



Coca-Cola Beverages
South Africa (Pty) Ltd

Company Registration No.
2015/027638/07

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Dear Valued Customer,

Customer Agreement: OK Monster Dealer Incentive

Coca-Cola Beverages South Africa (Pty) Ltd (“CCBSA”) and Monster Energy Company continue to invest in innovative ways to strengthen partnerships with customers and drive consumer awareness and brand loyalty.

We would like to invite you to participate in our exciting OK Monster Dealer Incentive, designed to stimulate revenue growth.

By complying with the requirements set out below and these Terms and Conditions, you will be eligible to stand a chance to win one of three prizes, each comprising a trip for two to Italy. This includes a stay in Milan, a day visit to Lake Como, and an opportunity to watch the Monza F1. Flights, accommodation, transfers, meals, and R10 000 spending money per couple are included.

Period:	01 June – 31 July 2026
Targeted Customers:	OK Foods, OK Grocer, OK Minimarket, OK Urban, OK Express
Participating pack & Brands	500ml Monster Ultra Range 
Objective:	<ul style="list-style-type: none">• Drive 20% Volume growth in Physical Cases for 2026 versus 2025• Increase Monster Ultra Range cold availability• Increase Energy Market Share• Ensure retailers are buying directly from CCBSA



Incentive Principle:

Standard Conditions

1. Dedicated MONSTER ENERGY cooler
2. Full availability of the Monster Ultra Range

Qualifying Criteria:

1. Outlets will be tiered.
2. Outlets must achieve or exceed 20% volume growth in Physical Cases during the Incentive Period, measured against the corresponding prior-year period.
3. Outlets attaining the highest physical case growth in the promo period, over PY will win 1 of 3 double packages.
4. The outlet must comply with all Standard Conditions set out above.
5. No bulk trading is permitted. Sales-out data will be audited to verify compliance.
6. Participating outlets must purchase participating products directly through the CCBSA system.
7. A customer with no sales history will be assigned a minimum target to be eligible to participate.
8. Outlet compliance will be monitored monthly throughout the Incentive Period.

Please complete and sign below in full for acceptance to participate in the OK Monster Energy Dealer Incentive

Terms & Conditions:

- All incentive criteria must be met before any prize is awarded.
- The prize is not transferable, exchangeable or redeemable for cash.
- A tracker reflecting targets and actuals will be circulated monthly during the Incentive Period. Only orders placed through CCBSA will qualify.
- Independent verification will be conducted by CCBSA to ensure that targets and criteria were met by qualifying stores.
- Only purchases made during the Incentive Period, being **01 June 2026 to 31 July 2026**, will qualify.
- Sales-out data must be provided as part of the audit process.
- No adjustment of targets or weighting is permitted.
- The outlet owner or duly authorised representative must complete and sign the Customer Agreement Letter in order to participate.
- A customer with no sales history will be assigned a minimum target in order to be eligible to participate.

Official Rules



1. **Promoter.** The promoters are Coca-Cola Beverages South Africa 'CCBSA' (Pty) Ltd & the Monster Energy Company.
2. **Participants.** Eligible OK Foods, OK Grocer, OK Minimarket, OK Urban and OK Express outlets that enter or are otherwise eligible to participate in this incentive in accordance with these Official Rules.
3. **Eligibility.** The incentive is open only to eligible OK Group outlets that have confirmed their participation by signing the Customer Agreement Letter.
4. Any traveller forming part of the prize must hold a valid passport with at least six months' validity remaining as at the date of travel.
5. **Agreement to Official Rules.** By entering this incentive, all Participants agree to be bound by these official rules ("**Official Rules**"), which Official Rules will be interpreted and applied by the Promoter or its nominated administrator, whose decision regarding any dispute will be final and binding. The Promoter reserves the right to amend, modify, change, postpone, suspend or cancel this Promotional Competition and any prize/s (which has/have not yet been subject to selection), or any aspect thereof, without notice at any time, for any reason which the Promoter deems necessary and without any compensation whatsoever.
6. **Participating Brands & Packs.** The incentive applies to the 500ml Monster Ultra Range only.
7. **Entry Criteria.**
 - 7.1. Franchise outlets must confirm participation in the Incentive by signing the Customer Agreement Letter
 - 7.2. To qualify for a prize, the participating outlet must achieve 20% overall volume growth in Physical Cases (PCS) across participating products, measured against the prior-year comparison period.
 - 7.3. The outlet must comply with all requirements listed under the Standard Conditions in order to qualify for a prize.
8. **Incentive Period.** This Incentive shall commence at 24h01 on 01 June 2026 and shall end at 23h59 on 31 July 2026, both days inclusive ("**Incentive Period**").
9. **Prizes.** A Participating Outlet stands a chance to win one of three double tickets, each consisting of a double trip to Italy.
10. **Winning Criteria**
 - 10.1. Participants must:
 - i Confirm participation by signing the Customer Agreement Letter.
 - ii Achieve at least 20% overall growth in PCS during the Incentive Period, measured against the prior-year comparison period.
 - iii Comply with all in-store execution requirements set out under the Standard Conditions.
 - 10.2. A Participant's entry will be withdrawn if any Participating Product/s purchased in connection with this incentive is/are returned.



