



PPC Botswana (Pty)Limited

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Reg No BW00000186655

PPC BUY AND WIN LEBOTHA (RADIO, SOCIAL MEDIA)

COMPETITION; BUY AND WIN LEBOTHA

As a way of encouraging engagement with the PPC brand as well as increasing the desire to buy PPC cement, a sales driven competition shall be conducted.

About the competition

Riding on the existing Surerewards app, a competition shall be conducted as a way of driving sign ups and driving sales volumes.

The competition shall be open to all buyers of PPC cement who have also registered into the PPC Botswana Surerewards app. A verification process of ensuring that the receipt is legit will be followed before the customer is entered into the competition. Once the receipt has been verified and entered into the competition, the customer will receive a notification in a form of an **SMS** that notifies them that they have been entered into the competition. This shall be a 5 months competition that will be accompanied by mini competitions that will be conducted through instore activations.

Only customers who purchase 10 or more bags of PPC cement shall be entered into the weekly **P 1000** prize as well as a grand prize of **P30 000** cash competition which will be drawn end of March 2024.

The competition shall be promoted through the sales promoters that are installed in various retail stores where they shall assist in the Surerewards sign ups and relaying the competition message. Various instore promotion adverts will also be placed in various stores to give the initiative maximum exposure and uptake.

Competition Authority shall be engaged to ensure fairness and transparency of the competition

The competition shall be promoted on digital platforms, print media, Surerewards app, instore activations as well as radio and instore posters.

The main objective of the competition is to drive PPC brand awareness, drive sales and attract new customers. This competition is only open to customers who purchase the PPC Surebuild or Surecem cement who are 18 years and above. The competition will run from 1 November 2023 to 15 March 2024. The main medium of the winners announcement will be radio, digital platforms and we will announce on the PPC social media platforms.

Competition Summary

Below is a brief description of the competition.

1. A customer shall be required to register on the PPC Surerewards App
2. Purchase 10 or more bags of PPC Surecem or Surebuild cement products
3. Upload their receipt that has a purchase of more than 10 bags of PPC Surecem or Surebuild on the Surerewards App
4. A customer shall receive a message notifying them that they have been entered into the competition
5. Upon receiving the competition message, the customer will be registered into a database.
6. There shall be a weekly P1 000 winner announced every Friday of the week on PPC social media pages
7. Weekly winner competition shall run from the 1st November until 15th March 2024.

8. On the 29th of March 2024, a draw shall be conducted. This draw shall contain all the names of the participants of the competition including the weekly winners.
9. The draw shall be streamed live on the PPC Facebook page
10. One name shall be picked by a blind folded person who will pick the lucky name to be announced as the winner of the competition.
11. The grand prize shall be P30 000.00 cash prize
12. The prize shall only be deposited into the winner's bank account
13. The detailed terms and conditions of the competition will live on our social media platforms

TERMS AND CONDITIONS

1. The promoter is PPC Cement Botswana
2. Buy and Win is programme of PPC Cement Botswana.
3. The competition is open to instore shoppers in the Republic of Botswana only, except any employees of PPC or these retailers, agent 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.
4. All slips (payment receipts) uploaded on the PPC Surerewards app must have a clear indication that the customer has purchased 10 or more bags of PPC Surecem or Surebuild cement.
5. PPC Botswana reserves the right to use a participant's details for marketing and research purposes, unless a participant advises otherwise.

6. The winner must respond to Promoter's phone call within 24 hours after notification. Failure to respond to Promoter's phone call will result in an alternate winner being selected from among all remaining eligible entries.
7. Neither the PPC Botswana, its agents, its associated companies, nor any directors, officers or employees of such, shall be liable for any direct or indirect loss or damage, whether direct, indirect, consequential or otherwise arising from any cause whatsoever, which may be suffered by the participant, as a result of entry in the competition or use of the prizes.
8. Participation in the competition constitutes acceptance of the promotional competition rules and participants agree to abide by the rules.
9. Weekly winners can compete for the grand prize but will not be eligible to win weekly prize more than once.
10. Competition only open for persons over the age of 18.
11. To the fullest extent permitted by applicable law (but not otherwise) PPC Botswana, its agents for administering the Promotion assume no responsibility and are not liable for:

a) the non-availability, loss, interception or interference with, late receipt or damage of or to any incentives, notification or other communication;

b) any representation, warranty, condition or guarantee in respect of incentives.

10. In order to participate in the rewards program, shoppers will need to comply with the following:

The customer must:

- a) Go to the PPC website: WWW.PPC.AFRICA/botswana or download the PPC Surerewards app on IOS Store or Google Play Store ;
- b) Click on the rewards program link and follow the prompts to register;
- c) Scan their slips as prescribed on the platform;

*A copy of these rules can be obtained from the PPC website page www.ppc.africa

For more information, product and sales queries, shoppers can contact 3901553

11. By entering the competition, you acknowledge that you have read, understood and agreed to the terms and conditions. You further acknowledge that you have independently evaluated the merits and risks of entering the competition and using our online application and/or website as the case may be, and you have done so without relying on any representation, guarantee or statement by PPC Botswana.

The Terms and Conditions of the competition may be requested and obtained from the below sources:

- Ntsoaki Kebafetotse - PPC Botswana Marketing Officer
- PPC Cement office in Gaborone
- The official PPC Africa website

If any other information is required, please do not hesitate to contact the undersigned on +267 3901553.

We hope that our request will meet your favourable consideration.
