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## **FUNDI TRADE PARTNER INCENTIVE TERMS DEALERS AND IN STORE MERCHANDISERS NATIONAL PETROLUUM FOOD MART (PFM)**

Fundi is a performance-driven incentive program intended to improve execution in National PFM Outlets by driving NSR/Volume growth, RED role-model compliance, Numeric Distribution of NPD, and Strike Rate. This is a trade incentive, not a chance-based consumer competition. No element of chance determines winners.

### **1. PROMOTER AND CONTACT**

- a. **Promoter:** Coca Cola Beverages South Africa (Pty) Ltd (“CCBSA”).
- b. **Registered office:** 15 Axle Drive, Clayville, Johannesburg, Gauteng.

### **2. PROGRAM PERIOD AND TERRITORY**

- a. **Period:** 31 January 2026 – 31 July 2026
- b. **Territory:** South Africa
- c. **Announcement:** Top performers to be announced on or before 28 August 2026

### **3. DEFINITIONS**

- a. **Dealer:** The retail outlet owner/manager enrolled in Fundi.
- b. **Merchandiser:** In-store merchandiser engaged by the outlet or third-party service provider.
- c. **Key Performance Indicators (“KPI”):** NSR Growth; Volume Growth; RED score; NPD Numeric Distribution; Strike Rate.
- d. **Fundi Application (“Fundi App”):** The platform used to register participants, track progress, and redeem rewards.

### **4. ELIGIBILITY AND ENROLMENT**

- a. **Who may participate:** Participating PFM Dealers and their in-store Merchandisers listed in CCBSA’s Fundi enrolment files.
- b. **Exclusions:** CCBSA employees are excluded from these Trade Partner Terms and participate only under Employee Incentive Terms.



- c. **How to enrol:** Dealer and Merchandiser sign Fundi agreement letters and register on the Fundi App before first measurement window.
- d. **Outlet constraints:** Outlets with no prior year data are excluded; outlets undergoing banner change during the period may be removed (e.g., BP Express → PnP Express).
- e. **Multiple Merchandisers:** Where more than one merchandiser serves an outlet, the Dealer nominates up to two participants; prizes may be split if both are nominated and minimum criteria are met.

## 5. MEASUREMENTS

- a. **Dealer eligibility thresholds:** NSR Growth  $\geq$  14.5%; Volume Growth  $\geq$  12%; RED  $\geq$  95%; NPD Numeric Distribution  $\geq$  90%; Strike Rate  $\geq$  85% (delivery every 7 days; VPM 80%).
- b. **Merchandiser eligibility thresholds:** RED  $\geq$  95%; NPD Numeric Distribution  $\geq$  90%; Strike Rate  $\geq$  85% (and outlet meets Dealer KPI thresholds).
- c. **Measurement windows:** As per 445 calendar. IRED readings completed pre-month-end; weekly trackers shared every Friday via the Fundi app.
- d. **Data validation:** KPI data is system-generated from approved sources. CCBSA will maintain a documented audit trail and retain relevant records for 36 months for verification and reporting.

## 6. RANKING, TIE BREAKERS AND SHORT LISTING

- a. **Ranking:** Participants are ranked on validated KPI performance.
- b. **Tie-break order:** (1) Highest RED; (2) Highest NPD Numeric Distribution; (3) Highest Strike Rate; (4) Most weeks above target during the period.
- c. **Short-listing:** A panel reviews top ranked participants for eligibility and compliance only (no subjective scoring). Outcome is documented.

## 7. FRAUD, MISCONDUCT AND REDWARDS

- a. **Prohibited conduct:** Data tampering; fictitious orders; collusion; bribery; coercion; harassment of store staff; violations of retailer policies/law.
- b. **Remedies:** Investigation, disqualification, forfeiture, recovery of rewards, and redraw to next ranked compliant participant. CCBSA may conduct data forensics and site audits.

## 8. PRIZES AND ALLOCATION

- a. **Merchandisers (Monthly):** Top 500 performers per month each receive rewards valued R500 (novelties or Takealot vouchers).
- b. **Merchandisers (Main):** 60 top performers by banner allocation each receive R10,000 (R5,000 travel voucher + R5,000 cash voucher).



- c. **Merchandisers (Main):** 20 top performers will be selected for the Fundi Champions Academy. This entails a 5-day face-to-face training program in Johannesburg. Flights, accommodation, and meals included. If a merchandiser cannot attend, then the next top performer will be selected to take their place.
- d. **Dealers (Main):** 18 top performing Dealers will receive R40,000 (R20,000 travel + R20,000 cash). Each banner is allocated a maximum number of top performers. Example banner X may have 5 winners and banner Y may have 3.
- e. **Substitution:** If a reward component is unavailable, CCBSA may substitute with a reward of substantially similar nature and commercial value. Rewards are non-transferable and not redeemable for cash, except where explicitly stated.
- f. **Cashiers and Petrol attendants:** Cashiers and Petrol attendants may receive spot prizes for stock rotation, cooler cleanliness, planogram execution and upselling of promotions by the Cashiers and Petrol attendants

#### 9. PRIZE FULFIMENT AND TIMELINES

- a. Rewards will be delivered as communicated. Winners must complete verification within 10 business days of request; failure may result in reallocation of award.

#### 10. PUBLICITY AND MINORS

- a. Top performers may be asked to participate in reasonable publicity; top performers may decline publication of image/name.
- b. Mystery-shopper giveaways to cashiers/petrol attendants will not be made to persons under 18 unless parental/guardian consent and store management approval are obtained; no publicity of minors without consent.

#### 11. PRIVACY

- a. Personal information is processed to administer and verify program participation, award rewards, and share performance trackers.

#### 12. RIGHT TO AMEND, SUSPEND AND CANCEL

- a. CCBSA may amend these Terms or suspend/cancel the program for causes at its own discretion (e.g., regulatory changes, fraud, data integrity issues, system failures, force majeure etc).

#### 13. DISPUTES AND GOVERNING LAW



- a. Disputes will first be escalated to the Promoter on the email provided. If unresolved, parties will attempt mediation. Failing that, the High Court of South Africa (Gauteng Local Division) will have jurisdiction. South African Law governs these terms

#### **ANNEXURE A PRIZES**

| <b>Participant</b>  | <b>Category</b> | <b>Winners</b>  | <b>Value per Winner</b> | <b>Notes</b>   |
|---------------------|-----------------|---|-------------------------|--|
| <b>Merchandiser</b> | Monthly         | 500 across all Banner. Each banner is allocated a maximum amount of winners.    | R500                    | Novelties or Takealot vouchers   |
| <b>Merchandiser</b> | Main            | TOP 60 across all Banner. Each banner is allocated a maximum amount of winners. | R10,000                 | R5,000 travel + R5,000 cash  |
| <b>Merchandiser</b> | Main            | Top 20 across all Banner.   |                         | 5 day training program in Johannesburg – Fundi Champions Academy, flights, meals and accommodation included. |



|                        |        |  |         |   |
|------------------------|--------|--|---------|---|
| <b>Dealer</b>          | Main   | 18 Dealers in total. Each banner is allocated a maximum amount of winners. | R40,000 | R20,000 travel + R20,000 cash   |
| <b>Instore Cashier</b> | Random | Random   |         | Spot prize for stock rotation, cooler cleanliness, planogram execution & upselling of promotions by the Cashiers. |