

## GULDER NATIONAL CONSUMER PROMOTION: GULDER ULTIMATE PROMO

### TERMS AND CONDITIONS

1. Instructions on how to participate, claim, prizes and acknowledgement form for the promotion form part of these 'Terms and Conditions'. Participation in this offer is deemed acceptance of these Terms and Conditions.
2. Gulder Ultimate Promo is open only to Consumers aged 18 years or over.
3. Employees (and their immediate families) of Nigerian Breweries PLC ("NB Plc"), partner agencies (Insight Communications, Oracle Event Agency, Starcom Media, Mediacraft, I-Concept, Generation E, Bytesize), and suppliers associated with this promotion are ineligible to claim or participate in the experiential platform.
4. 'Gulder Ultimate Search' Finalists or 'Title Holders' are ineligible to claim or participate in the experiential platform.
5. Offer commences on 1<sup>st</sup> of September 2015 and closes at 11.59pm Local Time on 30<sup>th</sup> of November, 2015 ("Offer Period").
6. The promotion is a national Lucky-bottle-top-offer (LBTO)/raffle draw promotion with an experiential platform. Three (3) categories of crown corks are available:
  - i. Instant prizes crown corks
  - ii. Differentiated 'special codes' crown corks
  - iii. Experiential 'chase' crown corks
7. To be eligible to participate, eligible claimants must purchase a bottle of Gulder from any bar in the country during the Offer Period.
8. Claiming and redemption of prizes for the various categories of crown corks must be conducted as described below:
  - i. Instant prizes
    - a. 3,500,000 Free Drinks:
      - Free Drinks will be liquid content only.
      - Holders of the 'Free drinks' crown corks are expected to visit any of the 2,500 'Retailer-Managed Redemption Centres' nationwide to redeem their free drinks.
      - To complement the 'Retailer-Managed Redemption Centres', 178 selected NB Plc Super/Key Distributors ("S/KD") will serve as alternative Redemption Centres. There will be a stationed Clerk at these Centres that will attend to free drink winners.
      - The Redemption Centres (Retailer-Managed or S/KD) will display large banners with the PROMOTION TITLE + 'REDEMPTION CENTRE' clearly written.
    - b. 500,000 Airtime of N200 each
      - The Airtime crown corks are clearly marked 'AIRTIME' and will contain alpha-numeric codes.
      - The redemption of these 'AIRTIME' prizes will be via electronic top-up, i.e. holders of such crown corks are expected to send the unique alpha-numeric codes underneath to the designated short-code, which will in turn credit their phone with N200 airtime.
      - The airtime will be restricted to major telecommunication network and subscribers, i.e. GLO, Airtel, Etisalat and MTN.
      - Incomplete, indecipherable or illegible entries shall be invalid.
  - ii. Raffle Draw prizes
    - a. These second category of crown corks contain unique alpha-numeric codes and are clearly marked RAFFLE TICKET.

- b. Holders of these raffle ticket crown corks are expected to send their unique alpha-numeric codes with their basic biodata (in the order Unique Code, Name, Age and State) to the Brand's designated shortcode (20388) to enter for a national raffle draw.
- c. Incomplete, indecipherable or illegible entries shall be invalid.
- d. The national raffle draws will hold at different times within the offer period, i.e.

Sales Area	Raffle Date
Enugu	27-Sep
PH	04-Oct
Benin	18-Oct
Lagos	25-Oct
Owerri	08-Nov
Onitsha	22-Nov

- e. Participates will stand the chance of winning:

**Grand Prizes:**

- 1st prize - Hyundai Elentra x 6 locations
- 2nd prize - N200, 000 x 6 locations
- 3rd prize - N100, 000 x 6 locations

**Other Consolation/Tangible Prizes:**

- 2.5 KVA Generator - 2 winners x 6 locations
- Shopping Voucher (N50, 000) - 2 winners x 6 locations
- Refrigerator/Fridge (131 litres) - 2 winners x 6 locations
- '32 inches' LED Television - 2 winners x 6 locations
- LG DVD Home Theatre - 2 winners x 6 locations
- Rechargeable Standing Fan - 15 winners x 6 locations
- Electric Shaver - 15 winners x 6 locations

- f. The draws will be aired on selected national and terrestrial TV stations.
- g. Winners will be contacted immediately after the draws by the Gulder Brand's representative. They will be advised to check the newspapers, brand website ([www.gulder-nigeria](http://www.gulder-nigeria)), social media page ([www.facebook.com/GulderNigeria](http://www.facebook.com/GulderNigeria)) or other public information channel to validate their winnings.
- h. Winners are also expected to keep their winning crown cork to validate winnings.
- i. The tangible prizes will be delivered to the door steps of the various winners on a weekly basis. The delivery process will be managed by JUMIA, an Online Retail Outlet.
- j. Winners must present valid identification and the crown corks to redeem their prizes.
- k. Participants cannot win more than 1 (one) grand prize.
- l. Cash prize winners will be directed to the Closest NB PLC office to redeem their prizes. They are also expected to come with a valid identification and the winning crown cork.

