

**TERMS AND CONDITIONS**  
**Bakers® Easter Competition 2025**

1. This **Bakers® Easter Competition (“Competition”)**, is organised and conducted by NBL Botswana (Pty) Ltd (situated in the Republic of Botswana), (“Promoter”) a subsidiary of the AVI Limited Group of companies (a public company registered in the Republic of South Africa) including their affiliates, partners, associations, and agents, with the assistance of their agency, Amped Activations (“Agency”).
2. This Competition is an in-store competition. The Competition starts on Monday, 10 March 2025 and ends on Sunday, 4 May 2025. Entries received after the indicated closing date will not be considered.

**WHO CAN ENTER?**

3. Participants must be 18 (eighteen) years or older and have a valid identity document or passport and reside in the Republic of Botswana during the period of the Competition (“**Participants**”/“**you**”/“**your**”). Participants under the age of 18 (eighteen) years must be fully assisted by their parent/legal guardian, who approves of and consents to the Participant’s participation in the Competition and the Participant’s receipt/possession of a prize.
4. Participants may not enter or receive a prize if they are directors, members, partners, employees, agents of or consultants of the Promoter, their subsidiaries, holding companies, divisions and/or associated companies; or of the advertising or promotion agencies or any other person who directly or indirectly controls or is controlled by the Promoter, or their spouses, life partners, immediate family members or business partners.
5. By entering this Competition, all Participants agree to be bound by these terms and conditions, and the Promoter’s decision regarding any issue with the Competition will be final and binding and no correspondence will be entered into.
6. This is an in-store competition. Participants will have to WhatsApp their entry to the Promoter and will incur no charge other than normal data charges. WhatsApp’s that do not get delivered answered, may be billed by your service provider. Potential winners will be determined randomly in accordance with clause 20. All potential winners will be contacted in accordance with clause 21. All prizes will be paid by electronic funds transfers.
7. No responsibility will be accepted for any entry that is not delivered, received, or is delayed or damaged due to technical reasons, including telecommunications failures on the part of the Participant’s service provider, or otherwise. Proof of sending is not proof of receipt.

**HOW TO ENTER**

9. To enter the Competition you need to:
  - a. Buy any Bakers® Eet-Sum-Mor® product plus any 1 (one) of the following participating Bakers® products:
    - i. Bakers Eet-Sum-Mor biscuits 200 gram pack (all variants);
    - ii. Bakers Tennis biscuits 200 gram pack (all variants);

- iii. Bakers Blue Label Marie biscuits 200 gram pack (all variants);
  - iv. Bakers Red Label Lemon Cream biscuits 200 gram pack (all variants);
  - v. Bakers Romany Cream biscuits 200 gram pack (all variants);
  - vi. Bakers Choc-Kits biscuits 200 gram pack (all variants);
  - vii. Bakers Topper biscuits 125 gram pack (all variants);
  - viii. Bakers Choice Assorted biscuits 200 gram pack;
  - ix. Bakers Jolly Jammers biscuits 200 gram pack (all variants);
  - x. Bakers Tennis Doubles biscuits 125 gram pack;
  - xi. Bakers Choc O Break biscuits 125 gram pack;
  - xii. Bakers Zoo Zoos biscuits 125 gram pack.
- b. Retain your original till slip as proof of purchase;
  - c. WhatsApp BAKERS to +267 71 205 721; and
  - d. When prompted by the automated Competition entry system, send a photograph of your till slip with your name to +267 71 205 721.
10. Multiple entries from the same Participant are allowed provided each entry is associated with separate purchases.
  11. Participants are responsible for their own costs of purchasing the participating products and/or entering the Competition.
  12. Only entries that comply with all the entry criteria will be accepted.
  13. All correct and complete entries will qualify for entry into the Competition.

