase a Product during the Promotion Period and if selected as Prize winner, will receive a Prize in the form of an ABSA Cash Send voucher.
 - 5.3.2. Participants will not be permitted to select alternative Prizes or types of Prizes. All Prizes are predetermined by entry, and Prizes are not transferable and may not be exchanged for other Prizes.
 - 5.3.3. Winning ABSA Cash Send voucher SMS's:
 - 5.3.3.1. SMS 1 - Contains the cash send withdrawal number to be used at an ABSA ATM
 - 5.3.3.2. SMS 2 - Contains the unique 6 digit pin code
 - 5.3.4. Once both SMS'es are received, the Winner must visit an ABSA ATM and select 'Cardless Services'.
 - 5.3.5. Enter the 10 digit pin from SMS 1.
 - 5.3.6. The ATM will display the available funds in 'Wallet'.
 - 5.3.7. Enter the 6 digit pin from SMS 2 in order to withdraw funds.
 - 5.3.8. All funds must be withdrawn in one transaction. If all the funds are not withdrawn in one transaction, the remaining funds will be forfeited
 - 5.3.9. Winners have 30 (thirty) days from when the SMS's are issued to withdraw funds.
 - 5.3.10. If the ABSA CashSend has not been redeemed via an ABSA ATM within the 30 (thirty) day period, it will expire and be regarded as forfeited.
 - 5.3.11. The Winner does not have to bank with ABSA in order to redeem this prize.

6. GENERAL:

- 6.1. In accordance with the confidentiality policies and practices of the Organizer, none of the entry details of any Participant in this Promotion will be disclosed or used by the Organizer for any purposes other than for entry into the Promotion.
- 6.2. By entering the Promotion, the Participants can opt-in to receive further communication from the Organizer.
- 6.3. Information regarding the Promotion that is published on authorized advertising material will also form part of the Terms and Conditions.

The Organizer may in its sole discretion amend these Terms and Conditions at any time, without notice, and such amendments shall be deemed to have taken effect from the date of publication of the revised Terms and Conditions on the Organizer's websites:

- 6.4. The onus rests on the Participant to constantly check the websites for updates to the Terms and Conditions.
- 6.5. If this Promotion is interfered with in any way or is not capable of being conducted as reasonably anticipated due to any reason beyond the control of the Organizer, including but not limited to technical difficulties, unauthorized intervention or fraud, the Organizer reserves the right, in its sole discretion, (a) to disqualify any Participant; or (b) to modify, suspend, terminate or cancel the Promotion as appropriate,
- 6.6. This Promotion is governed by these Terms and Conditions.
- 6.7. The Organizer reserves the right to correct any errors and omissions. These Terms and Conditions (as amended from time to time) will supersede any errors or omissions on any publicly communicated documentation or marketing material.
- 6.8. Any dispute or claim arising out of or in connection with the Promotion shall be governed by and construed in accordance with the laws of the Republic of South Africa.
- 6.9. The Organizer accepts no liability or responsibility, whether occasioned by any circumstance not foreseeable and not within its reasonable control for late or delayed delivery of any Prize owing to, but not limited to, Product stock unavailability, strike, lock out, destruction of Products or any Prize on route by any means, any civil commotion or disorder, riot, threat of war, any action taken by governmental authority or public authority of any kind, fire, explosion, storm, flood, earth quake or other acts of God.
- 6.10. If all or part of any clause of these Terms and Conditions is illegal, invalid or unenforceable:
 - 6.10.1. it will be read down to the extent necessary to ensure that it is not illegal, invalid or unenforceable, but if that is not possible;
 - 6.10.2. it will be severed from these Terms and Conditions and the remaining provisions of these Terms and Conditions will continue to have full force and effect.
- 6.11. Any fraudulent behavior will result in an immediate cancellation of the Participant's submission, and the Organizer reserves any rights in law to pursue appropriate compensation and/or institute criminal proceedings. Entries that do not comply with these Terms and Conditions will be disqualified. The Organizer reserves the right to investigate any Participant's actions regarding any aspect of any of the Prizes and the redemption thereof.

7. LIMITATION OF LIABILITY:

- 7.1 To the extent permitted by the Consumer Protection Act, 2008 ("**the Act**") and any other applicable law:
 - 7.1.1. the Participant and/or winner(s) hereby indemnifies the Organizer against any direct, indirect, special, incidental, consequential or punitive damages or loss of any kind, regardless of how this was caused, and whether it arose under the law of

contract or delict or otherwise, because of the Participants entrance into the Promotion; and

7.1.2 the Organizer excludes all warranties (express or implied), representations and liabilities regarding this Promotion (other than for death or personal injury caused by its negligence and/or fraud).

8. CONSUMER PROTECTION ACT:

To the extent that the Terms and Conditions or any goods or services provided under the Terms and Conditions are governed by the Act, no provision of the Terms and Conditions are intended to contravene the applicable provisions of the Act, and therefore all provisions of the Terms and Conditions must be treated as being qualified, to the extent necessary, to ensure that the applicable provisions of the Act are complied with.