

NESTLÉ® MILO® START STRONG 2025 CAMPAIGN

1. Introduction

1.1 Participation in this Competition is governed by these terms and conditions (the “Rules”).

1.2 You, as the Participant (the “Participant”), are encouraged to review the Rules before entering into the Competition and acknowledge that you have been given an appropriate opportunity to do so and that you understand and accept these Rules.

1.3 This Competition is operated by Nestlé South Africa (Pty) Limited (“Nestlé”) in conjunction with VML SA (Pty) Ltd, GupShup, and TMARC (the “Promoters”).

1.4 Your participation in the Competition constitutes acceptance of these Rules and you agree to abide by these Rules.

By participating in this Competition, Participants agree to the Rules set out below.

2. This Competition is limited to legal residents and/or legal citizens of the Republic of South Africa. In addition, the following people shall not be eligible to participate in this Competition:

2.1 Directors, members, partners, promotional and advertising agents, merchandisers, employees or consultants of the Promoters.

2.2 Spouse, life partner, parent, child, brother, sister, business partner or associate of any of the persons specified above.

2.3 People who are not legal residents and/or legal citizens of the Republic of South Africa.

2.4 Persons under the age of 18 years.

3. The Competition shall commence on 15 January 2025 at 00:01 and will end on 31 March 2025 at 23:59 (“Promotional Period”). No entries received after 23h59 on 31 March 2025 will be considered.

4. Competition Mechanics

4.1 To participate in this Competition, Participants are required to purchase any 1 (one) of the below listed **NESTLÉ MILO®** participating products **from any major retailer in the Republic of South Africa**, send a clear image of their till slip displaying the date of purchase and the NESTLÉ MILO® participating product to **073 061 2613** using WhatsApp, and follow the prompts. All unique/positive entries will be entered into random draws to stand a chance to win the below Prizes. The nominated schools will win their share of R300 000 based on majority nominations they have received. Keep proof of purchase (receipt/till slip) to be able to redeem your Prize.

4.2 *Participating products:*

- NESTLÉ® MILO® 150G
- NESTLÉ® MILO® 250G
- NESTLÉ® MILO® 500G
- NESTLÉ® MILO® 750G
- NESTLÉ® MILO® 6X200ML

4.2 Participants must have a valid Republic of South Africa identity (ID) number or valid permanent residency permit number and/or valid passport, as this is key to all entries. No person can use another person’s ID/permit number and/or passport number for Competition entry purposes. If it is discovered that Participants have entered an ID/permit number and/or passport number that is not theirs, they will be disqualified and the entrant will not be eligible for the Prize.

4.3 Participants may enter the Competition as many times as they wish over the Promotional Period with unique till slips. Entry is also subject to the following conditions:

4.3.1 The Participant must submit a unique till slip with a NESTLÉ MILO® participating product each time they enter the Competition again.

- 4.3.2 All entries from disqualified Participants' mobile numbers will be rejected.
- 4.3.3 Only one Prize per household and per number/person.
- 4.4 Any mobile number that enters the same till slip 5 (five) times in succession will be locked out of the Competition for the entire duration of the Competition ("**Blocked Participants**").
- 4.5 Blocked Participants have an opportunity to call the Nestlé Call Centre on **011 514 6116 or 086 009 6116 between 09h00 and 16h30 Monday to Friday** should there be a valid reason, which is accepted by the Promoters, for the Blocked Participants to be allowed to enter the Competition.
- 4.6 Participants must enter using a cellphone number and email address that is owned by and registered to that person. No other person can use another person's cellphone number or email address for Competition entry purposes. If it is discovered that Participants have entered on a phone and email that is not registered to them, they will be disqualified, and the entrant will be requested to refund the Prizes to the Promoters.
- 4.7 The cellphone number and email address are key to all entries. If the entrant has won on a cellphone number, they cannot use another number in order to be contacted further. This number must be contactable during office hours. The Prize will be paid in a form of cash send. An Absa voucher will be sent to the number that was used to enter the Competition.

5. The Prizes

Participants in this Competition stand a chance to win:

- A share of R300 000 towards sports equipment for their child's school.
 - A total of six (6) schools will each win R50 000 towards sports equipment.
- Weekly vouchers to the value of R10 000.
 - Every week, 10 consumers will win a R1 000 voucher from the participating retailers (Checkers, Shoprite, Spar and PnP).
- Total campaign Prize money for sports equipment is R300 000 for the duration of the campaign (10 weeks).
- A total of 100 consumers will stand a chance to win R1 000 cash vouchers each for the duration of the campaign.

6. Claiming your Prize

- 6.1 All unique/positive entries will be entered into a random draw that will be held at the end of each week. This date is subject to change without notice.
- 6.2 Six (6) schools and 100 consumers will be selected as winners by the end of the campaign. The lead time for Prize fulfilment for the school sports equipment is two (2) months for the procurement of equipment to meet the winning schools' desires.