#### **PRIZES**

14. The prizes comprise:
  - a. 7 (seven) x cash prizes of P1 000.00 (One Thousand Pula) each;
  - b. 7 (seven) x Apple Watch SE GPS 40mm; and
  - c. 13 (thirteen) x Stanley 1.18L tumblers.
15. The total value of the prizes is approximately P50 000.00 (Fifty Thousand Pula).
16. Participants will be required to present their original till slip as proof of purchase as a condition of being awarded a prize.
17. The prizes are not transferable or negotiable.
18. Other than as set out above, the prizes do not cover any costs of the winners whatsoever.

#### **DETERMINATION OF WINNERS**

19. Entries will be captured electronically as participants enter through the designated WhatsApp line, to which they are required to WhatsApp BAKERS and, when prompted by the automated system, to send a photograph of their till slip and their name. As entries are received they will be recorded and assigned unique entry numbers in chronological order, e.g., 1, 2, 3. A computerized random number generator will be used to select entry numbers. These numbers will be matched to the corresponding entries to identify potential winners. The selected potential winners will then be verified by checking the

submitted till slips to ensure they have made the correct purchase and within the duration of the Competition.

20. The winners of the will be determined weekly in accordance with paragraph 19 by way of a draw done by the Agency in accordance with the following timetable, provided however that this timetable is subject to change in the Promoter's sole discretion should circumstances dictate –

<b>Draw Date</b>	<b>Prizes</b>
Week 1: 24 March 2025	1 x cash prize of P1 000.00 1 x Apple Watch SE GPS 40mm 2 x Stanley 1.18L tumblers
Week 2: 31 March 2025	1 x cash prize of P1 000.00 1 x Apple Watch SE GPS 40mm 2 x Stanley 1.18L tumblers
Week 3: 7 April 2025	1 x cash prize of P1 000.00 1 x Apple Watch SE GPS 40mm 2 x Stanley 1.18L tumblers
Week 4: 14 April 2025	1 x cash prize of P1 000.00 1 x Apple Watch SE GPS 40mm 2 x Stanley 1.18L tumblers
Week 5: 22 April 2025	1 x cash prize of P1 000.00 1 x Apple Watch SE GPS 40mm 2 x Stanley 1.18L tumblers
Week 6: 29 April 2025	1 x cash prize of P1 000.00 1 x Apple Watch SE GPS 40mm 2 x Stanley 1.18L tumblers
Week 7: 5 May 2025	1 x cash prize of P1 000.00 1 x Apple Watch SE GPS 40mm 1 x Stanley 1.18L tumbler

### **CONTACTING THE WINNERS**

21. The potential winners will be contacted telephonically by the Agency on the telephone number used to enter the Competition and informed that they have been identified as potential winners. They will be required to answer verification questions (which may include but not be limited to providing the original till slip and a copy of their identity document) before they are confirmed as winners. Once the Agency has verified the potential winners' original till slips and identity documents, the prizes will be awarded. Potential winners who are unable to provide their verification documents will automatically be disqualified from the Competition and a replacement potential winner will be drawn.
22. If a selected potential winner cannot be telephonically contacted within 3 (three) months of the draw date, or a potential winner fails to provide the Agency with the required documents and information after having been contacted, such potential winner will, 3 (three) months after the draw date, be disqualified as a potential winner, forfeit all potential prizes and a replacement potential winner will be drawn.
23. Payment of the cash prizes to the winners will be made by way of electronic funds transfer directly to the winner's bank account or to an alternative bank account nominated by the winner if the winner does not hold their own bank account.
24. Prize winners may be required to provide acknowledgement of receipt of their prize.

25. The Promoter reserves the right to select alternative winners in the event that they reasonably believe, in their sole discretion, that: (i) a winner is not eligible to win; (ii) a winner has contravened any of these terms and conditions; (iii) a winner has acted in a manner that is not in the spirit of the Competition; (iv) a winner's conduct can be reasonably interpreted as scamming or circumventing the rules of the Competition; (v) a winner has acted fraudulently with regards to the Competition; (vi) it would be unlawful to award the prize; or (vii) if the winner fails to accept the prize after 3 (three) attempts for any reason whatsoever, or if after first being contacted by the Promoter, is not reachable, or the winner fails to provide the Promoter with the required information to verify the entry or to hand over the prize. In these instances, the winner will be disqualified and forfeit the prize. The Promoter's decision shall be final, and no correspondence will be entered into.
26. The Promoter reserves the right to announce the winners' names publicly or on such electronic sites as it may choose, including but not limited to the Promoter's websites, social media pages and on air. Entry into this Competition is deemed to be consent by Participants to announce their names publicly.

