TERMS AND CONDITIONS: WIN BIG WITH CELL C: Amplified (R10m in prizes) June 2025

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 CEC and Cell C Limited and/or its group of companies;
- (b) constitute an assumption of risk or liability by you;
- (c) constitute an indemnification of CEC and Cell C Limited and/or its group of companies, or
- (d) is an acknowledgement of fact by you.

1. INTRODUCTION

- a. The Cell C "Win Big with Cell C: Amplified" 2025 Campaign is a Campaign that enables customers to win exciting prizes just by being with Cell C and gaining further entries when they complete qualifying actions (the "Campaign").
- b. The Campaign is organised by Comm Equipment Company (CEC) and Cell C, and prizes are sponsored by CEC and Cell C Limited, with registration number 1999/007722/06 ("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 CEC and Cell C Service Provider Company Proprietary Limited apply to this Campaign.
- e. Further, Cell C refers you to its Privacy Policy on its website (<u>Cellphone Contracts, Prepaid & Data | C-Fibre (FTTH) | Cell C</u>) 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 CEC and 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 18 June 2025 at 06h00 to 09 September 2025 at 23h59 midnight (the **"Campaign Period"**).
- b. Entries received after the closing date of the Campaign Period and time will not be considered.
- c. CEC and Cell C may in their sole discretion elect to discontinue the Campaign at any time during the Campaign Period.

3. CAMPAIGN RULES

a. No non-cash prizes may be exchanged for cash.

- b. CEC and Cell C reserves the right to substitute, 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 CEC or Cell C should this happen.
- c. CEC and 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.
- d. 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.

4. CAMPAIGN DETAILS AND PRIZES

This details the several ways in which a customer can win.

4.1 Gamification

4.1.1 Qualifiers:

- a. Qualifiers are all Cell C Contract and prepaid customers (excluding onsellers).
- b. Customers must sign up or upgrade to any Cell C Elevate+ package, SmartData, Home LTE Fixed Wi-Fi, activate a new prepaid SIM card, recharge with R30 or more, activate prepaid LTE wifi, purchase 6 or 12 month prepaid bundles, or perform any of the qualifying actions (See Clause C i and ii) in order to receive plays on the gamification portal and go into the draws for the grand prizes.
- c. The plays and entries to the main draw are awarded according to the different actions. (See Addendum 1).
 - i. Existing Cell C Contract customers who pay their account on time will receive a free play and go into the draws for the grand prizes.
 - ii. Customers receive plays for the following actions:
 - i. If the customer tops up data or voice during the campaign period
 - ii. Purchases a bundle during the campaign period
 - iii. Purchases a billable VAS (value added service) during the campaign period
 - iv. Adds a BOLT-ON bundle during the campaign period
 - v. Customer has a successful debit order
 - vi. New prepaid SIM activation
 - vii. Prepaid recharge/top up purchase of R30 or more
 - viii. Activation of prepaid LTE wi-fi
 - ix. Activation of 6- or 12-months prepaid bundles
 - x. A customer who has done an upward migration from their current tariff to a higher tariff.
 - iii. Customers will receive tenure-based entries based on their tenure. Each year on the Cell C network will earn a customer an entry into the main prize draw. See Addendum 1.

4.1.2 Prizes

- a. The prizes will include lifestyle vouchers, food vouchers, Cell C data and Cell C airtime.
- b. Not every play receives a win/voucher.
- c. The vouchers will be sent to the winners via SMS and cannot be exchanged for another retail voucher or cash.
- d. The data or voice bundles will be loaded automatically onto the winner's mobile account.

 SmartData or Home LTE and Fibre will only be able to receive data, and the data will be loaded on to the relevant account.
- e. The prizes will be delivered within 30 (thirty) working days from winning.
- f. These prizes are non-transferable and non-negotiable.

- a. Every week, the data will be refreshed. i.e. every week, every qualifying number from the network will be able to access a play on the gamification portal, should the customer have actioned any of the points set out in clause 4.1.1 (c)
- b. Should the voucher/barcode be faulty, the customer must send an email to cecsa-support@cellcwinbig.co.za describing the exact fault and the voucher number/barcode to enquire about the fault.
- c. Vouchers cannot be redeemable for cash or swapped for another retail voucher.

