

WHITE STAR - WIN YOUR SHARE OF R2 MILLION RAND IN PRIZES 2024 COMPETITION

RULES OF CAMPAIGN:

1. The name of the Competition is the “**WIN YOUR SHARE OF R2 MILLION RAND IN PRIZES**” (“The Competition”) and the Promoter is Pioneer Foods (Pty) Limited (Registration number 1957/000634/07), which is a company incorporated in the Republic of South Africa and having its registered address at Parc Du Cap Office Park, Building 5, 10 Willie van Schoor Avenue, Bellville, 7530 (“The Promoter”).
2. The Competition runs from Wednesday, **21 August 2024 to 30 November 2024**, at midnight (23h59).
3. The Competition is open to all citizens and legal residents of South Africa (provided that the participant is also a resident in South Africa at the time of winning and receiving any prize in this competition), who at the time of entering the Competition are over the age of 18 (eighteen) years, and are in possession of a valid South African Identity Document (in the case of residents, a valid passport, and necessary residency permits).
4. No employees, directors, agents or consultants and their immediate family members directly connected to or in the employment of Pioneer Foods (Pty) Ltd, their subsidiaries and business partners, associates, advertising or promotion agencies and staff members or anyone who within a period of 3 months preceding this competition has won any competition organised, promoted, or conducted by White Star, or who resides at the same address as such a winner may take part in the Competition.

5. How to Enter to Stand a Chance to Win Your Share of R2 Million in Prizes:

- a) To enter the Competition, entrants must: (i) Purchase any participating pack of White Star Super Maize Meal, (ii) text ‘hi’ to 073 065 1066 on WhatsApp (iii) select Buy and Win and follow the prompts.
- b) To increase chances of winning, participants may enter a maximum of 2 (two) times per day and twenty (20) times during the Competition period, however, each Participant may only win once for the duration of the Competition.
- c) Each prize is randomly allocated based on a random algorithm. Instant prizes on offer total R2,000,000.00.

Airtime	R 10.00	R 10.00	120000	R 1 200 000.00
Airtime	R 20.00	R 20.00	20000	R 400 000.00
Airtime	R 50.00	R 50.00	6000	R 300 000.00
Grocery Voucher: Shoprite/PnP	R 100.00	R100.00	1000	R 100 000.00
Grocery Voucher: Shoprite/PnP	R 250.00	R250.00	200	R 50 000.00

d. Participating products are as follows:

PARTICIPATING PACKS		
Product Description	Pack Size	Unit Bar Code
White Star Super Maize Meal	1kg:	6001571015589
White Star Super Maize Meal	2.5kg	6001571015596
White Star Super Maize Meal	5kg	6001571152161
White Star Super Maize Meal	10kg	6001571015626
White Star Super Maize Meal	12.5kg	6001571015640
White Star Super Maize Meal	25kg	6001571015664
White Star Super Maize Meal	50kg	6001571015671

6. Instant prize winners will be notified immediately after their entries are received. Each Winner will be sent a pin code and a USSD string to dial to activate their reward.
7. Instant prize redemption: Each Winner must dial the USSD string in the SMS to claim their prizes. Prizes will be automatically sent onto the cell phone number used to enter the Competition via proprietary prize issuing software of the Promoter's affiliate.
8. The full terms and conditions relating to each campaign will be available on the <https://whitestar.africa/> for winners to view.
9. All entries become the property of the Promoter and may be used at their sole discretion.
10. By entering this Competition, the Promoter reserves the right to communicate with the participants at any time during, or after, the Competition's closing date, whereas the Winner/s may opt out from receiving such communication at any time.
11. 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.
12. The 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 entry to be received by the Promoter on account of technical problems, human error or traffic congestion on any of the cellular service providers' networks, including any injury or damage to participant's or any other person's cellular device relating to, or resulting from, participation in the Competition or use of the requisite instructions of the Competition. Proof of sending will not be accepted as proof of receipt.
13. Participation in the Competition constitutes acceptance of the promotion rules and participants agree to abide by these rules.
14. The Competition will be conducted according to the relevant provisions of the Consumer Protection Act, 2008 ("CPA"). Should you win a prize in the Competition, 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. Except insofar as is provided for in the Consumer Protection Act (Act 68 of 2008), the Promoter's decision is final, and no correspondence will be entered into after the Competition's closing date.
16. Prizes are not transferrable, cannot be converted to any other prize, and may not be deferred to a later period.

17. Pioneer Foods or its agents, its associated companies, nor any directors, officers, nor employees of such, do not accept responsibility or liability for any loss or damage to goods or personal injury, whether direct, indirect, consequential or otherwise arising from any cause whatsoever, suffered as a result of participating or winning this prize, and will also not be responsible or liable for any further expenses or fees required for purpose of using, applying or enjoying the prize won in the Competition.
18. The Promoter shall have the right to change or terminate the Competition immediately and without notice. In the event of such change or termination, all participants agree to waive any rights that they have in respect of this promotional competition and acknowledge that they will have no recourse against the Promoter or its agents.
19. 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 Competition or for the business of the Promoter. The Promoter may ask to use your image for marketing purposes related to the Competition, without any payment to you. You agree that the Promoter owns all Intellectual Property Rights in publicity and publicity materials; the entry and entry materials, and may use these at its absolute discretion. Where the Promoter may not by law own the Intellectual Property Rights as described here, then you confirm the grant by you to the Promoter of a worldwide, non-exclusive, royalty free license in the Intellectual Property Rights in the Competition entry and publicity materials, so the Promoter shall be entitled to use the publicity materials and the entry materials in any and all media at no cost to the Promoter.
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21. The Competition is in no way organised-, endorsed- or administered by, or associated with any other social media forum.
22. By participating in the Competition, participants consent to the transfer, storage and processing of their personal information. Participants may withdraw this consent at any time by written notification to the Promoter: ssaprivacyoffice@pepsico.com . The Promoter and its affiliates will collect and use the personal information (a) to enable participation in this Competition; (b) for activities related to this Competition; (c) for the Promoter's, its affiliates and subsidiaries' marketing purposes; and (d) for communication to participants about products and product offers of the Promoter. The Promoter will not use the personal information for a different purpose without first obtaining the participant's permission. The Promoter keeps personal information to fulfil the purposes for which it was collected or as required by applicable laws or regulations and the Promoter's privacy policy: <https://ssa.pepsico.africa/privacy-notice>. Apart from the Promoter's affiliates and service providers for the fulfilment of (a), (b) and (c), the Promoter will not allow third parties to use the participants' personal information. Participants further agree that their personal information may in appropriate circumstances reside outside of South Africa, and hereby agree to the transfer of their personal information to locations outside of South Africa and the use of such personal information outside of South Africa.
23. Any questions, comments or complaints regarding the Competition can be directed to the Promoter via the Consumer Advisory Service division on 0800 022 000 during office hours (between 8h00 AM and 22h00 PM, excluding public holidays) throughout the duration of the Competition.
24. A copy of these rules can be obtained by request and can be viewed on www.whitestar.africa