

TIGER BRANDS FOOD SERVICE SOLUTIONS & McCain Foods SA (Pty) Ltd LOVE LANGUAGE CAMPAIGN – PROMOTIONAL TERMS & CONDITIONS ("COMPETITION RULES") Promotion starting on 4 May 2026, and closes on 28 June 2026, at 00h00.

1 Interpretation

1.1 In these Competition Rules, the following definitions apply (unless the context clearly indicates a contrary intention):

1.1.1 **"the Act"** means the Consumer Protection Act, 68 of 2008;

1.1.2 **"Business Day"** means a day other than a Saturday or a Sunday or a day which from time to time is a proclaimed public holiday in the Republic of South Africa;

1.1.3 **"Competition Rules"** means these rules, as required by Section 36 of the Act;

1.1.4 **"Promoter"** means Tiger Consumer Brands Limited; Tiger Brands South Africa and McCain Foods SA (Pty) Ltd and their subsidiaries are each referred to as a "Promoter" in respect of the Competition for purposes of these Terms and Conditions. Bidfood is contracted (the "Promoters Parties") to host the competition.

1.1.5 **"Participating Branches"** means any of the following:

- 1.1.5.1 Bidfood George
- 1.1.5.2 Bidfood Empangeni
- 1.1.5.3 Bidfood Linbro
- 1.1.5.4 Bidfood Alberton
- 1.1.5.5 Bidfood Pretoria
- 1.1.5.6 Bidfood Mpumalanga
- 1.1.5.7 Bidfood Polokwane
- 1.1.5.8 Bidfood Free State
- 1.1.5.9 Bidfood East London
- 1.1.5.10 Bidfood Durban
- 1.1.5.11 Bidfood Western Cape
- 1.1.5.12 Bidfood Port Elizabeth
- 1.1.5.13 Bidfood Pietermaritzburg

1.1.6 Participating Products

Item Code	SKU Description	Brand	Item Size	UOM	CASE
PIC6335	All Gold Tomato Sauce 4.5L	All Gold	4.5L	Box	1x4.5L
PIC6322	All Gold Tomato Sauce 350ml	All Gold	350ml	Bottle	6x350ml
POT2105	McCain Shoestring Fries	McCain	2,5KG	Poly	4x2,5kg
POT2182	McCain Rustic Cut Fries	McCain	2,5KG	Poly	6x2,5kg
POT2176	McCain Catercraft 10mm Fries	McCain	2,5KG	Poly	6x2,5kg
POT2177	McCain Catercraft 12mm Fries	McCain	2,5KG	Poly	6x2,5kg

- 1.1.7 “**POPI**” means the Protection of Personal Information Act, No 4 of 2013;
- 1.1.8 “**Promotional Competition**” means the competition to which these rules pertain as run by the Promoter during the Promotion Period.
- 1.1.9 “**Promotion Period**” means the period starting on 4 May 2026, and closes on 28 June 2026, at 00h00. No late entries will be accepted;
- 1.1.10 “**Prize**” shall bear the meaning ascribed thereto in clause 6;
- 1.1.11 “**Redeemable Period**” means the period that the Winners have to redeem their Prize being within 1 (one) week of notification (as contemplated in clause 6.3); and
- 1.1.12 “**Winner**” means a Participant who is successful in the Promotional Competition and is notified as such by the Promoter in terms of clause 1.1.4.

2 Introduction

- 2.1 The Promoter is offering a Promotional Competition in terms of which the Participants can enter the Promotional Competition in order to win the Prize, in terms of the Competition Rules set out herein.

3 The Consumer Protection Act

- 3.1 The Competition Rules contain certain terms and conditions which may:-
 - 3.1.1 limit the risk or liability of the Promoter, or any relevant third party; and/or
 - 3.1.2 create risk or liability for the Participant; and/or
 - 3.1.3 compel the Participant to indemnify the Promoter or a relevant third party; and/or
 - 3.1.4 serve as an acknowledgement, by the Participant, of certain facts.