4.2 In Store

- a. Any customer who has signed up, upgraded, activated prepaid and/or recharged in store (min R25 per recharge), activation prepaid LTE wi-fi, purchases 6- or 12-month prepaid bundles, complete an entry card to go into a draw to stand a chance to win weekly prize of R1000 credit card.
- b. The stores do the weekly draw and contact the winner to collect their prize.
- c. The prize cannot be transferred or exchanged for any other prize.
- d. Every week the data will be refreshed, i.e. the entry cards from the competition box will be removed for the upcoming weeks entries but kept for the regional draws (details in Clause 4.3).

4.3 Regional

- a. Customers who have done any qualifying action (See Clause 4.3 (e), will go into a draw to win cash.
- b. There will be 8 (eight) winners. (1) one winner per region, per Deal Cycle (Deal Cycle 4 and 5). Thus, a total of 16 (sixteen) winners over the campaign period.
- c. The draws will take place after each Deal Cycle: week starting 12 August 2025 and week starting 16 September 2025.
- d. The regions are defined as follows:
 - 1. Gauteng
 - 2. Tswane
 - 3. Kwa-Zulu Natal
 - 4. Western Cape
 - 5. Eastern Cape
 - 6. Free State | Northern Cape | North West
 - 7. Limpopo
 - 8. Mpumalanga
- e. The qualifying criteria is:
 - a. New contract sign up or upgrade
 - b. All contract customers with accounts paid up to date
 - c. Successful debit order
 - d. If the customer tops up data or voice during the campaign period
 - e. Purchases a bundle during the campaign period
 - f. Purchases a billable VAS (value added service) during the campaign period
 - g. Adds a BOLT-ON bundle during the campaign period
 - h. Customer has a successful debit order
 - i. New prepaid activations
 - j. Prepaid recharge with R30 or more
 - k. Purchases of 6- or 12-month prepaid bundle

- f. CEC and Cell C will conduct the draws under supervision of an independent Auditor. The winning customer will be contacted on their winning Cell C cellphone number.
- g. The winners have seventy-two (72) hours in which to claim the prize whereby they have to physically produce a copy of their ID for exchange of their prize. This can be sent via an email address that will be provided to them or delivered directly to Cell C offices in person or via courier services. Delivery Address is Cell C Building, Floor 1, Corner Old Pretoria Road and Maxwell Drive, Buccleuch, Midrand.
- h. Should the winner not claim the prize within seventy-two hours (72) hours, a redraw will take place. The 72 hours claim may be waivered if the winner has a just reason why they cannot claim within the 72 hours given. This waiver will need to be approved by CEC.
- i. Once participant has been drawn, CEC will make sure that all the qualifying criteria is met, before awarding their prize.
- j. The winner needs to produce a valid ID and valid proof of bank account to claim the prizes where relevant. This information can be sent via an email address that will be provided to them or delivered directly to CEC offices in person or via courier services. (Cell C, Floor 1, corner Maxwell Drive and Pretoria Main Road, Buccleuch, Midrand, 2090)
- k. The monies will be transferred within seventy-two (72) hours.
- I. Any tax implications is on the onus of the winner.

4.4 Radio

- a. Any customer on any network, prepaid or postpaid can enter by sending a voice note or text to the respective radio station's WhatsApp line, stating what their wish is and how much it is.
- b. The radio stations decide on the winner for the week and calls the customer to play.
- The customer must answer the question correctly to win the first prize towards their wish. They move on to the next Tiers depending on if they meet the qualifying criteria, noted in clauses 4.4 (ii) and (iii).
- d. Tiered approach:
 - Tier 1: Up to R10 000 towards their wish. (They win the cash after successfully answering a Cell C product related question/OEM question). They win the amount of the wish they entered on.
 - ii. Tier 2: R1500 extra if they are a Cell C customer pre or postpaid.
 - iii. Tier 3: Additional R2000 if they signed up or upgraded during the WB period (from 18 June).
- e. Winners' information will be shared with Cell C to verify contestants for participation and MediaHeads360 for prize fulfilment.

4.5 Grand (national)

4.5.1 R100 000 cash:

- a. The cash winners will have R100 000 deposited into their South African bank account once they have provided confirmation of banking details and proof of their identity via a valid identity and this bank account must be the same bank account as their Cell C debit order. Cash and prepaid customers advise of the bank account to pay in to.
- b. This prize money is non-transferable and non-negotiable.

