

MONTEGO PET NUTRITION – "DONATE, SHARE & WIN" PROMOTIONAL COMPETITION

Official Competition Rules

These rules ("Rules") govern the promotional competition described below and are prepared and made available in accordance with section 36 of the Consumer Protection Act 68 of 2008 ("CPA") read with Regulation 11 of the Consumer Protection Act Regulations, 2011 ("CPA Regulations"). By entering, each participant agrees to be bound by these Rules.

1. Promoter

- 1.1 The promoter of this competition is **Montego Pet Nutrition (Pty) Ltd**, a private company duly incorporated in the Republic of South Africa, with its registered address at 2 Bresler Street, Industrial Area, Graaff-Reinet, Eastern Cape, South Africa, ("**Montego**" or the "**Promoter**").
- 1.2 The Promoter's contact details for purposes of this competition are:
 - 1.2.1 Email: info@montego.co.za
 - 1.2.2 Telephone: 049 891 0825
 - 1.2.3 Postal address: PO Box 273, Graaff-Reinet 6280

Where any third-party agency, social media partner, or sponsor (including the issuer of the Petshop Science vouchers) is engaged to assist with the competition, such party shall also constitute a "promoter" as contemplated in section 36(1)(c) of the CPA.

2. Name and Nature of the Competition

- 2.1 The competition is called the "**YOU DID IT, WORLD RECORD BREAKER! Donate, Share & Win**" promotional competition (the "**Competition**").
- 2.2 The Competition forms part of Montego's attempt to set a Guinness World Record™ for the largest donation of pet food in 24 hours (the "**Record Attempt**"). The Record Attempt itself is a charitable initiative and is separate from, although promoted through, this Competition. The Competition is a promotional competition as defined in section 36(1)(d) of the CPA, conducted in the ordinary course of Montego's business to promote Montego and its goods.

3. Competition Period

- 3.1 The Competition opens at **17:00 SAST on Friday, 1 May 2026** and closes at **23:59 SAST on Thursday, 7 May 2026** (the "**Competition Period**").
- 3.2 Entries received before or after the Competition Period will not be considered. The Promoter reserves the right to extend or shorten the Competition Period on reasonable notice published on Montego's official channels.

4. Who May Enter

- 4.1 Entry is open to natural persons who, at the date of entry:
 - 4.1.1 are 18 years of age or older;
 - 4.1.2 are resident in the Republic of South Africa; and
 - 4.1.3 have the legal capacity to enter into a binding agreement.

- 4.2 In accordance with section 36(2) of the CPA and Regulation 11(3), the following persons are **not eligible** to enter or to win a prize:
- 4.2.1 directors, members, partners, employees, agents of, or consultants to the Promoter, the supplier of the prizes, or any other person who directly or indirectly controls or is controlled by the Promoter or prize supplier; and
 - 4.2.2 the spouses, life partners, business partners, immediate family members (parents, children, siblings) of the persons referred to above.

Participants under the age of 18 may only participate with the express written consent of their parent or legal guardian, who must accompany any prize claim.

5. How to Enter

- 5.1 To enter the Competition a participant must, during the Competition Period:
- 5.1.1 **Make a donation** of dog food (or a qualifying monetary equivalent nominated by the Promoter) towards the Record Attempt on-site at Bloem Skou; and
 - 5.1.2 **Share their participation online** by posting a photograph or image or video of their donation (or their participation in the Record Attempt) on a public social media account on Facebook, Instagram, TikTok or X (Twitter), and follow both Facebook pages of Monty & Me and Petshop Science, including the hashtags #WorldRecordBreaker #MontyAndMe #PetshopScience #BloemSkou #TogetherLifesBetter (or such other hashtag as the Promoter may designate).
 - 5.1.3 Completion of the steps described in clauses 5.1.1 and 5.1.2 above, shall automatically constitute a valid entry into the Competition, and no separate or additional act of registration is required. By completing these steps, the participant is deemed to have accepted these Rules.
- 5.2 **No purchase necessary.** In accordance with section 36(3) of the CPA, no consideration (other than the reasonable cost of electronically transmitting an entry, which shall not exceed R1.50 in terms of Regulation 11(1)) is required to enter or win. A donation towards the Record Attempt is voluntary and charitable in nature; no participant will be required to pay any amount, purchase any Montego product, or pay more for any product than the ordinarily published price in order to enter or be eligible to win.
- 5.3 Only one entry per natural person per day will be accepted. Automated, bulk, incomplete, illegible or fraudulent entries will be disqualified.
- All entries become the property of the Promoter. The Promoter is not responsible for any entries that are lost, late, misdirected, corrupted, or not received for any reason.

6. Prizes

- 6.1 Ten (10) prizes are available to be won, each consisting of one (1) Petshop Science voucher to the value of R1 000 (including VAT) (each a "Prize").
- 6.2 Each Prize is subject to the terms and conditions of the voucher issuer (Petshop Science), including validity period, participating stores, and redemption rules, which will be supplied with the Prize.
- 6.3 Prizes are not transferable, not exchangeable, and not redeemable for cash, in whole or in part.
- 6.4 Should a Prize become unavailable for reasons beyond the Promoter's control, the Promoter reserves the right to substitute the Prize with a prize of equal or greater value.

