

TERMS AND CONDITIONS: CELL C REWARDS PLATFORM

IMPORTANT NOTICE: In terms of Section 49 of the Consumer Protection Act 86 of 2009, your attention is specifically drawn to all clauses which are underlined and printed in bold which, amongst others:

- A. contain a limitation of risk or liability of Cell C Limited and/or its group of companies;
- B. constitute an assumption of risk or liability by you;
- C. constitute an indemnification of Cell C Limited and/or its group of companies; or
- D. is an acknowledgement of fact by you.

1. INTRODUCTION

- 1.1 The Cell C Rewards Platform (the "Campaign") invites participants to enter the campaign and stand a chance to win a Cell C experience
- 1.2 Participants who submit their entries during the Campaign Period ("Participants") stand a chance to win various rewards such as data, voice, and stickers, open to but not limited to the rewards made available on the Cell C Rewards Platform from time to time, and subject to Clause 5 and Clause 6 of these Terms and Conditions.
- 1.3 Reward availability may vary over time and will be displayed within the Rewards Platform.
- 1.4 The Campaign is organized by Cell C Limited, registration number 1999/007722/06 ("**Cell C**").
- 1.5 **PLEASE CAREFULLY READ AND UNDERSTAND THESE TERMS AND CONDITIONS. IN THE EVENT THAT YOU DO NOT UNDERSTAND ANY OF THE TERMS AND CONDITIONS, PLEASE CONTACT US ON 135 FROM A CELL C PHONE OR 084135 FROM ANY OTHER NETWORK AND WE WILL EXPLAIN THEM TO YOU. IF YOU DO NOT UNDERSTAND OR AGREE TO THESE TERMS AND CONDITIONS, PLEASE DO NOT PARTICIPATE IN THIS CAMPAIGN. YOUR CONTINUED PARTICIPATION IN THE CAMPAIGN WILL CONSTITUTE YOUR AGREEMENT TO BE BOUND BY AND COMPLY WITH THESE APPLICABLE TERMS AND CONDITIONS, AND ALL OTHER APPLICABLE TERMS AND CONDITIONS AS MAY APPLY TO THE CAMPAIGN FROM TIME TO TIME.**
- 1.6 By electing to participate in the Campaign, the Eligible Participant, as defined under clause 4 below, consents that its personal information may be used to manage the Campaign, to select a winner, to contact the winner(s), for market research and statistical purposes and for marketing and Public Relations purposes.

2. DURATION

- 2.1. The Campaign will run from 25 March 2026 at 00h00 to 24 March 2027 at 23h59 (the "Campaign Period").

- 2.2. Cell C may, in its sole discretion elect to amend or discontinue the Campaign at any time during the Campaign Period.
- 2.3. Any entries or participation related specifically to the promotional Campaign received after the closing date of the Campaign Period will not be considered for campaign-related prizes or draws.

3. CAMPAIGN RULES

Eligible Participants must note the following:

- 3.1. No prize may be exchanged for cash.
- 3.2. Cell C reserves the right to substitute, remove, change or exchange any prize with another prize of similar commercial value without notice, at their sole discretion. You will not have a claim against Cell C should this happen.
- 3.3. Cell C cannot be held responsible for any warranties, guarantees and/or expenses to maintain any prizes outside of the prize provider's warranties and/or guarantees.
- 3.4. The prizes as advertised on any point of sale or electronic marketing communication are merely for illustrative purposes and may differ at the time of prize giving.

