

## TERMS AND CONDITIONS: Sho' Things Campaign

June 2026

**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

- a. The Cell C 'Sho' Things '2026 Campaign is a Campaign that enables customers to win prizes by signing up or upgrading on Postpaid, purchasing a SIM only deal or signing up a Fibre line. (the "**Campaign**").
- b. The Campaign is organised by Cell C, and prizes are sponsored by Cell C Proprietary Limited, with registration number 1999/007722/07 ("**Cell C**").
- c. **PLEASE CAREFULLY READ AND UNDERSTAND THESE TERMS AND CONDITIONS. IN THE EVENT THAT YOU DO NOT UNDERSTAND ANY OF TERMS AND CONDITIONS, PLEASE GET IN TOUCH WITH US AND WE WILL EXPLAIN THEM TO YOU. IF YOU DO NOT UNDERSTAND OR AGREE TO THESE TERMS AND CONDITIONS, PLEASE DO NOT CONTINUE PARTICIPATING IN THIS CAMPAIGN. YOUR CONTINUED PARTICIPATION IN THE CAMPAIGN WILL CONSTITUTE YOUR AGREEMENT TO BE BOUND BY AND COMPLY WITH THESE AND APPLICABLE TERMS AND CONDITIONS.**
- d. All standard terms and conditions of Cell C Service Provider Company Proprietary Limited apply to this Campaign, found at: <https://www.cellc.co.za/cellc/termsconditions>.
- e. Further, Cell C refers you to its Privacy Policy on its website ([Cellphone Contracts, Prepaid & Data | C-Fibre \(FTTH\) | Cell C](#)) which will be applicable to the extent that any of your personal information is processed by Cell C pursuant to the Campaign. By participating in the Campaign, you consent to Cell C's use of your personal information as set out in these Terms and Conditions and Cell C's Privacy Policy.
- f. Your personal information may be used to enter you in the Campaign, to manage the Campaign, to select a winner, to contact the winner(s), for market research and statistical purposes and for marketing and PR purposes.

### 2. DURATION

- a. The Campaign will run from 19 June 2026 at 06h00 to 03 August 2026 at 23h59 (the "**Campaign Period**").
- b. Sales or entries received after the closing date and time of the Campaign Period will not be considered.
- c. Cell C may in their sole discretion elect to discontinue the Campaign at any time during the Campaign Period.

### 3. CAMPAIGN RULES AND PRIZES

This section outlines the different ways in which an eligible participant can win.

#### **3.1 Elevate 4+, 5+ and 6+ new and upgrade customers:**

- a. Cell C Contract customers who signs up a new line or upgrades on an Elevate4+, Elevate 5+ or an Elevate 6+ line are eligible for the below mentioned prizes. (excluding on sellers).

- b. Customers who successfully sign up or upgrade on the Elevate tariffs noted in clause 3.1(a) will receive a lifestyle voucher as follows:
  - i. Elevate 4+ R2000 (two thousand rand)
  - ii. Elevate 5+ R2500 (two thousand five hundred rand)
  - iii. Elevate 6+ R3000 (three thousand rand)
- c. The customer will receive their voucher via an SMS. They will be directed to a portal where they can choose a voucher/s from host of vendors.
- d. They will be able to split the value of the voucher between vendors [e.g. a customer receives a voucher for R2000 and can spend R500 at one vendor and R1500 at another vendor].

### **3.2 In Store (Cell C Branded Channel)**

- a. Any customer who has signed up or upgraded on Postpaid, purchased a new Fibre line or purchased a SIM only deal will get an opportunity to choose a relevant scratch card to stand a chance to win an instant prize.
- b. The scratch cards are tiered according to spend:
  - i. Tier one: Card colour "White": Spend of R109 – R399: Branded Cell C item **or** no win, try again next time.
  - ii. Tier two: Card colour "Cream": Spend of R400 – R699: Cash card value R500 (five hundred rand) **or** no win, try again next time.
  - iii. Tier three: Card colour "Peach": Spend of R700 – R899: Cash card value R1000 (one thousand rand) **or** no win, try again next time.
  - iv. Tier Four: Card colour "Orange": Spend of R900+: Cash card value R2000 (two thousand rand) **or** no win, try again next time.
- c. The scratch card chosen by the customer is final and cannot be returned or swapped out for another scratch card.
- d. The cash card will be provided to the customer immediately. If the cash cards have depleted, the store will take the customer's details and advise when the card is available to be collected.
- e. Customer's will be required to sign for the prize and a picture and/or video will be taken of the prize handover and shared with Cell C Head Office.

