

**PARMALAT – SPAR INCENTIVES:
WHATSAPP COMPETITION**

TERMS & CONDITIONS

COMPETITION DATES: 1 October 2025 – 31 March 2026

1. The promoter is Lactalis South Africa (Pty) Ltd (“the Promoter”) and Vetro Media is the “Promoter Agent”.
2. The promotional competition is open to all South African residents in possession of a valid identity document.
3. The promotional competition is only open to participants over the age of 18.
4. These Terms and Conditions will prevail in the event of any conflict or inconsistency with any other communications sent to you by us, including advertising or Promotional materials. Prize redemption instructions are deemed to form part of the Terms and Conditions.
5. The promotional competition is not open to any director, member, partner, employee, agent, retailer or consultant of the Promoter, the marketing service providers or any person who directly or indirectly controls or is controlled by these entities, including their spouses, life partners, business partners or immediate family members.
6. All personal information (‘Personal Data’) supplied by participants shall be processed in accordance with South African data protection legislation and the Promoter’s Privacy Policy.
7. This promotional competition is open from 1 October **2025** and ends at 12am (midnight) on **31 March 2026**. Any entries received after the closing date will not be considered.

Campaign Objective

The Campaign aims to drive category-specific sales growth across participating retail outlets. Participants will collectively work to achieve the following growth targets over the 6-month period:

Category Target Growth	
Cheese	15%
Chilled	12%
Milk	8%
Beverages	10%
Custard	10%

Sales growth will be measured against the baseline period defined by the Organiser. In the event that two or more stores achieve the same overall growth percentage during the Campaign period, the winner will be determined based on the store with the **highest growth in the cheese category**.

Participating Brands

The Campaign will track sales growth of the following brands only:

- Melrose
- Parmalat
- President
- Steri Stumpie
- Bonnita
- Galbani
- Purejoy

Only sales of these listed brands will count toward the targets and results.

ENTRY REQUIRMENTS

Participation is open to employees of the participating retailers (SuperSpar, Spar, KwikSpar, Savemore) who:

- Register for the Campaign via the official WhatsApp journey (accessible via QR code on campaign materials) Participants need to scan the QR code provided, enter into the WhatsApp journey (WhatsApp Number 27600193761) and follow the prompts successfully to register. The participants that meet the requirements of this clause shall qualify as an entrant in the Promotion ("Entrant").
- Provide accurate and complete registration details.

Registered participants will be eligible to:

- Receive campaign updates and important notifications
- Access the **Top 10 Store Leaderboard**
- Only stores that are in **good standing with SPAR** at the time of winner selection will be eligible for prizes or recognition as top-performing stores.
- To remain eligible for participation and potential prizes, stores are required to **order in all KVIs** across the relevant promotional categories as defined by the Campaign.
- All participating stores are required to **order in all New Product Developments (NDPs)** launched during the incentive period.

Prize Details

- The winning applicant will be rewarded with a **Mediterranean Cruise** experience.
- Cruise dates: **20 – 27 May 2026**
- Prizes are not transferable, exchangeable, or redeemable for cash.
- Any prize not taken up for any reason will be forfeited.
- The winner(s) of the Campaign will be officially announced on **17 April 2026**
- If no qualifying winner emerges from a **Savemore** store by the end of the Campaign, the prize allocated to Savemore will automatically be reallocated to a qualifying **SPAR** store with the next best overall performance, as determined by the Promoter.

SELECTING WINNERS

8. The **top-performing individual employee** (as determined by individual contribution, verified sales data, will be selected as the winner.
9. The Promoter (or their agent) will endeavour to contact the prize Winner three (3) times on the day of draw after their name/number is drawn. A WhatsApp notification will also be sent to the winners as an extra attempt (a further 24 hours will be given for the winner to respond). If the Prize Winner cannot be contacted during this period, the Prize will be forfeited, and another Winner will be selected in accordance with the rules.

DELIVERY OF PRIZE

10. The drawn candidates who need to be verified as Prize winners will be contacted by Promoter "agency" where agency will require the drawn candidate to furnish agency with the aforesaid required documentation within three (3) days of confirmation of telephonic call, once all documents have been verified, agency will then fulfil the prize within 15 working days. If the Prize Winner cannot produce the documents during this period, the Prize will be forfeited, and another Winner will be selected in accordance with the rules.
11. By entering, you consent to your name being used in promotional materials and on social media if you win.