4. ELIGIBILITY

- 4.1. The Campaign promotion is open to all Cell C retail customers including Prepaid, Postpaid, TopUp/Hybrid, EBU and Broadband (excluding Home Connecta Fibre) who are:
 - 4.1.1 natural persons, not excluded from the Campaign as per 4.2 below;
 - 4.1.2 over the age of 18 (eighteen) years. Any persons under the age of eighteen (18) years must have their parent/guardian's permission before entering the Campaign;
 - 4.1.3 in possession of a valid South African ID or passport; and
 - 4.1.4 based in South Africa during the Campaign Period
- 4.2. Excluded from the Campaign are:
 - 4.1. Directors, members, partners, employees or agents of, or consultants to Cell C, or spouses, life partners, parents, children, brothers, sisters, business partners or associates of such persons are NOT eligible to enter the Campaign;
 - 4.2. Migrations between post-paid packages that do not include an upgrade/renewal;
 - 4.3. Entry of multiple SIM contracts. Only the Master SIM is eligible;
 - 4.4. Corporate, Government, FTTH or Cell C Staff contracts taken out on behalf of a person and listed and paid in the name of a company or department of the contracting entity;

4.5. Cell C Business SME and Corporate customers;

4.6. Off-Net (non-Cell C) customers;

5. WINNER SELECTION

- 5.1. Winners will be selected based on random prize allocation through participation in the Cell C Rewards Platform game mechanics when a competition is taking place.
- 5.2. Winners will receive the applicable reward, benefit, or experience associated with the Campaign, and they shall be contacted via SMS, phone call, or any other communication method deemed appropriate by Cell C to obtain their personal details.
- 5.3. The draw process and prize allocation mechanisms will be independently overseen and certified in accordance with Section 36 of the Consumer Protection Act.

6. PLAY ALLOCATION

- 6.1 Eligible customers will receive one free daily play to participate in the Campaign. In addition to the one free daily play, more plays can be earned by these customers every time they perform certain qualifying actions during the Campaign Period, namely:

6.1.1. Prepaid

- 6.1.1.1. Purchase a bundle from the My Connecta Deals menu:
- 6.1.1.2. Purchase bundle with value more than R0 up to R10 (1 play expires at midnight);
- 6.1.1.3. Purchase bundle with value more than R10 up to R20 (2 plays expires at midnight)
- 6.1.1.4. Purchase bundle with value more than R20 up to R30 (3 plays expires at midnight);
- 6.1.1.5. Purchase bundle with value more than R30 up to R40 (4 plays expires at midnight);
- 6.1.1.6. Other plays may be awarded at the discrepancy of Cell C;

6.1.2. Postpaid/Hybrid

- 6.1.2.1. Bill payment on Post-paid, Hybrid, Post-paid Broadband, and Hybrid Broadband (1 plays expires in 7 days);
- 6.1.2.2. Bill payment on Post-paid, Hybrid, Post-paid Broadband, and Hybrid Broadband (1 play expires in 7 days);
- 6.1.2.3. SIM Activations & Contract Renewals:
- 6.1.2.4. Elevate 1 (1 play expires in 7 days);
- 6.1.2.5. Elevate 2 (1 play expires in 7 days);
- 6.1.2.6. Elevate 3 (1 play expires in 7 days);
- 6.1.2.7. Elevate 4 (1 play expires in 7 days);

6.1.2.8. Smartdata 5GB (1 play expires in 7 days);

6.1.2.9. Smartdata 10GB (1 play expires in 7 days);

6.1.2.10. Smartdata 30GB (1 play expires in 7 days);

6.1.2.11. Smartdata 50GB (1 play expires in 7 days);

6.1.2.12. Smartdata 100GB (1 play expires in 7 days);

6.1.2.13. All Other Contracts (1 play expires in 7 days);

6.1.2.14. All Pinnacle Contracts (1 plays expires in 7 days);

6.1.2.15. Purchase an Elevate Bolt On Bundle (1 plays expires at midnight);

- 6.2. The more qualifying actions completed by the Customer, the more plays they will earn in the Campaign.

7. PLAY & WIN

- 7.1 Game plays (free or earned) can be used to Play and win on Cell C USSD, App and mobi.
- 7.2 Participants can play the game using USSD *123#, *127# or via the App or cellcwin.co.za.
- 7.3 Free Plays are only valid until 23:59:59 on the day they have been allocated to the customer and earned plays expire according to clause (6.1) above.
- 7.4 Only the Customer (i.e. cell phone number) that made the qualifying purchase can play in the Cell C Rewards Platform.
- 7.5 The entries are not transferable to any other Customer.
- 7.6 Participants can play the game as many times as they earn plays over the Campaign Period.