4.5.2 Win Your Contract for Life:

- a. Lifetime contract for the purpose of this promotion is defined as period limited to maximum of ten (10) years from the time of winning.
- b. The monthly tariff subscription and applicable device portion will be paid for the lifetime contract duration, limited to ten (10) years.
- c. Any VAS subscriptions, Bolt-on Bundles or any other once-off or recurring Bundle subscriptions or add-on including Watches, Tablets or earbuds or any other add-on advertised during that Deal

- Cycle added by the customer will not be paid for by Cell C. Out-of-bundle telephony costs including international calls incurred by the customer will not be paid for by Cell C. These costs are for the customer's account and the customer is liable to pay.
- d. It is the customer's responsibility to take due care of any device taken with their contract and must have insurance for loss or damage.
- e. The qualifying deals and devices are limited to what is advertised within each Deal Cycle.
- f. The customer will be liable for the first month's debit order, thereafter the costs noted in clause 4.5.2 (b) will be paid for.
- g. If a winner cancels their contract before the end of the contract, they will be liable for the remaining amount due on the contract term as per the standard Subscriber Terms and Conditions.
- h. If a winner performs an upward price plan migration during the original contract term, Cell C will pay the original amount they won comprising of tariff and (or) device portion for the remainder of the lifetime term.
- i. If a winner performs a downward migration during the original contract term, Cell C will pay the new subscription amount comprising of tariff and (or) device portion for the remainder of the lifetime term.
- j. Cell C will cover for the original subscription fees at the time of winning. Should the customer upgrade during the 10 (ten) year contract, the costs associated for that upgrade are for the winner's account.
- k. This prize is non-transferable and non-negotiable.

4.5.3 Qualifiers:

- a. Customers do not have to physically enter to stand a chance to win one of the prizes. The entries will be automatic, based on customers performing any of the eligible qualifying actions listed below.
 - New contract sign up or upgrade
 - All contract customers with accounts paid up to date
 - Successful debit order
 - o If the customer tops up data or voice during the campaign period
 - Purchases a bundle during the campaign period
 - o Purchases a billable VAS (value added service) during the campaign period
 - Adds a BOLT-ON bundle during the campaign period
 - o Customer has a successful debit order
 - New prepaid activations
 - \circ Prepaid recharge with R30 or more
 - Purchases of 6- or 12-month prepaid bundle
- b. All billable actions/entries received within a month will be eligible for the draw for that month only. To gain additional entries in a month, billable actions/entries must take place within that relevant month of the draw.
- c. A total of forty (40) Grand Prize winners will be drawn, and the prize split is between cash and contract for life.
- d. This excludes Onsellers.

4.5.4 Draws:

- a. The draws will take place in the following weeks: week starting 12 August 2025 and week starting 16 September 2025.
- b. These prizes are split between cash and contract for life.
- c. CEC and Cell C will conduct the draws under supervision of an independent Auditor. The winning customer will be contacted on their winning Cell C cellphone number. All draw will take place under the supervision of an auditor or attorney.
- d. The winners have seventy-two (72) hours in which to claim the prize whereby they have to physically produce a copy of their ID for exchange of their prize. This can be sent via an email

address that will be provided to them or delivered directly to Cell C offices in person or via courier services. Delivery Address is Cell C Building, Floor 1, Corner Old Pretoria Road and Maxwell Drive, Buccleuch, Midrand.

4.5.5 General relating to 4.5.1 and 4.5.2:

- a. Should the winner not claim the prize within seventy-two hours (72) hours, a redraw will take place. The 72 hours claim may be waivered if the winner has a just reason why they cannot claim within the 72 hours given. This waiver will need to be approved by CEC.
- b. Once participant has been drawn, CEC will make sure that all the qualifying criteria is met, before awarding their prize.
- c. The winner needs to produce a valid ID and valid proof of bank account to claim the prizes where relevant. This information can be sent via an email address that will be provided to them or delivered directly to CEC offices in person or via courier services. (Cell C, Floor 1, corner Maxwell Drive and Pretoria Main Road, Buccleuch, Midrand, 2090)
- d. The monies will be transferred within seventy-two (72) hours.
- e. Any tax implications is on the onus of the winner.
- f. Every month, the data will be refreshed. I.e. every month, every qualifying number from the network goes into the draw they always get one entry. However, should they not do any of the additional items listed in clause 4.5.3(a), they will only have one entry to the draw per month.