6.5 The total prize pool exceeds R1.00 and the Competition is accordingly subject to section 36 of the CPA.

7. Selection of Winners

7.1 Winners will be selected by way of **random electronic draw** from all valid entries received during the Competition Period.

7.2 The draw will take place by electronic means, administered by a third party.

7.3 Ten (10) winners will be drawn. The Promoter may additionally draw reserve entrants who will be contacted, in the order drawn, should any initial winner be disqualified or fail to claim the Prize.

8. Notification and Claiming of Prizes

8.1 Winners will be notified via social media, within seven (7) business days of the draw.

8.2 The Promoter will make at least three (3) reasonable attempts to contact each winner over a period of five (5) business days. If a winner cannot be reached, refuses the Prize, fails to provide proof of identity and age, or is found to be ineligible, that winner will forfeit the Prize and a reserve entrant may be selected in their place, in accordance with section 36(6) of the CPA.

8.3 Winners may be required to sign a prize acceptance form and submit a certified copy of their South African identity document or valid passport before the Prize is released.

8.4 Prizes will be made available for electronic collection, within thirty (30) days of successful verification, at the Promoter's cost.

9. Publication of Results

The names of the winners will be published on Montego's social media channels within a reasonable period after the draw, and will be made available on written request to the Promoter for a period of three (3) years, as required by Regulation 11(6).

10. Publicity, Social Media and Intellectual Property

10.1 By posting content on social media in terms of clause 5.1.2, the participant:

10.1.1 warrants that the content is their original work, does not infringe any third-party rights (including image, privacy or intellectual property rights), and complies with the terms of the relevant social media platform;

10.1.2 grants the Promoter a royalty-free, non-exclusive, worldwide, perpetual and irrevocable licence to use, reproduce, publish, adapt and communicate the content (including the participant's name and image) for purposes reasonably connected to the Competition, the Record Attempt, and Montego's marketing activities; and

10.1.3 indemnifies the Promoter against any claim arising from the content.

10.2 Winners may be required, at the Promoter's request and without further remuneration, to participate in reasonable post-draw publicity, including photographs and interviews. A winner is, however, entitled in terms of section 36(8) of the CPA to decline such publicity without forfeiting the Prize.

10.3 This Competition is in no way sponsored, endorsed, administered by, or associated with Facebook, Instagram, TikTok, X, or Guinness World Records™. Participants release these platforms from any liability arising from the Competition.

11. Protection of Personal Information

11.1 Personal information collected from participants will be processed by the Promoter in accordance with the Protection of Personal Information Act 4 of 2013 ("POPIA") and the Promoter's privacy policy available at <https://www.montego.co.za/privacy-policy/>.

11.2 Personal information will be used to administer the Competition, verify eligibility, contact winners, publish the results, and comply with the record-keeping obligations in Regulation 11(6) of the CPA Regulations (minimum three-year retention period).

11.3 By entering, the participant consents to such processing. Participants may, by written notice to the Promoter, elect not to receive further direct marketing from Montego.

12. Disqualification

12.1 The Promoter reserves the right, in its sole discretion, to disqualify any entry or entrant that:

12.1.1 does not comply with these Rules;

12.1.2 is suspected of tampering with the entry process or the operation of the Competition;

12.1.3 engages in unlawful, offensive, defamatory, discriminatory or inappropriate conduct; or

12.1.4 supplies false or misleading information.

Disqualified entrants forfeit all rights to any Prize.

13. Limitation of Liability

13.1 To the maximum extent permitted by law, including section 61 of the CPA, the Promoter, its holding and subsidiary companies, directors, employees, agents, suppliers and sponsors shall not be liable for any loss, damage (whether direct, indirect, special or consequential), personal injury or death suffered by any participant or any third party arising from or in connection with the Competition, participation in the Record Attempt, acceptance, use or enjoyment of any Prize, except where such loss or damage is caused by the gross negligence or willful misconduct of the Promoter.

13.2 The Promoter does not warrant that the competition platforms, social media channels, or donation mechanisms will be uninterrupted or error-free.

14. General

14.1 These Rules are prepared and made available prior to the commencement of the Competition, as required by section 36(6)(c) of the CPA. A copy of the Rules is available free of charge at <https://www.montegopets.com/guinness-world-record> and on written request to the Promoter, and will be made available to the National Consumer Commission on request.

14.2 The Promoter's decision on all matters relating to the Competition is final and binding and no correspondence will be entered into.

14.3 The Promoter reserves the right to amend, suspend or terminate the Competition at any time with reasonable notice published on its official channels, should circumstances reasonably require.

- 14.4 If any provision of these Rules is found to be invalid or unenforceable, the remaining provisions shall continue to apply.
- 14.5 These Rules are governed by the laws of the Republic of South Africa, and participants consent to the non-exclusive jurisdiction of the Magistrates' Court having jurisdiction, notwithstanding that the claim or cause of action would otherwise fall outside such jurisdiction.