8 The Vault

- 8.1. The Vault will run from Wednesdays at 00:00:00 and close on Tuesdays at 23:59:59
- 8.2. Each day that a Participant plays the daily game at least once, the vault value for that day will be banked and will form part of the total claimable value.
- 8.3. A daily play on any channel (USSD, App & Mobi(cellcwin.co.za)) will complete the banking of that day's vault value including Tuesdays.
- 8.4. The option to claim your vault value will only open on a Tuesday and a Wednesday.
- 8.5. When playing on USSD with a claimable vault Participants will receive an SMS with a link where they can claim their value in the App/Mobi.
- 8.6. Customers will only be able to claim their weekly vault value in the App/Mobi(cellcwin.co.za) they will not be able to claim it on the USSD.

9. Cell C Stickers

9.1. Sticker Earning

- 9.1.1. Every completed play will be rewarded with one sticker into their sticker balance.
- 9.1.2. A customer may also win sticker bundles

9.2. Sticker Depletion

- 9.2.1. Stickers may be used to activate perks, subject to the applicable sticker cost for each perk.
- 9.2.2. Participants may, where applicable, use a combination of **earned stickers and available airtime** to activate or redeem certain perks, rewards, products, or services available on the Cell C Rewards Platform. Where the Participant does not have sufficient stickers to activate a specific perk or reward, the Participant may be given the option to supplement the required sticker value with airtime, subject to the applicable conversion rate and redemption mechanics as determined by Cell C from time to time.
- 9.2.3. Airtime used to supplement sticker redemptions will be deducted from the Participant's available airtime balance at the time of redemption and such transactions are final and non-refundable.
- 9.2.4. Cell C reserves the right, at its sole discretion, to determine the conversion rate between stickers and airtime, as well as the availability of any products, services, or perks that may be redeemed using a combination of stickers and airtime.
- 9.2.5. Cell C may amend, suspend, or discontinue the use of airtime as a supplementary redemption method on the Cell C Rewards Platform at any time, subject to reasonable notice where applicable.
- 9.2.6. Stickers earned on the Cell C Rewards platform are subject to **quarterly expiry**. Stickers will expire at **23:59:59** on the **last day of each quarter**, namely:
 - 9.2.6.1. **End of February**
 - 9.2.6.2. **End of May**
 - 9.2.6.3. **End of August**
 - 9.2.6.4. **End of November**
 - 9.2.6.5. Stickers earned within a specific quarter must be used before the applicable quarterly expiry date. Any unused stickers will expire automatically and will not be carried over to the next quarter.

- 9.2.6.6. Cell C reserves the right, at its sole discretion, to amend sticker expiry dates, earning windows, or redemption mechanics, subject to reasonable notice where applicable.

10. ALLOCATION OF LIFESTYLE PRIZES

- 10.1. Not all plays will result in a Participant winning a prize.
- 10.2. The prize allocation is random.
- 10.3. Once activated (paid for with stickers) customers can redeem it within the defined expiry period.
- 10.4. Depending on the voucher redeemed, a customer will receive a barcode or wicode to use and get the product.
- 10.5. Voucher and perks will be available for the period defined by Cell C.
- 10.6. On USSD there will be a limit of 3 perks visible to a customer.
- 10.7. A customer can have as many active perks in their active Cell C perk wallet as their stickers will allow them to activate.
- 10.8. Vouchers are not allowed to be exchanged for cash.