5. GENERAL

- a. The following are excluded from entering the competitions:
 - i. you are a director, member, partner, employee, agent or consultant of Via Media;
- ii. you are an immediate family member of any of the persons specified in clause 5(i);
- iii. you are the sponsor of the Competition;
- iv. you are an employee of Blue Label Telecoms or any of their subsidiaries;
- v. you are an employee of Cell C.
- b. Failure by CEC and Cell C to enforce any of its rights at any stage does not constitute a waiver of those rights.
- c. Save as permitted by law, CEC and 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. No liability shall lie against CEC or 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 CEC and Cell C.
- d. You hereby agree to indemnify CEC and 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.
- e. CEC and 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.
- f. If any part of or all of the clauses of these Terms and Conditions is illegal, invalid or

unenforceable:

- i. 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
- ii. It will be read down to the extent necessary to ensure that it is not illegal, invalid, or unenforceable.
- g. CEC and 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.
- h. 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 CEC and Cell C harmless against any claim for loss or damages which you may have that may result from using third party applications.
- i. Data charges may be incurred for redeeming any prize or using the online voucher redemption platform. Network rates apply.
- j. CEC and 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 www.CellC.co.za/TermsandConditions.

Postpaid New sign ups

	Customer Action	Extra
1	Elevate 1+ 24m	Play and Entry to Big Prize
2	Elevate 2+ 24m	Play and Entry to Big Prize
3	Elevate 3+ 24m	Play and Entry to Big Prize
4	Elevate 4+ 24m	Play and Entry to Big Prize
5	Elevate 5+ 24m	Play and Entry to Big Prize
6	Elevate 6+ 24m	Play and Entry to Big Prize
7	Elevate 1+ 36m	Play and Entry to Big Prize
8	Elevate 2+ 36m	Play and Entry to Big Prize
9	Elevate 3+ 36m	Play and Entry to Big Prize
		Play and Entry to Big Prize
	Elevate 4+ 36m Elevate 5+ 36m	Play and Entry to Big Prize
		Play and Entry to Big Prize
0	Elevate 6+ 36m	Play and Entry to Big Prize
	SmartData 10GB 24m	Play and Entry to Big Prize
	SmartData 20GB 24m	Play and Entry to Big Prize
	SmartData 50GB 24m	Play and Entry to Big Prize
	SmartData 90GB 24m	Play and Entry to Big Prize
	SmartData 200GB 24m	Play and Entry to Big Prize
	SmartData 10GB 36m	Play and Entry to Big Prize
	SmartData 20GB 36m	, , ,
	SmartData 50GB 36m	Play and Entry to Big Prize
	SmartData 90GB 36m	Play and Entry to Big Prize
22		Play and Entry to Big Prize
23		Play and Entry to Big Prize
24	M2M SMartData 20GB	Play and Entry to Big Prize
25	M2M SMartData 50GB	Play and Entry to Big Prize
26		Play and Entry to Big Prize
27	M2M SMartData 200GB	Play and Entry to Big Prize
28	Home LTE 20GB	Play and Entry to Big Prize
29	Home LTE 30GB	Play and Entry to Big Prize
30	Home LTE 60GB	Play and Entry to Big Prize
31	Home LTE 100GB	Play and Entry to Big Prize
32	Home LTE 200GB	Play and Entry to Big Prize
33	Home LTE 400GB	Play and Entry to Big Prize
34	Home Connecta Fibre 15MBPS	Play and Entry to Big Prize
35	Home Connecta Fibre 20MBPS	Play and Entry to Big Prize

36	Home Connecta Fibre 55MBPS	Play and Entry to Big Prize
37	Home Connecta Fibre 60MBPS	Play and Entry to Big Prize
38	Home Connecta Fibre 50MBPS	Play and Entry to Big Prize
39	Home Connecta Fibre 50MBPS	Play and Entry to Big Prize