## **4. ELIGIBILITY**

- 4.1. The Campaign is open to Cell C and Non-cell C customers who are:
  - 4.1.1 natural persons, not excluded from the Competition as per 4.2 and 4.3 below; and
  - 4.1.2 over the age of 18 (eighteen) years, in possession of a valid South African ID or passport.
- 4.2. Directors, members, partners, employees or agents of, or consultants to Cell C and Via Media, or spouses, life partners, parents, children, brothers, sisters, business partners or associates of such persons are **NOT** eligible to participate in this campaign.
- 4.3. Employees or agents of, Blue Label Telecoms or any of their subsidiaries are NOT eligible to participate in the Campaign.

## **5. GENERAL**

- a. Failure by Cell C to enforce any of its rights at any stage does not constitute a waiver of those rights.
- b. 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. Every effort will be made to ensure that the model is of a similar feature and based on availability at the time of dispatch from the manufacturer, but this cannot be guaranteed.
- c. 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

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<sup>1</sup> Beanie; or Power bank; or Bucket hat.

- to technical difficulties, unauthorized intervention or fraud, Cell C reserves the right, in its sole discretion, to the fullest extent permitted by law to:
- i. disqualify any Eligible Participant; or
  - ii. modify, suspend, terminate or cancel the voucher as appropriate, subject to the approval of relevant regulatory authorities.
- d. No non-cash prizes may be exchanged for cash.
  - e. Save as permitted by law, Cell C reserves the right to change or exchange any prize with another prize of similar commercial value, 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>. No liability shall lie against Cell C in favour of any customer, winner(s) and/or third party arising from such cancellation, suspension, or termination. Accordingly, you waive any rights which you may have against Cell C and hereby acknowledge that you will have no right of recourse or claim of any nature whatsoever against Cell C.
  - f. You hereby agree to indemnify Cell C and its directors, affiliates, members, partners, employees, agents, consultants, suppliers, contractors against any loss or damages, either direct, indirect, consequential, or otherwise, arising from your participation in the Campaign.
  - g. 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 any prizes, but not limited to, stock unavailability, strike, lock out, destruction of offer 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, earthquake, or other acts of God.
  - h. 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.
  - i. If any part of or all of the clauses of these Terms and Conditions is illegal, invalid or unenforceable:
  - j. 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
  - k. It will be read down to the extent necessary to ensure that it is not illegal, invalid, or unenforceable.
  - l. Cell C excludes all warranties (express or implied) and representations regarding the Campaign (other than liability that cannot be excluded by operation of law) and shall in no way be liable for any direct, special, indirect, or consequential damages or costs, howsoever arising, suffered by you as a direct or indirect result of or in connection with participating in the Campaign or utilising any prize awarded pursuant to the Campaign.
  - m. You understand and agree that you will be responsible to ensure that you are aware of the terms and conditions applicable to usage of third-party applications, and you hold Cell C harmless against any claim for loss or damages which you may have that may result from using third party applications.
  - n. Data charges may be incurred for redeeming any prize or using the online voucher redemption platform. Network rates apply.
  - o. Cell C may in its sole discretion amend these Terms and Conditions at any time, without prior 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 <https://www.cellc.co.za/cellc/terms-conditions>.
  - p. 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.

## **6. USE OF PERSONAL INFORMATION**

- a. By electing to participate in the Competition, 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).

- b. For purposes of this Competition, you confirm, agree, understand and acknowledge that by participating in the Competition:
  - i. 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);
  - ii. you consent that your Personal Information may be used to manage the Competition, to select a winner, to contact the winner(s), for market research and statistical purposes and for marketing and public relations purposes;
  - iii. 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
  - iv. 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 Competition.
- c. 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 Competition;
- d. 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 Competition, or where compelled to do so in terms of any law and/or in terms of a court order.
- e. 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.
- f. 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.
- g. 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.

## **7. TRANSFER OF RIGHTS AND OBLIGATIONS**

- a. You may not at any time for the duration of this Competition without Cell C's permission:
  - i. transfer/cede any of your rights under this Competition to any other entity or person; or
  - ii. transfer/delegate or hand-over any of your obligations or responsibilities under the Competition to any other entity or person.
- b. You agree that Cell C may at any time for the duration of this Competition without your permission:
  - i. transfer/cede any of its rights under this Competition to any other entity or person; or
  - ii. transfer/delegate or hand-over any of its obligations or responsibilities under the Competition to any other entity or person.

## **8. WHOLE AGREEMENT**

- a. 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.

## **9. BOUND BY TERM, REPRESENTATION, WARRANTY OR PROMISE**

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

## **10. UNENFORCEABLE PROVISIONS**

- a. 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.