NAME: White Star Instant Wholegrain – Digital Sampling

(The Promotion)

1. **Application:** These terms and conditions govern this Promotion. **Annexure A** forms part of these Terms 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 Promotion, the rules, directions and prizes all form part of these Terms. If you take part in this Promotion, 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

The Promoter	**This Promotion is conducted by:**	
	PepsiCo South Africa (Pty) Limited	
	Pioneer Foods (Pty) Limited	**x**
	Pioneer Foods Groceries (Pty) Limited	
	Futurelife Health Products (Pty) Limited	
	a subsidiary of PepsiCo Inc., situated at:	
	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, Western Cape, South Africa Republic of South Africa.	**x**
	1 Mzimkhulu Drive, La Mercy, Kwa-Zulu Natal, Republic of South Africa.	
	Plus: Agency:	Berelo t/a Firefly Investments 109 (Pty) Ltd - 3rd Floor Illovo Muse, 198 Oxford Road, Illovo, Sandton, 2196

Who can participate in this Promotion?	You must:

	1. be 18 years old or older;
	2. permanently reside in the Republic of South Africa;
	3. have a valid SA ID / passport, and residency permission; and
	4. have access to the official Promotion lead form.
Promotion platform/venue	META platforms
Promotion Period	The Promotion will start on 16 November 2026 at 00:01 and will end on 15 December 2026 at 00:00.
How to participate in the Promotion	during the Promotion Period, participants must: access the official White Star lead generation form made available through the authorised White Star promotional campaign on Meta; provide their name, surname, mobile number and email address; answer all mandatory questions; select their preferred participating retailer, where required; read and accept these Terms and the applicable privacy notice; and submit the completed lead form.
How many times can you participate?	Once]

Prize	What is the Prize?	1 of 20,000 100% off White Star Instant Wholegrain pack - Original (6001571152840), Vanilla (6001571152949) and Banana (6001571152932) coupons.
	How many prizes can you get for participating in the Promotion?	Only 1 coupon per participant. You may submit the lead form only once and may receive no more than one coupon.
	How many participants will get prizes in this Promotion?	20 000 in total
	When and how will you receive your prize?	The participant will receive an SMS containing 100% off coupon code linked to White Star Instant Wholegrain pack. This coupon must be redeemed in-store at the retailer selected by the consumer Retailers are: Shoprite / Checkers / Checkers Hyperstore Coupons expire 31 December 2026

	Coupon Allocation	A maximum of **20,000 digital coupons** is available under the Promotion. Each coupon entitles the qualifying consumer to receive **100% off one qualifying White Star Instant Wholegrain pack** in one of the following variants: Original, barcode 6001571152840; Vanilla, barcode 6001571152949; or Banana, barcode 6001571152932. Coupons will be allocated to the **first 20,000 eligible** participants who successfully submit complete and valid lead forms during the Promotion Period. The time recorded by the Promoter's or Agency's system will determine the order in which valid submissions were received. A coupon is allocated only once the participant's submission has been received, validated and accepted by the Promotion system. If multiple submissions are received at substantially the same time, the system record will determine their order. Once all available coupons have been allocated, no further coupons will be issued, even if the Promotion Period has not yet ended. Where reasonably practicable, the Promoter will communicate that the coupon allocation has been exhausted. The Promoter does not guarantee the continued availability of: a participating product variant; a particular pack at a particular retailer; or stock at a particular retail outlet. Product availability remains subject to stock held by the selected participating retailer.

Verification	What will you be asked to provide to confirm your identity?	Name, surname and mobile number.

Other/additional terms	No applications from agents, third parties, organised groups or applications automatically generated by computer will be accepted. No incomplete or corrupted entries will be accepted. Entries will only be accepted if they comply with all entry instructions. SMS delivery of the Prize is subject to Participants' mobile telecoms network, and the Promoter accepts no responsibility should coupon codes not be received for whatever reason. The Promotion is not sponsored, endorsed, administered by or associated with Meta, Facebook or Instagram.

Contact details for queries.	SMS "White Star" to 30172 if you have any questions about this Promotion.

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

2. **People who may not participate in the Promotion:** 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 Promotion.

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/Coupon Terms and Conditions:** To use any coupon or voucher awarded in the Promotion, you must follow the terms and conditions which are on the coupon SMS/on the voucher. Vouchers/Coupons are non-refundable and cannot be exchanged for cash. The Promoter is not responsible for the loss, damage, or misuse of the coupon.

6. **Prize Exchange:** You may not ask for your prize to be exchanged for another prize or for cash.

7. **Final Decision:** Unless the Consumer Protection Act (Act 68 of 2008) specifies differently, the

judge's decision is final.

8. **Prize Substitution:** The Promoter may substitute prizes with similar prizes or with prizes which have a similar value.

9. **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 Promotion, even where arising from negligent acts or omissions of the Promoter.

10. **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 Promotion 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 license in the Intellectual Property Rights in the Promotion entry so the Promoter shall be entitled to use the entry in any and all media at no cost to the Promoter.

11. **Wrongdoing:** The Promoter may disqualify you if fraud or cheating is suspected in your participation in the Promotion. This can include manipulation of code or falsifying of data. You may also be banned from participating in this or any other competition or promotion which the Promoter or PepsiCo Inc. may run, for a period decided by the Promoter.

12. **Cancellation and Changes:** The Promoter may cancel or make changes to the Promotion, 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 Promotion 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.

13. **Technical failures and Unauthorized 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 traffic congestion on the internet or at any web site, or any combination of these things, including any damage to your computer, resulting from your participation in this Promotion or your downloading any materials in this Promotion.

14. **Consumer Protection Act:** The Promotion will be conducted according to the relevant provisions of the Consumer Protection Act, 2008 ("CPA"). Should you win a prize in the Promotion, 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.

15. **Data Privacy:** PepsiCo South Africa shall take all reasonable steps to protect the personal information of consumers and for the purpose of this clause, "personal information" shall be defined as detailed in the Promotion of Access to Information Act 2 of 2000 (PAIA)Protection of Personal Information Act 4 of 2013.

Legal Basis for Processing of Personal Data: Personal data is processed in accordance with applicable data protection laws, including the Protection of Personal Information Act (POPIA), based on your consent, our legitimate interests, or contractual obligations.

Data Subjects Rights: Users have the right to access, correct, delete, or object to the processing of their personal information. Requests can be submitted to: https://privacy-central.securiti.ai/#/dsr-universal/52b5d68c-3def-4bc4-bdfc-2e56a6c83d2e.

Data Sharing and Transfer: Personal data may be shared with trusted service providers, affiliates, or partners for the purposes outlined above, subject to appropriate safeguards.

Data Retention: We retain personal information only for as long as necessary to fulfil the purposes for which it was collected or as required by law.

Security Measures to Protect Personal Data: We implement appropriate technical and organizational measures to protect personal data against unauthorized access, loss, or misuse. For more detailed information on how we collect, use, and protect your personal data, please refer to our Consumer Privacy Notice on https://sa.pepsico.africa/consumer-privacy-notice.

16. **Law and jurisdiction:** These Terms are construed, interpreted, enforced and governed by the laws of the Republic of South Africa.