4 The Participant

- 4.1 The Participant must be;
 - 4.1.1 a natural person and may not be a juristic person;
 - 4.1.2 18 (eighteen) years or older; and
 - 4.1.3 a permanent resident or citizens of the Republic of South Africa.
- 4.2 The Participant, by entering into the Promotional Competition, expressly acknowledges that he/she has been given an appropriate opportunity to first read the Competition Rules before entering the Promotional Competition and that he/she understands and thereby agrees to the Competition Rules.
- 4.3 The Participant needs to be a trading customer
- 4.4 It is a material term of the Promotional Competition that all Participants’ to this Promotional Competition participate entirely at their own risk.
- 4.5 No director, employee, agent or consultant of the Promoter(s), or their spouses, life partners, business partners or immediate family members, or the supplier of goods and services in

connection with this Promotional Competition may participate in this Promotional Competition.

4.6 This competition excludes Botswana and Food Trucks.

5 How to enter

5.1 To enter this Promotional Competition Participants:

5.1.1 Spend R1500 or more on participating McCain* and All Gold Tomato Sauce products* on a single invoice and stand a chance to win 1 of 20 10L ANVIL Deep Fryers.

5.2 Entries are valid only when orders are placed online via the official website at www.mybidfood.co.za.

5.3 Each entry requires a separate receipt dated within the Promotion Period to be declared valid.

5.4 To qualify, participants must enter the promotional code “**LoveLanguage**” at checkout at the time of placing the order.

5.5 A person cannot win more than 1 (one) Prize in this Promotional Competition.

5.6 The Promoter is not liable for the failure of any technical element relating to this Promotional Competition that may result in an entry not being successfully submitted.

5.7 Entries which are unclear, illegible or contain errors will be declared invalid.

6 The Prize

6.1 20 (twenty) 10L ANVIL Deep Fat Fryers valued at R 6, 000.00 each.

6.2 A person cannot win more than 1 (one) Prize in this Promotional Competition.

6.3 The Winners will be selected by an audited random draw and will be notified telephonically within 2 (two) weeks of the selection having taken place. In the event that any of the Winners cannot be successfully contacted following all reasonable attempts to do so the Promoter or its promotional partners (their employees and their agents) reserves the right to draw another Winner in substitution. The names of the Winners will be available on the consumer care line. Any queries in this regard may be directed to the Tiger Brands consumer care line 0860101107 or McCain Foods SA (Pty) Ltd at 0800 006 498

6.4 Any prize not taken up for any reason within the Redeemable Period will be forfeited.

7 The Winner

7.1 There will be 20 (twenty) Winners selected for this Promotional Competition.

7.2 By participating in the Promotional Competition, the Winner hereby accepts that the Winner will be asked to take part in further publicity relating to the Promotional Competition, with the Winner's permission, the Promoter may incorporate the Winner in publicity campaigns or allow their names and likenesses to be used for promotional purposes aligned with the Promoter's business, including but not limited to posting photos to the Promoter's website, Facebook and other social media pages.

- 7.3 The Winners may be required to sign a waiver of liability and indemnity before claiming their prizes.
- 7.4 All Winners will be required to provide their names, ID numbers/passport numbers and contact details and to sign an acknowledgement of receipt of the Prize.
- 7.5 The Participants consent, by taking part in the Promotional Competition, to the Promoter using the personal information collected through the Promotional Competition to adjudicate the Promotional Competition and for future marketing purposes by the Promoter itself.
- 7.6 Where Participants/ Winners consent to take part in the Promoter's publicity campaigns, they will not be entitled to any remuneration for such participation and all materials arising from such participation will be the sole property of the Promoter.
- 7.7 The Winner's account must be in good standing at the time of selection and prize fulfilment. Accounts that are in arrears, overdue, suspended, or otherwise not compliant with agreed payment terms will not qualify.