11. GENERAL

- 11.1. Failure by Cell C to enforce any of its rights at any stage does not constitute a waiver of those rights.
- 11.2. If any prize is interfered with in any way or is not capable of being claimed as reasonably anticipated due to any reason beyond the reasonable control of Cell C, including but not limited to technical difficulties, unauthorized intervention or fraud, Cell C reserves the right, in its sole discretion, to the fullest extent permitted by law to:
 - 11.2.1. disqualify any Eligible Participant; or
 - 11.2.2. modify, suspend, terminate or cancel the voucher as appropriate, subject to the approval of relevant regulatory authorities.
- 11.3. Save as permitted by law, Cell C reserves the right to cancel, suspend or terminate any prize, without notice at any time, and such cancellation, suspension or termination shall be deemed to have taken effect from the date of publication on Cell C's website at <https://www.cellc.co.za/cellc/terms-conditions>.
- 11.4. No liability shall lie against Cell C in favour of any Eligible Participant, winner(s) and/or any third party arising from such cancellation, suspension or termination. Therefore, the Eligible Participant waives his/her right which they may have against Cell C and hereby acknowledges that they will have no right of recourse or claim of any nature whatsoever against Cell C.
- 11.5. The awarding of prizes is governed by the provisions of this document ("**Terms and Conditions**"), as well as those of the relevant applicable terms available on Cell C's website as incorporated by reference in these Terms and Conditions.

- 11.6. Any dispute or claim arising out of or in connection with this Campaign shall be governed by and construed in accordance with the laws of the Republic of South Africa.
- 11.7. Cell C accepts no liability or responsibility, whether occasioned by any circumstance not foreseeable and not within its reasonable control for late or delayed delivery of the prizes, but not limited to, stock unavailability, strike, lock out, destruction of prize on route to winner by any means, any civil commotion or disorder, riot, threat of war, any action taken by governmental authority or public authority of any kind, fire, explosion, storm, flood, earth quake or other acts of God.
- 11.8. If part or all of any clause of these Terms and Conditions is illegal, invalid or unenforceable:
- 11.8.1. It will be severed from these Terms and Conditions and the remaining provisions of these Terms and Conditions will continue to have full force and effect; or
- 11.8.2. It will be read down to the extent necessary to ensure that it is not illegal, invalid or unenforceable.
- 11.9. To the extent permitted by the Consumer Protection Act and any other applicable law, the Participant hereby indemnifies Cell C against any direct, indirect, special, incidental, consequential or punitive damages or loss of any kind regardless of how this was caused, and whether it arose under the law of contract or delict or otherwise.
- 11.10. Cell C excludes all warranties (express or implied), representations and liabilities regarding this Campaign (other than for death or personal injury caused by its negligence and/or fraud).
- 11.11. All Personal Information exchanged with the usage of third-party applications will not be monitored or controlled by Cell C. The Eligible Participant bears the responsibility to ensure that it is aware of the terms and conditions applicable to usage of third-party applications. The Participant understands and agrees to indemnify Cell C from all liability arising from of any nature whatsoever nature in respect of any prize.
- 11.12. In accordance with the confidentiality policies and practices of Cell C, none of the entry details of any Eligible Participant in this Campaign will be disclosed or used by Cell C for any purposes other than for processing the prizes.
- 11.13. Data charges may be incurred for redeeming any prize or using the online voucher redemption platform. Network rates apply.
- 11.14. Eligible Participants acknowledge and accept that the Cell C may utilize a third-party agent to contact the Participant to arrange delivery. In order to affect the contacting and delivery process, Cell C shall provide the Eligible Participant's information to such third-party agent.
- 11.15. Details of Eligible Participants will not be used for Cell C related communication unless the Eligible Participant opts-in to receive further communication from Cell C.
- 11.16. Cell C may in its sole discretion amend these Terms and Conditions at any time, without notice, and such amendments shall be deemed to have taken effect from the date of publication of the revised Terms and Conditions on its website, which can be accessed at: <https://www.cellc.co.za/cellc/terms-conditions>. The onus rests on the Eligible Participant to constantly check the website for updates to the Terms and Conditions.
- 11.17. Cell C reserves the right, at any time, to verify the validity of Eligible Participants (including an Eligible Participant's identity, age and place of residence) and to reject any Eligible Participant who has not agreed to and/or complied with these Terms and Conditions.
- 11.18. Cell C Limited, reserves the right to modify, suspend, or cancel the Campaign at any time. Prizes are non-transferable and not redeemable for cash. Cell C shall not be liable for any lost, delayed, or misdirected entries.
- 12. USE OF PERSONAL INFORMATION**
- 12.1. By electing to participate in the Campaign, you understand and acknowledge that Cell C is required to comply with the provisions of the Protection of Personal Information Act, 2013 (POPIA) to, amongst other things, ensure the privacy and confidentiality of your Personal Information (as such term is defined in the POPIA).
- 12.2. For purposes of this Campaign, you confirm, agree, understand and acknowledge that by participating in the Campaign:
- 12.2.1. you disclose and provide your Personal Information to Cell C voluntarily and consent and authorize Cell C to collect, use, process, share and/or transfer your Personal Information in accordance with Cell C's Privacy Policy accessible by you on Cell C's website (<https://www.cellc.co.za>) (Privacy Policy);
- 12.2.2. you consent that your Personal Information may be used to manage the Campaign, to select a winner, to contact the winner(s), for market research and statistical purposes and for marketing and public relations purposes;
- 12.2.3. you agree to immediately inform Cell C in writing if there is any change of whatsoever nature in any of your Personal Information, including your physical address, previously supplied to Cell C; and