11. Publicity

The Promoter may announce the name of the winning outlet and may request the participation of the outlet owner, representative or nominee in publicity related to the incentive, including photographs and promotional material. Any individual requested to participate in such publicity will be given the opportunity to decline.

12. Data Privacy.

The Promoter will process personal information relating to this incentive in accordance with applicable data protection laws, including the Protection of Personal Information Act 4 of 2013 (“POPIA”), and the Promoter’s privacy policy.

Personal information provided by Participants or their representatives may be used for the administration of this incentive, verification of eligibility, prize fulfilment, compliance and audit purposes, and any related lawful purpose. By participating in this incentive, Participants confirm that they have obtained all necessary permissions from any individuals whose personal information is provided to the Promoter for purposes of this incentive.

13. General Conditions.

- 13.1. The Prize & Payout is neither transferable, nor exchangeable, nor redeemable for cash and the Promoter is not liable for any defects in the Prize. The Promoter reserves the right to substitute the Prize with any other prize/s of comparable commercial value or to vary, postpone, suspend, or cancel this Promotional Competition and the Prize (if it has not yet been subject to selection), or any aspect thereof, without notice at any time and for any reason whatsoever.
- 13.2. If the operation, security, or administration of this Promotional Competition is impaired in any way for any reason, including, but not limited to, fraud, viruses, or other technical problems, the Promoter may, in its sole discretion, either: (i) suspend this Promotional Competition to address the impairment and then resume it in a manner that best conforms to the spirit of the Official Rules; or (ii) cancel this Promotional Competition and award the Prize in a random draw from all eligible entries received up to the time of the impairment. The Promoter reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of this Promotional Competition, acting in violation of these Official Rules or the official rules of any other promotion, or acting in an unsportsmanlike or disruptive manner. Any attempt by any person(s) to undermine the legitimate operation of this Promotional Competition may be a violation of criminal and civil law, and should such an attempt be made, the Promoter reserves the right to seek damages from any such person(s) to the fullest extent permitted by law.
- 13.3. The Promoter’s failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.
- 13.4. The Promoter will require the potential winner of this Promotional Competition to complete and submit a Declaration Form and a Prize Acceptance Form to ensure compliance with these Official Rules and the Consumer Protection Act No. 68 of 2008 (including any regulations promulgated thereunder). If a potential winner refuses or is unable to comply with this requirement for any reason, that potential winner will be deemed to have rejected the Prize, and the Prize shall revert to the Promoter.



13.5. The Promoter reserves the right to conduct audits and verification checks in respect of any participating outlet or potential winner to verify eligibility, compliance with these Official Rules, and the validity of any claim to a prize.

9. Release and Limitation of Liability. To the fullest extent permitted by law, the Promoter shall not be liable for any loss, damage or claim arising from participation in this incentive or the acceptance or use of any prize, except where such liability cannot lawfully be excluded. Nothing in these Official Rules excludes or limits any rights that Participants may have under applicable law.

10. Queries. All queries in connection with this Promotional Competition may be directed to the Promoter's Customer Care Line: 0860 000 224.

Copy of Rules. A copy of these Official Rules is available to Participants at no cost and can be downloaded in printable form on our website: www.ccb sacco.com on the Customers & Suppliers tab under the Competitions T's & C's dropdown.

Best regards,

Melanie Van Der Schyff, Key Accounts Manager

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Contact No: 083 655 5366