UCL Fans Have More Friends
ONLINE GAME COMPETITION RULES

1. Introduction

1.1 This promotional competition is organised by **Heineken Beverages (South Africa) (Pty) Ltd** ("the Promoter").

1.2 The promotional competition is open to participants residing in Johannesburg, South Africa, who are **18 years or older** (legal drinking age in South Africa), except any employee, director, member, partner, agent or consultant or any person directly or indirectly who controls or is controlled by the Promoter, immediate family members, advertising agencies, advisers, dealers, suppliers and/or associated companies, and/or a participant who has won a prize through a promotional competition run by the Promoter at least three months prior to the announcement of the winner of the Prize ("Disqualified Persons").

1.3 By entering the promotional competition, all participants and winners agree to be bound by these rules which will be interpreted by the Promoter, whose decision regarding any dispute will be final and binding. The Promoter reserves the right to amend, modify, change, postpone, suspend, or cancel this competition and any prizes (which have not yet been subject to a draw), or any aspect thereof, without notice at any time, for any reason which the Promoter reasonably deems necessary.

2. Duration and How to Enter

2.1 The promotional competition will run from **17 February 2026 and close on 25th May 2026** at 23:59. Entries received after the closing date will not be considered.

2.2 To enter, participants must:

- Access the UCL Fans Have More Friends online game via paid media or directly via the official Heineken South Africa website: *https://www.heineken.com/za/en/campaigns/fanshavemorefriends/*
- Play the online game.
- Complete and submit the registration form in full.
- Participants may play the game multiple times during the competition period. Points accumulated through gameplay will contribute to the participant's individual leaderboard ranking.
- Only registered participants who have joined a Crew and whose profiles are complete will qualify for leaderboard placement.

2.3 A total of **10 (ten) winners will each win 2 (two) tickets to the Heineken House Finale** taking place on 30 May 2026 (venue to be confirmed). Winners will be determined based on the **final Top 10 positions on the official competition leaderboard** at the time of competition

closure. Tickets do not include travel, accommodation, food, beverages, or any additional expenses unless explicitly stated otherwise by the Promoter.

2.4 Winners will not be selected by random draw. The 10 (ten) participants who rank in the Top 10 positions on the official leaderboard at 23:59 on 31 May 2026 will be deemed the winners. In the event of a tie, the participant who achieved the score first (based on system time stamp) will rank higher. Winners will be notified by the Promoter or its nominated agent within 5 (five) working days after the closing date.

2.5 Winners will be required to provide valid proof of identity to verify that they are over the age of 18 and reside in Johannesburg.

2.6 If a potential winner does not claim the prize or submit the required documentation within 48 hours of notification, the winner will be deemed to have rejected the prize, and a new winner may be selected at the Promoter's discretion.

2.7 Tickets cannot be transferred, refunded, or exchanged for cash.

2.8 No applications from agents, third parties, organised groups or applications automatically generated by computer will be accepted. No incomplete or corrupted entries will be accepted. Entries will only be accepted if they comply with all entry instructions.

2.9 Winners accept that the Promoter may, at its own discretion, publicise the names of the winners. Winners grant permission for the Promoter to use their names and photographs in any advertising and promotional material for this promotional competition. Winners may request that their names be removed or refuse to take part in any publicity. Participants and winners will not receive any payment for taking part in the promotional competition or in any media related to it. All publicity materials will remain the sole property of Heineken Beverages.

2.10 Responsibility is not accepted for entries lost, damaged, or delayed because of any network, website, computer hardware or software failure of any kind. Proof of sending will not be accepted as proof of receipt.

2.11 Under the Consumer Protection Act ("CPA"), the Promoter must keep records of all the people used to promote the promotional competition. The Promoter (or one of its subcontractors or affiliates) will keep this agreement for three years as required by the CPA.

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3. Digital and Social Media Platforms

3.1 This promotional competition may be promoted through paid media and social media platforms and will also be hosted on the official Heineken South Africa website. The promotional competition is in no way sponsored, endorsed, or administered by, or associated with Meta, Facebook, Instagram, X (Twitter), TikTok, or any other social media platform.

3.2 Participants acknowledge that they are providing information to the Promoter and its agents only and not to any social media platform.

3.3 A copy of the competition rules will be available on the official Heineken South Africa website.

4. Dispute Resolution

4.1 The Promoter's decision is final and binding and no correspondence will be entered into if any dispute arises in relation to the interpretation of the competition rules. However, any party may use other dispute resolution channels provided for by the CPA or other applicable law.

4.2 This clause is separate and divisible from the rest of these rules and remains effective even if this promotional competition ends or if these rules are found to be invalid.

5. Personal Information

5.1 The participant understands and agrees that the Promoter must collect and process personal information about the participant to conduct this promotional competition. This processing may include publication.

5.2 By entering this promotional competition, the participant consents to the processing of his/her personal information. The Promoter may further process personal information about the participant for purposes of marketing the Promoter's goods directly to the participant, subject to applicable law.

5.3 Should the participant be a winner of the competition, the participant agrees that the Promoter may publicise the details of the winner. Such details include limited personal information for this purpose and to the extent permissible in law.

5.4 Any processing of personal information as defined by the Protection of Personal Information Act, 2013 (Act 4 of 2013) and the Electronic Communications and Transactions Act, 2002 (Act 25 of 2002) shall be in terms of the applicable legislation. Furthermore, the processing of personal information shall be in terms of the Promoter's Privacy Policy available on the official Heineken South Africa website.

6. General Rules

6.1 By taking part in this promotional competition, participants agree that they will not hold the Promoter liable for any losses, harm, damages, injury, claims, or actions related to this promotional competition. The Promoter is not liable for any failure of any technical element relating to this promotional competition that may result in an entry not being successfully submitted.

6.2 Force majeure: No party will be responsible for any breach of this agreement caused by circumstances beyond its reasonable control.

6.3 These rules, including the duration of this promotional competition, can only be reasonably changed (or superseded) by the Promoter in a written revision to these rules posted on the competition website or any other official communication methods the Promoter uses to reach a majority of potential participants.

6.4 The prize is event-based. Should the Heineken House Finale event be postponed, cancelled, or changed for any reason beyond the Promoter's control, the Promoter reserves the right to substitute the prize with an alternative prize of equal value.
6.5 Income or other taxes relating to the prizes, if any, are the sole responsibility of the prize winner.
6.6 South African law governs this promotional competition.
6.7 If the Promoter is required to do so because of legislative or regulatory reasons, the Promoter may terminate this promotional competition immediately and without notice. If this happens, participants will not have any claim against the Promoter.