8 The Rules

- 8.1 The following rules apply to the Promotional Competition:-
- 8.1.1 the Participants must provide correct and up-to-date personal details as required by the Promoter and allow the Promoter to process such information in terms of POPI;
- 8.1.2 the Promoters reserves the right to amend these Competition Rules by bringing it to the Participants attention within a reasonable period of time and may terminate the Promotional Competition at any time. In such event, where the Promotional Competition is terminated or suspended, all Participants agree to waive any rights that they may have in terms of the Promotional Competition and acknowledge that they have no recourse against the Promoters, their employees, agents, partners, suppliers, or sponsors; and
- 8.1.3 in the event of a dispute, the decision of the Promoters will be final and binding and no correspondence will be entered into. In this regard and for further clarity, the Promoters shall be entitled to deal with such disputes (or any failure by Participants to follow the rules) in their sole discretion, including that the Promoters shall be entitled to immediately disqualify Participants from this Promotional Competition.
- 8.2 Unlawful, fraudulent, or otherwise dishonest conduct or any conduct in breach of these Rules by a Participant and/or their parents/guardians, determined in the Promoter's sole discretion, may result in disqualification from the Promotional Competition and ineligibility to win any prize.

9 Indemnification

- 9.1 By entering into the Promotional Competition, the Participant expressly agrees to the following indemnifications:
- 9.1.1 the Participant indemnifies and holds harmless the Promoters and its promotional partners, their employees and their agents ("the **Indemnified Parties**") of any and

all liability pertaining to any damage, cost, injuries and losses of whatsoever nature and howsoever arising as a result of their participation in the Promotional Competition and related events and activities, including, without limitation, personal injuries, death, and property damage, and claims based on publicity rights, defamation or invasion of privacy; and

- 9.1.2 the Participant accepts that the Indemnified Parties will not be responsible for any costs, damage or otherwise, howsoever incurred by the Winner subsequent to claiming the Prize.

10 Prize Qualification Rules

- 10.1 A Prize may not be handed over to a Winner when it is prohibited by law for the Winner to use the Prize. The Winner must prove their eligibility to use the Prize. Once the Winner has been notified and the Prize has been handed over, the Winner must sign an acknowledgement of receiving the Prize.
- 10.2 Prizes are strictly non-exchangeable, non-transferable, and may not be redeemed for cash or substituted for any other item.
- 10.3 The Participant must inform their employer of his/her participation in the Promotional Competition and must obtain consent to participate, if this is required, the Promoter accepts no responsibility in this regard should the Participant have failed to obtain the necessary consent, resulting in their inability to redeem the Prize.
- 10.4 The Winner must provide valid proof of identity (a green bar-coded ID book/ smart ID, passport or driver's license).
- 10.5 Any extras not included in the Prize as detailed above will be at the expense of the Winner.
- 10.6 The Promoter reserves the right to substitute the Prize with any other prize of similar commercial value to the Prize offered herein, at its sole discretion.
- 10.7 If a potential Winner cannot be contacted, fails to claim the prize within a week of notification, is found to be ineligible, or chooses to reject the prize, the prize will be deemed forfeited. In such cases, the Promoter reserves the right to select an alternate Winner from the remaining eligible entries or to disqualify the potential Winner entirely without any liability or obligation to provide a replacement prize or compensation.
- 10.8 For further information or enquiries please email consumer services at popia@bidfood.co.za Calls to this number will be charged by your cellular network service provider.

11 POPI

- 11.1 Any personal data relating to the Winner or any other entrants will be used solely in accordance with current Act (defined above) and POPI and will not be disclosed to a third party without the Participant's prior consent.
- 11.2 This Promotional Competition is in no way sponsored, endorsed or administered by, or associated with, Facebook, X (formerly referred to as 'Twitter') or any other social network.

- 11.3 The Participant by part taking in the Promotional Competition consents to his/her personal information to be shared with the Promoter's employees, contractors or agents for the purpose of this Promotional Competition and for the purpose of sharing future promotions.