Week 1	R1 000 cash for 10 winners
Week 2	R1 000 cash for 10 winners
Week 3	R1 000 cash for 10 winners
Week 4	R1 000 cash for 10 winners
Week 5	R1 000 cash for 10 winners
Week 6	R1 000 cash for 10 winners
Week 7	R1 000 cash for 10 winners

Week 8	R1 000 cash for 10 winners
Week 9	R1 000 cash for 10 winners
Week 10	R1 000 cash for 10 winners

- 6.3 No random draw will be conducted for the six (6) schools that will each win R50 000 sports equipment. The six (6) winning schools will be selected based on the total number of votes/nominations they have received during the Promotional Period.
- 6.4 Validated winners of the (6) schools for will not have funds paid to them but rather receive school sports equipment to the value of the Prize to the school. This will not be converted to cash.
- 6.5 The school must be a registered educational institution entity with the Department of Basic Education or the Provincial Department of Basic Education and will be required to provide stamped proof of banking details and existence as a legitimate educational entity prior to receiving the prize. Once the school sports equipment is delivered, the responsibility of the management of the school sports equipment in respect of allocating them to the related functions / outputs rests with the educational institution and not with the Promoters.
- 6.6 All retail vouchers will be sent via WhatsApp to the same number that was used to enter the Competition after validation of eligibility as per below.
- 6.7 At the time that a potential Prize winner is identified, the potential Prize winner will receive a phone call from a representative of the Promoters to their contact number supplied, at which point the Prize winner may be required to answer a few questions regarding their eligibility, as well as be requested to submit certain documents, such as proof of purchase and a copy of their Republic of South Africa ID/permit, proof of registration with the educational institution and stamped proof of banking details of the educational institution to the Promoter's representative.
- 6.8 A potential Prize winner is not an actual winner at the time of being contacted. Contact is made with a potential Prize winner to ensure that the required receipt(s) is/are available. If a potential Prize winner does not meet the eligibility requirements, the Prize will be forfeited and a redraw will be executed subject to the terms and conditions herein. Once the till slip and copy of ID have been validated, the potential winner will receive an SMS confirming that they have won. A potential Prize winner will also have 48 hours to produce the relevant documentation before forfeiting the Prize and a runner-up is chosen.
- 6.9 If the Promoters are unable to reach any of the potential Prize winners after 3 (three) attempts – made within 3 (three) working days of their mobile number being drawn – for whatsoever reason, including incorrect telephone numbers, inoperative telephone numbers, or no answer, such potential winners will be disqualified and a redraw will be executed subject to the terms and conditions herein. A potential Prize winner will also have 48 hours to produce the relevant documentation before forfeiting the Prize and a runner up is chosen.

7. Promotional Material and Marketing Activities

- 7.1 The Promoters may require the winners (at no fee) to be identified and photographed, and the photograph or related article published on all digital platforms, printed media, or to appear on radio and television, when accepting their Prizes and/or after receiving their Prize.
- 7.2 Should this become necessary, the winners may be required to sign a letter of consent and the Promoters shall have the right to use any photographs of any of the winners in perpetuity.
- 7.3 The winners have a right to decline the invitation to use their image in marketing material or to participate in any marketing activity.