GENERAL

12. The Winner may be required to sign an Indemnity and Media Release forms
13. Failure to claim the Prize or a refusal or inability to share required documentation or comply with any of the competition requirements within 1 month will disqualify the Winner and a new Winner will be drawn in terms of these rules.
14. The Promoter shall not be responsible for any lost, damaged, delayed, incorrect or incomplete entries for any reason whatsoever. Proof of sending will not be accepted as proof of receipt.
15. The Promoter shall not be responsible for the failure of any technical element relating to this promotion that may result in an entry not being successfully submitted.
16. Responsibility is not accepted for entries lost, damaged or delayed as a result of any network, computer or cell phone hardware or software failure of any kind. Proof of sending will not be accepted as proof of receipt.
17. The Promoter reserves the right to disqualify any claim if fraud or cheating is suspected, including without limitation, through the manipulation of code or otherwise frequently falsifying data. This applies during the campaign period including after the campaign ends, ie. during the validation and verification process once campaign ends.
18. 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.

19. **NOTE:** Any attempt to use multiple cell phone details or other tactics to enter or vote more than the stated limit may result in disqualification and all associated entries and/or votes will be void. Entries or votes generated by script, macro, bot, commercial contest subscription, incentives or other means not sponsored by the Promoter, vote-swapping sites, voting software, entering service sites or any other automated means and entries or votes by any means that subvert the entry/voting process or do not conform to the terms or spirit of these competition rules, will void the entry/votes and may disqualify the entrant.
20. The Promoter reserves the right to use the images taken of the Winner for publicity purposes in any manner they deem fit, without remuneration being made payable to the Winner. However, the Winner has the right to object to these images being used by written notification to the Promoter at 15 Nollsworth Crescent, Nollsworth Park, La Lucia, 4051 Att: Legal Department.
21. The Promoter shall have the right to change or terminate the promotional competition immediately and without notice, if deemed necessary in its opinion and if circumstances arise outside of their control. 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.
22. In the event that the Prize is not available despite the Promoter's reasonable endeavours to procure the Prize, the Promoter reserves the right to substitute the Prize of equal value.
23. Neither the Promoter, its agents, its associated companies, nor any directors, officers or employees of such, shall be liable for any loss or damage, whether direct, indirect, consequential or otherwise arising from any cause whatsoever, which may be suffered by the participant or the Winner.
24. The judges' decision is final and no correspondence will be entered into.
25. Participation in the promotional competition constitutes acceptance of the promotional competition rules and participants agree to abide by the rules.
26. This promotional competition is in no way sponsored, endorsed or administered by, or associated with Telkom, MTN, Vodacom and Cell C and the participants acknowledge that they are providing information to the Promoter and its agents only and not to telephone networks.
27. All participants in this competition release Telkom, MTN, Vodacom and Cell C from all liabilities and claims arising out of or in connection with this competition and these terms and conditions.
28. The Promoter reserves the right to delete any information uploaded by a participant which the Promoter, in its absolute discretion, believes is illegal, obscene, offensive or defamatory, or infringes the intellectual property rights of a third party, or is otherwise inappropriate for a campaign designed for mass audience entertainment
29. Participants warrant that they have full rights to the images and stories that they upload and that the use of the said material shall not constitute a breach of any third party's copyright or other intellectual property rights.
30. Participants agree that by uploading their "images" and/or stories, they grant permission to the Promoter to use the images or stories or any part thereof, in any and all media for promotional / marketing purposes with no consideration payable to the participants.

Eligible Participants that are selected as Winners, consent to having their names published, subject to a right of refusal in the following media:

- on the Promoter's website i.e. www.lactalis.co.za
- via the Promoter's Social Media platforms

PRIVACY NOTICE

Privacy Notice can be obtained from: <https://lactalis.co.za/privacy-policy>

Personal data collected will be handled in accordance with Privacy Policy obtained from: www.lactalis.co.za and relevant data protection legislation.

Should you have any queries regarding the Promotion, please call the Lactalis Comment Line on 086 066 4422 during the hours of 8am-10pm.