#### **PUBLICITY AND DATA PRIVACY**

27. Other than as provided in clause 29, winners have the right to decline permission to use their name or image in marketing material or participate in any marketing activity, failing which the Promoter has the right to use their name or image in marketing material or any marketing activity without any liability to the Promoter or remuneration due to the winners.
28. By entering, a Participant acknowledges that personal information about the Participant will be shared with the Promoter and their agents to the extent necessary to conduct the Competition and for prizes to be delivered to winners.
29. Should the Participant have elected to receive marketing communication from the Promoter and other AVI Limited Group brands, the Participant's contact details will form part of the Promoter's database and they will receive marketing communication on, including but not limited to, upcoming promotions, competitions and offers related to AVI Limited Group brands. The Participant's personal information will be shared with the AVI Limited Group brands and their agents to the extent necessary to ensure they receive this communication either via email or SMS, and for prizes to be delivered to winners, for example. Should a Participant wish to remove their details from this database at any stage, please select the opt-out option made available to you or contact the Promoter's consumer care line.
30. Nothing in these terms and conditions is intended to, or must be understood to, unlawfully restrict, limit or avoid any rights or obligations, as the case may be, created for either the Participant or the Promoter in terms of the law of the Republic of Botswana should any terms or conditions be found to be in conflict with any laws, they will be severable from the remaining terms and conditions contained herein.

#### **GENERAL**

31. All publicity materials will be the sole property of the Promoter.



Please note that the following terms require you to **take on risk, limit the liability of the Promoter and indemnify the Promoter**. Please **read them carefully** and contact the Promoter if you have any questions!

32. In the event that the Promoter needs to shorten, extend, suspend the time period of the Competition, terminate the Competition, change the prizes, or change these terms and conditions for technical, commercial, or operational reasons, or for reasons beyond its control, application will be made to the Gambling Authority in terms of the Gambling (Promotional Competitions) Regulations, 2023, and any changes authorised by the Gambling Authority will be communicated to consumers and Participants.
33. **To the fullest extent permitted by law, by participating, the Participant indemnifies, releases and agrees to hold harmless the Promoter, their associated, holding and subsidiary companies, and its directors, officers, agents, representatives, shareholders, employees, successors and assigns from any and all claims or liability arising from participating in the Competition, any Competition-related activity and/or acceptance, receipt, possession or use/misuse of any prize.**
34. **To the extent permitted by law, the Promoter will not be liable in any way whatsoever, for any claims arising from loss, injury, damage, or costs, suffered by a Participant in relation to this Competition or the prizes offered, including but not limited to claims relating to defects in the prizes or any losses caused by such defects or losses arising from incorrect or inaccurate information supplied by Participants.**
35. **The Promoter will not be liable for any loss suffered because of incomplete or incorrect information provided.**
8. **Participants confirm by their entry into the Competition that the brand owners of any of the prizes are not promoters of this Competition; it is in no way sponsored, endorsed or administered by or associated with the brand owners of any of the prizes; and they fully release the brand owners of the prizes from any liability in connection with this Competition, other than any product liability that may arise and subsist in terms of relevant consumer protection laws.**
36. The laws of the Republic of Botswana shall govern these competition terms and conditions.
37. For a copy of these terms and conditions please visit [www.ampedactivate.co.za](http://www.ampedactivate.co.za). For further information please contact the Promoter on +267 393 3663 or [gonewas@nbl.co.bw](mailto:gonewas@nbl.co.bw).
38. The Promoter is situated at NBL Botswana (Pty) Ltd, Plot No. 888, Gaborone International Commerce Park, Botswana.