Upgrades

	Customer Action	Extra
1	Elevate 1+ 24m	Play and Entry to Big Prize
2	Elevate 2+ 24m	Play and Entry to Big Prize
3	Elevate 3+ 24m	Play and Entry to Big Prize
4	Elevate 4+ 24m	Play and Entry to Big Prize
5	Elevate 5+ 24m	Play and Entry to Big Prize
6	Elevate 6+ 24m	Play and Entry to Big Prize
7	Elevate 1+ 36m	Play and Entry to Big Prize
8	Elevate 2+ 36m	Play and Entry to Big Prize
9	Elevate 3+ 36m	Play and Entry to Big Prize
10	Elevate 4+ 36m	Play and Entry to Big Prize
11	Elevate 5+ 36m	Play and Entry to Big Prize
12	Elevate 6+ 36m	Play and Entry to Big Prize
13	SmartData 10GB 24m	Play and Entry to Big Prize
14	SmartData 20GB 24m	Play and Entry to Big Prize
15	SmartData 50GB 24m	Play and Entry to Big Prize
16	SmartData 90GB 24m	Play and Entry to Big Prize
17	SmartData 200GB 24m	Play and Entry to Big Prize
18	SmartData 10GB 36m	Play and Entry to Big Prize
19	SmartData 20GB 36m	Play and Entry to Big Prize
20	SmartData 50GB 36m	Play and Entry to Big Prize
21	SmartData 90GB 36m	Play and Entry to Big Prize
22	SmartData 200GB 36m	Play and Entry to Big Prize
23	Home LTE 20GB	Play and Entry to Big Prize
24	Home LTE 30GB	Play and Entry to Big Prize
25	Home LTE 60GB	Play and Entry to Big Prize
26	Home LTE 100GB	Play and Entry to Big Prize
27	Home LTE 200GB	Play and Entry to Big Prize
28	Home LTE 400GB	Play and Entry to Big Prize
29	Home Connecta Fibre 15MBPS	Play and Entry to Big Prize
30	Home Connecta Fibre 20MBPS	Play and Entry to Big Prize

31	Home Connecta Fibre 55MBPS	Play and Entry to Big Prize
32	Home Connecta Fibre 60MBPS	Play and Entry to Big Prize
33	Home Connecta Fibre 50MBPS	Play and Entry to Big Prize
34	Home Connecta Fibre 50MBPS	Play and Entry to Big Prize

Other

	Customer Action	Extra
1	Existing Customer	Play and Entry to Big Prize
2	Successful Debit Order	Play and Entry to Big Prize
3	Debit Order Mandate	Play and Entry to Big Prize
4	Add any BOLT-ON	Play and Entry to Big Prize
5	Add any VAS Subscription	Play and Entry to Big Prize
6	Cell C customer for 1 year	Play and Entry to Big Prize
7	Cell C customer for 2 years	Play and Entry to Big Prize
8	Cell C customer for 3 years	Play and Entry to Big Prize
9	Cell C customer for 4 years	Play and Entry to Big Prize
10	Cell C customer for 5 years	Play and Entry to Big Prize
11	Cell C customer for 6 years	Play and Entry to Big Prize
12	Cell C customer for 7 years	Play and Entry to Big Prize
13	Cell C customer for 8 years	Play and Entry to Big Prize
14	Cell C customer for 9 years	Play and Entry to Big Prize
15	Cell C customer for 10 years	Play and Entry to Big Prize
16	Cell C customer for 11 years	Play and Entry to Big Prize
17	Cell C customer for 12 years	Play and Entry to Big Prize
18	Cell C customer for 13 years	Play and Entry to Big Prize
19	Cell C customer for 14 years	Play and Entry to Big Prize
20	Cell C customer for 15 years	Play and Entry to Big Prize
21	Cell C customer for 16 years	Play and Entry to Big Prize
22	Cell C customer for 17 years	Play and Entry to Big Prize
23	Cell C customer for 18 years	Play and Entry to Big Prize
24	Cell C customer for 19 years	Play and Entry to Big Prize
25	Cell C customer for 20 years	Play and Entry to Big Prize
26	Cell C customer for 21 years	Play and Entry to Big Prize
27	Cell C customer for 22 years	Play and Entry to Big Prize
28	Cell C customer for 23 years	Play and Entry to Big Prize

29	Cell C customer for 24 years	Play and Entry to Big Prize
30	Migration upwards 24m	Play and Entry to Big Prize
31	Migration upwards 36m	Play and Entry to Big Prize

Prepaid

- 1. New prepaid SIM activation: 1 play, and 1 entry to R100 000 draw
- 2. **New prepaid SIM activation and recharge between R30 and R50**: 1 play, and 2 entries to R100 000 draw
- 3. **Recharge R30 or more**: 1 play, and 1 entry to R100 000 draw
- 4. Recharge R60 or more: 1 play, and 2 entries to R100 000 draw
- 5. Activation of Prepaid LTE wi-fi: 1 play and 1 entry to R100 000 draw
- 6. Activation of 6- or 12-months bundles: 1 play and 2 entries to R100 000 draw