

Kellogg “Every Cent Counts” Promotion

“The Competition”

1. Introduction

- 1.1. Participation in this Competition is governed by these terms and conditions (the “**Rules**”).
- 1.2. Participants are encouraged to review the Rules before entering into the Competition and acknowledge that they been given an appropriate opportunity to do so and that they understand and accept these Rules.
- 1.3. This Competition is operated by Kellogg Company of South Africa (Proprietary) Limited (Kellogg) in conjunction with Kellogg’s agency (collectively the “**Promoters**”).
- 1.4. Participation in the Competition constitutes acceptance of these Rules and Participants agree to abide by these Rules.

2. By participating in this competition, entrants agree to these rules.

- 2.1. The Promoters reserve the right in their sole discretion and to the extent permitted by law, to amend these rules at any time.
- 2.2. These Rules shall be governed by and interpreted according to the laws of the Republic of South Africa.
- 2.3. The Competition is limited to product purchased in South Africa and residents of South Africa.
- 2.4. In addition, the following people shall not be eligible to participate in this Competition:
 - 2.4.1. Directors, members, partners, promotional and advertising agents, merchandisers, employees or consultants of the Promoters;
 - 2.4.2. Spouse, life partner, parent, child, brother, sister, business partner or associate of any of the persons specified above
 - 2.4.3. People who are not legal residents of South Africa;
 - 2.4.4. Persons under the age of 18 years;
- 2.5. The Competition shall commence on 1 February 2019 at 00:00:01 or such date as the Participating Products are available for purchase (whichever occurs first) and will end on 31 December 2019 at 23:59:59.
- 2.6. No entries received after midnight on the 31 December 2019 will be considered

3. Mechanics

To participate in this Competition entrants must adhere to the following:

- 3.1. The products that are eligible for purchase for this Competition is specially marked and are:
 - 3.1.1. Kellogg's All Bran (1kg and 750g)
 - 3.1.2. Kellogg's Coco Pops (500g & 350g)
 - 3.1.3. Kellogg's Rice Krispies (600g)Collectively referred to as "Participating Products"
- 3.2. Participating Products may be purchased from any participating retail stockist nationally. Please note that no other Kellogg's South Africa products are eligible for this promotion, other than those products mentioned above.
- 3.3. The Qualifying Products are subject to availability at time of purchase and must have a valid winning Competition sticker.

4. Entry Mechanics

- 4.1. The Participant enters the Competition by purchasing any Participating Product to find 1 (one) of 10 (ten) winning stickers placed on the inside of the pack.

5. The prizes

- 5.1. Participants stand a chance to win 1 (one) of 10 (ten), R10,000 (Ten Thousand Rand) cash prizes;
 - 5.1.1. Participants may not win more than once during the Competition period.

6. How to claim your prize:

- 6.1. Participants who find a winning competition sticker inside the Participating Products will find a winning pin code and the instructions to contact Kellogg's agency to claim their cash reward.
- 6.2. There are a maximum of 10 (ten) winning competition stickers to be found.
- 6.3. Participant will be required to contact Kellogg's agency on the number provided and quote the winning pin code.
- 6.4. Each winning Participant who calls in will be sent a redemption form; which they will be required to complete and send back to the specified email address or fax number along with their:
 - 6.4.1. copy of their valid identity document/passport.
 - 6.4.2. validated bank details and
 - 6.4.3. winning competition sticker.

- 6.5. Once all correct required documentation has been received and verified, Kellogg's agency will facilitate a direct EFT of the R10 000 (Ten thousand Rand only) cash prize into the winning Participant's bank account.
- 6.6. The payment will take place within 15 (fifteen) working days from the date that all correct documentation has been submitted by the participant to Kellogg's or its agency (for transactions within South Africa). For international transactions, payment will take up to 21 (twenty-one) working days from the date all correct documentation has been submitted by the participant to Kellogg's or its agency.
- 6.7. The prize winner has until 31/12/2019 to redeem the cash reward. If the prize winner fails to redeem the reward, they forfeit the cash prize.
- 6.8. Prizes may only be redeemed by the participant who entered the promotion and the reward is not transferable under any circumstance.
- 6.9. Calls made into the call centre are charged at standard share call rates.
- 6.10 The Promoters reserve the right to substitute any prize for a prize of the same or similar value.

7. General

- 7.1. The Promoter may refuse to award a prize to an entrant if there is suspicion of any irregularities or fraudulent activities.
- 7.2. The Promoter may require the winner to complete and submit an information disclosure agreement to the Promoter to ensure compliance with these Rules.
- 7.3. Should the winner be found to have not complied with these Rules, he/she will automatically be disqualified and the prize will be forfeited. Winners may also be required to sign acceptance of prizes and indemnity documents.
- 7.4. The prizes will not be handed/awarded to a third party.
- 7.5. The winner will accept the prize as is, at their own risk.
- 7.6. By entering this Competition, you authorise the Promoter to collect, store and use (not share) personal information of entrants for communication or statistical purposes. You are entitled to decline any marketing communication by emailing consumer.sa@kellogg.com or call us on 0860 200 601 (08h00-16h30). Any personal data submitted by you will be used solely in accordance with current South African data protection legislation and the Kellogg's privacy policy.

- 7.7. The winner or participants may be required to take part in publicity campaigns for broadcast or publishing purposes. Winners or participants shall at all times be entitled to decline the above request. Winners or 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 Promoter.
- 7.8. The Promoter and its agencies have the right to reject any participant suspected of fraudulent behaviour.
- 7.9. All participants and winners indemnify the promoter, its associated companies (directors, officers and employees) and agents, against any/all claims for any accident, injury, harm, death, damages, costs and/or loss, whether direct, indirect, consequential or otherwise, arising from any cause whatsoever connected to or arising from their participation in any way in this Competition and the redemption of any prizes.
- 7.10. The Promoter and its agencies reserve the right to correct any errors or omissions. These Rules may be updated at any time as per the Promoters' discretion and will supersede any errors or omissions on any publicly communicated documentation or marketing material.
- 7.11. The Promoter of the Competition reserves the right to cancel or postpone the Competition at any time.
- 7.12. For further information or enquiries please email consumer.sa@kellogg.com or call us on 0860 200 601 (08h00-16h30).