- 12.2.4. you agree and consent to be bound by the terms and conditions of the Privacy Policy, which you have read, understood and agreed to as part of this Campaign.
- 12.3. In order to fulfil the obligations set out in these Terms and Conditions, Cell C will process your Personal Information. Such processing may include sharing personal information with any related entity to Cell C, but only to the extent necessary for the purposes contemplated in this Campaign;
- 12.4. In accordance with Cell C's confidentiality practices and policies accessible by you on Cell C's website (<https://www.cellc.co.za>), Cell C will not disclose your Personal Information to any other person or institution other than as stated under this clause for purposes of fulfilling its obligations under this Campaign, or where compelled to do so in terms of any law and/or in terms of a court order.
- 12.5. Cell C has no control over the interception or loss of your Personal Information over the internet and assume no liability for any such interception or loss.
- 12.6. Your Personal Information will not be used for Cell C related communication unless you opt-in to receive further communication from Cell C in writing.
- 12.7. Your personal information may be retained and further processed as necessary to comply with legal and regulatory requirements, or for statistical, research, and marketing purposes, provided that such processing aligns with applicable data protection legislation.

13. TRANSFER OF RIGHTS AND OBLIGATIONS

- 13.1. You may not at any time for the duration of this Campaign without Cell C's permission:
- 13.2. transfer/cede any of your rights under this Campaign to any other entity or person; or
- 13.2.1. transfer/delegate or hand-over any of your obligations or responsibilities under the Campaign to any other entity or person.
- 13.3. You agree that Cell C may at any time for the duration of this Campaign without your permission:
- 13.3.1. transfer/cede any of its rights under this Campaign to any other entity or person; or
- 13.3.2. transfer/delegate or hand-over any of its obligations or responsibilities under the Campaign to any other entity or person.

14. WHOLE AGREEMENT

Except for Cell C's right to amend these terms and conditions, this is the whole agreement between you and Cell C and no amendment, deletion or addition by you will be valid unless it is stipulated in writing and agreed to by Cell C.

15. BOUND BY TERM, REPRESENTATION, WARRANTY OR PROMISE

No Party shall be bound by any express or implied term, representation, warranty, promise or the like, not recorded herein.

16. UNENFORCEABLE PROVISIONS

If any term of these Terms and Conditions is unenforceable, illegal, void, or contrary to public policy then it will be deleted from these Terms and Conditions. The remaining provisions of these Terms and Conditions will however remain binding and in full force.