

“BLU EASTER DOUBLE WIN”

Blu Label Distribution Proprietary Limited (“Blu”)

Terms and Conditions

1. The Blu Easter Double Win Campaign (the “Competition”) will be conducted exclusively between participating South African customers
2. Blu and its partners are hereinafter collectively referred to as “The Organizers”
3. The Campaign period is from the **19 March 2026 and 30 April 2026** (both days inclusive) (the “Campaign Period”) and the campaign will take place in South Africa.
4. The Campaign is open to all participating customers (“Participants”) who purchase a Blu Voucher to the value of R50,00 (fifty rand) or more.

Save as aforesaid the directors, members, partners, employees or agents of, or consultants of the Organizers (and their affiliates and immediate family members, life partners, business partners or associates) are excluded from the Campaign, as are the Organizer’s advertising agencies and suppliers. In addition, to be eligible to participate in the Campaign, qualifying participants who are natural persons must be at least 18 (eighteen) years of age.

5. By participating in the Campaign, Participants agree to be bound by these Terms and Conditions, which will be interpreted by the Organizers in their sole discretion. All decisions taken by the Organizers in relation to the Campaign, or in respect of any dispute, shall be final and binding.
6. For the purposes of this campaign, a “Charity” shall mean:
 - 6.1 an organisation that is formally registered in South Africa as one or more of the following:
 - A Non-Profit Organisation (NPO) registered with the Department of Social Development; and/or
 - A Public Benefit Organisation (PBO) approved by the South African Revenue Service (SARS); and/or
 - A Non-Profit Company (NPC) registered with the Companies and Intellectual Property Commission (CIPC), operating for a public benefit purpose.
 - 6.2 An organisation that is able to issue Blu with a S18A tax certificate; and
 - 6.3 If required by Blu, an organisation to which a donation by Blu qualifies as Socio Economic Development spend under the Broad Based Black Economic Empowerment Act.
7. How to participate as Consumers:

- a. Participants are to participate by purchasing a R50 or greater Blu Voucher between 19th March 2026 and including 30th April 2026.
- b. Participants are to WhatsApp their name, surname and Blu Voucher serial number to **072 767 9175** to enter the competition. Tell us which charity you're nominating and why.

(Disclaimer – Entries made on **072 767 9175** will still be accepted as Valid)

- c. Each week, two winners will be selected to win any one of the following prizes:
 - i. Each winner receives R10,000
 - ii. Each winner's nominated Charity receives R10,000
- d. Charity eligibility requirements:
 - i. The nominated Charity must:
 - 1. Be a registered legal entity and not an individual or informal group;
 - 2. Have a valid and verifiable registration number (NPO, PBO, or NPC)
 - 3. Have been registered and operational for a minimum period of twelve (12) months prior to the date of nomination;
 - 4. Operate for public benefit and not for private gain;
 - 5. Have a verifiable bank account in the name of the organisation;
 - 6. Not distribute profits or income to any individual, except as reasonable compensation for services rendered.
 - ii. The following will not qualify as a Charity under this campaign (exclusions):
 - 1. Individuals or informal community groups;
 - 2. Personal causes, including but not limited to assisting a family member, friend, or private medical need;
 - 3. Any entity that is not formally registered and verifiable;
 - 4. Any organisation that directly or indirectly benefits the winner or their immediate family members.
 - iii. The Promoter reserves the right to (verification and discretion):
 - 1. Request any supporting documentation required to verify the nominated Charity;
 - 2. Conduct independent verification checks;
 - 3. Reject any nominated Charity that does not meet the above criteria or those stipulated elsewhere in these Terms and Conditions;
 - 4. Substitute the nominated charity with an alternative approved organisation at its sole discretion, should the original nomination not comply with these Terms and Conditions.
- e. Total campaign impact:
 - i. 10 individuals supported;
 - ii. 10 community organisations funded;

- iii. R200,000 injected directly into grassroots initiatives.
 - f. Winners will be randomly selected to win any one of the above prizes.
 - g. Winners will be contacted by the Organisers to verify winners contact details for fulfilment of prizes.
 - h. The Organizers shall pick a winner in a fair and unbiased manner, such that every Consumer has an equal chance to win.
8. The Organizers also have the right to withdraw or modify this promotional offer (“Promotion”) and Participants will not have any claim against the Organizers of any nature in relation to the Competition.

The Participants choosing to Participate indemnify the Organizers, their directors and affiliates, as well as Blu and its employees, agents, consultants, suppliers, contractors and sponsors, against any loss or damages, either direct, indirect, consequential, or otherwise, arising from its participation in this Campaign.

9. The Organizers will not accept any liability or responsibility for any damage, loss, injury or disappointment suffered by participants. The Organizers will not be liable for any costs incurred by Participants in relation to the Campaign.
10. The Organizers may amend, modify or otherwise change these Terms and Conditions in their sole and absolute discretion on notice to Participants and the amended version will be displayed in the same media as these terms and conditions. By participating or continuing to participate in the promotion Participants agree and understand that they will be bound by the amended Terms and Conditions.
11. The Organizers is not liable for any technical failures affecting participation and/or promotion reward redemption process of the Campaign.
12. The Organizers assumes no liability whatsoever for any entry that has been omitted from participation in the Campaign for any reason whatsoever.
13. The Organizers has no control over the interception or loss of personal information over the internet and assumes no liability for any such interception or loss.
14. Notwithstanding anything to the contrary contained herein, to the maximum extent permissible by law, Consumers, waive any claim they may have against the Organizers for any reason whatsoever and indemnify the Organizers accordingly. Without limitation, the Organizers shall not attract any liability for any damage or loss you suffer as a result of injury or loss the aforesaid participants suffer by participating in this Promotion.
15. By participating in the Promotion, consumers waive any and all rights to bring any claim or action related to such matters in any forum beyond one (1) month after the first occurrence of the kind of act, event, condition or omission upon which the claim or action is based.

16. Any personal information relating to Participants is collected by the Organizers during the Promotion will not be shared with any third party without express written consent. By entering this Promotion, participants agree that the Organizers may make media announcements and/or publications of the winner(s). The Organizers may also communicate with participants from time to time at the Organizers' discretion from which they can opt out at any time.
17. South African law applies to the operation of the Campaign and Participants consent to the jurisdiction of the Magistrates court.