

“BLU VOUCHER RELY ON BLU”

Blu Label Distribution

Terms and Conditions

1. The Rely on Blu Campaign (the “Competition”) will be conducted exclusively between participating South African customers
2. Blue Label Distribution and their partners are hereinafter collectively referred to as “The Organizers”
3. The Campaign period is from the **12 December 2025 and 31st January 2026** (both days inclusive) (the “Campaign Period”) and the campaign will take place in South Africa.
4. The Campaign is open to all participating customers (“Consumers”) who purchase a Blu Voucher to the value of R50,00 (fifty rand).

Save as aforesaid the directors, members, partners, employees or agents of, or consultants of the Organizers (and their affiliates and immediate family members, life partners, business partners or associates) are excluded from the Campaign, as are the Organizer’s advertising agencies and suppliers. In addition, to be eligible to participate in the Campaign, qualifying participants who are natural persons must be at least 18 (eighteen) years of age.

5. By participating in the Campaign, Consumers agree to be bound by these Terms and Conditions, which will be interpreted by the Organizers in their sole discretion. All decisions taken by the Organizers in relation to the Campaign, or in respect of any dispute, shall be final and binding.

6. How to participate Consumers:

a. Consumers are to participate by purchasing a R50 or more Blu Voucher between 12th December 2025 and including 31st January 2026

b. Consumers are to SMS their Blu Voucher serial number to **31860** to enter the competition.

(Disclaimer – Entries made on **31860** will still be accepted as Valid)

c. Each week, winners will be selected to win any one of the following prizes:

- 200x R500 Blu Vouchers
- 50 x R1000 TakeAlot Vouchers
- 50 x R1000 Shoprite Vouchers

d. Winners will be randomly selected to win any one of the above prizes.

f. Winners will be contacted by the Organisers to verify winners contact details for fulfilment of prizes or alternatively winners to check for a SMS as rewards will be done every Friday commencing 19 Dec.

g. The Organizers shall pick a winner in a fair and unbiased manner, such that every Consumer has an equal chance to win.

7. The Organizers also have the right to withdraw or modify this promotional offer ("Promotion") and participants will not have any claim against the Organizers of any nature in relation to the Competition.

The participants choosing to participate indemnify the Organizers, their directors, affiliates, Blue Label Distribution, employees, agents, consultants, suppliers, contractors and sponsors against any loss or damages, either direct, indirect, consequential, or otherwise, arising from its participation in this Campaign.

8. The Organizers will not accept any liability or responsibility for any damage, loss, injury or disappointment suffered by participants. The Organizers will not be liable for any costs incurred by participants in relation to the Campaign.

9. The Organizers may amend, modify or otherwise change these terms and conditions in their sole and absolute discretion on notice to participants and the amended version will be displayed in the same media as these terms and conditions. By participating or continuing to participate in the promotion participants agree and understand that they will be bound by the amended terms and conditions.

10. The Organizers is not liable for any technical failures affecting participation and/or promotion reward redemption process of the Campaign.

11. The Organizers assumes no liability whatsoever for any entry that has been omitted from participation in the Campaign for any reason whatsoever.

12. The Organizers has no control over the interception or loss of personal information over the internet and assumes no liability for any such interception or loss.

13. Notwithstanding anything to the contrary contained herein, to the maximum extent permissible by law, Consumers, waive any claim they may have against the Organizers for any reason whatsoever and indemnify the Organizers accordingly. Without limitation, the Organizers shall not attract any liability for any damage or loss you suffer as a result of injury or loss the aforesaid participants suffer by participating in this Promotion.

14. By participating in the Promotion, consumers waive any and all rights to bring any claim or action related to such matters in any forum beyond one (1) month after the first occurrence of the kind of act, event, condition or omission upon which the claim or action is based.

15. Any personal information relating to participants is collected by the Organizers during the Promotion will not be shared with any third party without express written consent. By entering this Promotion, participants agree that the Organizers may make media announcements and/or publications of the winner(s). The Organizers may also communicate with participants from time to time at the Organizers' discretion from which they can opt out at any time.

16. South African law applies to the operation of the Campaign and participants consent to the jurisdiction of the Randburg Magistrates court.