8. General

- 8.1 The judges' decision is final, and no correspondence will be entered into.
- 8.2 The Promoters may require the winner to complete and submit an information disclosure agreement to enable the Promoters to ensure compliance with these Rules.
- 8.3 Should the winner be found, in the Promoters sole discretion: not to be eligible to win; not to have complied with these Rules; their conduct can be reasonably interpreted as scamming; acted fraudulently with regard to the Competition; and, if it would be unlawful to award the Prize, he/she will automatically be disqualified and/or the Prize will be forfeited. Winners may also be required to sign acceptance of Prizes and indemnity documents.
- 8.4 The Prize is not transferable, and no substitution or cash redemption of Prizes is permitted. The Prize will not be handed/awarded to a third party, but only to the verified Prize winner.
- 8.5 The Promoters reserve the right, at their sole discretion, to substitute the Prize with any other Prize of comparable or greater commercial value for whatever reason.
- 8.6 Prize visuals on any Competition and/or promotional materials are for illustrative purposes only.
- 8.7 By entering, a Participant acknowledges that personal information about the Participant will be shared with the Promoters and their agents to the extent necessary to conduct the Competition and for Prizes to be delivered to Prize winners.
- 8.8 By clicking Submit and entering the Competition, Participants consent to being contacted about their interest in Nestlé. Participants acknowledge that their personal information will be processed in compliance with the Nestlé Privacy Notice. Any personal information shared with Facebook will also be subject to our Nestlé Privacy Notice, including to auto-fill forms for our ads. Participants may contact us at any time to manage your information.
- 8.9 In terms of the data protection laws and Nestlé's Privacy Notice, Nestlé and/or the Promoters will have to process the following personal information received directly from you and belonging to you: name; address; email address; cellphone or telephone number; and certain preferences about you (where and if applicable). Your personal information will be shared on a need-to-know basis with certain third parties for the purposes of giving effect to this Competition, including lawyers, advertising agencies, auditors, and/or regulators. Whilst we hold your personal information, we will keep it safe and secure until the purpose for holding it has come to an end, whereafter it will be destroyed, and you accept that by entering into this Competition that you agree that we may process your personal information as indicated above.
- 8.10 For more details on how we may deal with your personal information, please see our standard Privacy Notice on our website: <https://www.nestle-esar.com/info/yourdata>. For any questions or clarifications regarding the processing of your personal information, you may contact us by emailing Consumer.Services@za.nestle.com or dialling + 27 86 009 6116.
- 8.11 By entering this Competition, you authorise the Promoters to process the personal information of Participants for communication or statistical purposes. Any personal data submitted by you will be used solely in accordance with current Republic of South Africa data protection legislation and Nestlé's privacy policy. For any questions or clarifications regarding the processing of the Participant's personal information, you may contact us by emailing consumer.services@za.nestle.com or dialling 086 0096 116.
- 8.12 Participants may be required to take part in publicity campaigns for broadcast or publishing purposes. Participants shall at all times be entitled to decline the above request. Participants that take part in any publicity will not be entitled to any payment or other remuneration for such publicity or otherwise. All publicity and other materials will be the sole property of the Promoters.
- 8.13 Nothing in these Rules is intended to, or must be understood to, unlawfully restrict, limit or avoid any rights or obligations, as the case may be, created for either the Participant or the Promoters in terms of the Consumer Protection Act, 68 of 2008 (the "Act").
- 8.14 All Participants participate entirely at their own risk. By reading and accepting these Rules, the Participants give consent to these risks and hereby indemnifies and holds harmless the Promoters, their directors, employees and agents of any and all liability pertaining to any damages, costs, injuries and/or losses of whatever nature sustained as a result of their participation in the Competition and related events and activities, save where such damages, costs, injuries and/or losses are sustained as a result of the gross negligence or wilful misconduct of any of the Promoters.
- 8.15 The Promoters, their directors, employees, agents and distributors accept no responsibility and they will not, in any circumstances, be liable to compensate the Participants, or accept any liability for: (a) any

inability by the Participant to use the Prize in part or at all; (b) the lack of quality or any other aspect of any service which is or should be provided at any venue(s) in relation to the Prize; or (c) any personal loss or injury occurring at any venue(s) arising, directly or indirectly, out of the use of the Prize.

- 8.16 The Promoters, their directors, employees, agents and distributors, are not responsible for any misrepresentation (whether written or verbal) in respect of any Prize nor in respect of any warranties or undertakings given by any person other than the Promoters themselves.
- 8.17 The Promoters reserve the right to amend, terminate or extend the Competition at any time without notice. In the event of such termination or extension, all Participants agree to waive (give up) any rights that they may have in terms of the Competition and acknowledge that they will have no recourse against the Promoters, their advertising agencies, advisors, suppliers and nominated agents.
- 8.18 By entering the Competition, Participants acknowledge that the Competition will be managed in accordance with the provisions of the CPA. Participants undertake to expeditiously do all things necessary to enable the Promoters to comply with their obligations under the CPA, including but not limited to providing such personal information as may be required in order to facilitate handing over the Prize to the Participant. Should any Participant refuse or be unable to comply with this requirement, the Participant shall be deemed to have forfeited the Prize.
- 8.19 Notwithstanding anything to the contrary contained in these Rules, the Promoters reserve the right to amend, modify, change, postpone suspend or cancel this Competition, the Rules and any Prize (which has not yet been allocated), or any aspect thereof, without notice at any time, for any reason which the Promoters deem necessary. At the end of the Competition, for whatsoever reason, all of the Promoters' obligations in regard to the Competition as well as in regard to the Prizes shall cease to exist.
- 8.20 This Competition is in no way organised, endorsed or administered by, or associated with, Facebook and/or WhatsApp. You understand that you are providing your information to the Promoters and not to Meta.
- 8.21 These Rules shall be governed by and interpreted according to the laws of the Republic of South Africa and any Participant and Nestlé consent to the non-exclusive jurisdiction of the High Court of South Africa.
- 8.22 For further information or enquiries, please email our consumer services at consumer.services@za.nestle.com or call us on +27 86 009 6116 / +27 11 514 6116.