

**BOKOMO 100<sup>th</sup> Birthday Campaign Terms & Conditions**

1. The Promoter is **Pioneer Foods (Pty) (Ltd) ("The Promoter")**, Reg number **1957/000634/07** a company incorporated in the Republic of South Africa and having its registered address at **1 Sportica Crescent, Tygervalley, Bellville**. ("The Promoter").
2. **All persons ("the entrants") entering the "BOKOMO 100<sup>th</sup> Birthday Campaign" ("the promotional competition") agree that the competition rules as set out in these terms and conditions are binding on them.**
3. The competition is open to any resident of South Africa that is **18 years and older** who are in possession of a valid identity document, except directors, members, partners, employees, agents or consultants of or any other person who directly or indirectly controls or is controlled by the promoter or marketing service providers in respect of the promotional competition, or the spouses, life partners, business partners or immediate family members, or anyone who within a period of 183 days preceding this competition has won any competition organized, promoted, or conducted by Pioneer Foods or who resides at the same address as such a winner, or who uses the same telephone number to enter this competition.
4. This competition is open from **21<sup>st</sup> March 2022 until 30<sup>th</sup> April 2022** ("last day"). Any entries received after midnight on the last day will not be valid and not be considered.
5. To enter, entrants will need to access the site via relevant channels and play the game or share the campaign to social channels.
6. Here, entrants will have to complete a few consumer questions.
7. Entrants will stand a chance of winning weekly prizes to the value of R400 000 and those who "SHARE" the campaign qualify for the Grand Prize Draw of R100 000.
  - Weekly Prizes of R400 000 will be broken down as follows.
    - Those who click 'FOR ME' Prize Pool
      - 5 Weeks: R20,000 Total budget
      - R4,000 per week
      - 40 X R100 weekly winners
    - Those who click 'SHARE GOODNESS' Prize Pool
      - 5 Weeks: R380,000 Total budget
      - R76,000 per week
        - 16 X R1000 weekly winners
        - 15 X R2000 weekly winners

- 10 X R3000 weekly winners

8. The weekly winners will be contacted within a week. Grand Prize winners will also be contacted within a week of the campaign ending.

9. The prizes are not transferable.

10. The Promoter shall have the right to terminate the competition immediately and without notice for any reason beyond its control requiring this. In the event of such termination, all participants agree to waive any rights that they may have in terms of this promotion and acknowledge that they will have no recourse against the Promoter, its agents and staff.

12. Participation in the competition constitutes acceptance of the competition rules and entrants agree to abide by the rules.

13. By providing a submission, you warrant that it is you that is entering.

14. The Promoter assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorised access to, or alteration of entries. Promoter is not responsible for any problems or technical malfunction of any telephone network or telephone lines, computer online systems, servers, or providers, computer equipment, software, failure of any e-mail or entry to be received by Promoter on account of technical problems, human error or traffic congestion on the internet or at any web site, or any combination thereof, including any injury or damage to Entrant's or any other person's computer relating to or resulting from participation in this Competition or downloading any materials in this Competition.