iii. Chase prizes

- a. The third category of crown cork will be marked 'ULTIMATE CHASE' and this is an experiential platform designed to engage holders of the crown cork with the brand's core values and the opportunity to be the 'Ultimate Man' in their own rights, i.e. making them the man they are meant to be.
- b. Holders of these crown corks are expected to report to the 8 designated venues with 6 Ultimate Chase Crown Cork for an opportunity to be part of a chase.
- c. The venues and dates are as follows:

Sales Area	Chase Date	Accreditation/Start Venue
Enugu	26-Sep	Nnamdi Azikiwe Stadium
PH	03-Oct	Liberation Stadium
Ibadan	10-Oct	Lekan Salami Stadium
Benin	17-Oct	Ogbe Stadium
Lagos	24-Oct	National Stadium
Owerri	07-Nov	Dan Anyiam Stadium
Calabar	14-Nov	UJ Esuene Stadium
Onitsha	21-Nov	Godwin Achebe Mini stadium

- d. Participates will stand the chance of winning the following prizes across the Chase venues:

**Grand Prize:**

- Hyundai Elentra - 1st prize x 8 locations

**Other Consolation/Tangible Prizes:**

- MP3 Player - 20 x 8 Winners
- Mini Music Bluetooth speaker - 20 x 8 Winners
- Dual Sim Phone - 15 x 8 Winners
- Spray Iron - 15 x 8 Winners
- Cooking plate - 15 x 8 Winners
- Electric Shaver - 15 x 8 Winners
- Gulder® Cufflinks - 20 x 8 Winners
- Rechargeable Standing Fan - 20 x 8 Winners
- Samsung Galaxy Tab 3 - 20 x 8 Winners
- Infinix Hot X507 - 20 x 8 Winners
- 32inches LED Television - 3 x 8 Winners
- One year Supply of Gulder® 60cl - 2 x 8 Winners
- Home Theatre - 5 x 8 Winners
- 1.3 KVA Generator - 5 x 8 Winners
- Refrigerator/Fridge - 5 x 8 Winners

- e. Participants cannot win more than 1 (one) grand prize.
- f. Prospective Participant must not have or be treated for any cardiovascular or physical disability involving flexibility or stretching problem.

9. Winners are not expected to share their Bank details or ATM card number with anybody.

10. Prize winning crown corks by any other person, other than the selected winner will not be accepted.

11. NB Plc reserves the right, at any time, to verify the validity of claims and claimants (including a claimant's identity, age and place of residence) and to disqualify any claimant who submits a claim that is not in accordance with these Terms and Conditions or who tampers with the claim process. Failure by NB Plc to enforce any of its rights at any stage does not constitute a waiver of those rights.
12. Incomplete, indecipherable or illegible entries will be deemed invalid.
13. NB Plc, Partner agencies and/or automobile partner is not responsible for network delays.
14. If any gift is unavailable, NB Plc, in its discretion, reserves the right to substitute the gift with a gift to the equal value and/or specification.
15. Redeemed prizes are not transferable or exchangeable and cannot be taken as cash.
16. If the raffle draw mechanics, including SMS/text entries and raffle draw process is interfered with in any way or is not capable of being conducted as reasonably anticipated due to any reason beyond the reasonable control of NB Plc, NB Plc reserves the right, in its sole discretion, to the fullest extent permitted by law (a) to disqualify any claimant; or (b) to modify, suspend, terminate or cancel the offer, as appropriate.
17. Except for any liability that cannot be excluded by law, NB Plc (including its officers, employees and agents) excludes all liability (including negligence), for any personal injury; or any loss or damage (including loss of opportunity); whether direct, indirect, special or consequential, arising in any way out of the promotion, including, but not limited to, where arising out of the following: (a) any theft, unauthorized access or third party interference; (b) any entry that is lost, altered, damaged or misdirected (whether or not after their receipt by the NB Plc) due to any reason beyond the reasonable control of the Promoter; (c) any variation in gift value to that identified in all communication materials; (d) any tax liability incurred by a winner; or (e) use of a prizes.
18. The Promoter collects personal information in order to conduct the promotion and may, for this purpose, disclose such information to third parties, including but not limited to agents, contractors, service providers, offer suppliers and as required, to Nigerian regulatory authorities. NB Plc may, for an indefinite period, unless otherwise advised, use the information for promotional, marketing, publicity, research and profiling purposes, including sending electronic messages or telephoning the claimant.