

1. Definitions

Unless the context provides otherwise, the words and expressions set out below will have the following meanings and cognate expressions shall have corresponding meanings:

- 1.1. **"Campaign"** means the **Blue Ribbon Donation Campaign** organised by the Promoter and open to all people residing in the Kingdom of Lesotho
- 1.2. **"Campaign Period"** means **01 July 2020** until **31 July 2020**.
- 1.3. **"Celebrational Pack"** means the Blue Ribbon packaging depicting a birthday message for His Majesty.
- 1.4. **"Participant"** means a person who participates in the Campaign.
- 1.5. **"Promoter"** means Premier FMCG (Proprietary) Limited (Registration Number: 1968/002379/07) a company duly incorporated in accordance with the company laws of the Republic of South Africa.
- 1.6. **"Donation"** means M50 000 which will be donated by the Promoter to the Royal Education Development Trust.

2. Application of Terms and Conditions

The Promoter has compiled these Terms and Conditions to set out the mechanic of the Campaign for the information of any interested Participant.

3. Donation Mechanic

- 3.1. For each loaf of Celebrational Pack Blue Ribbon bread sold, Blue Ribbon will allocate 4c toward the Donation.
- 3.2. This donation will be automatic, upon purchase.
- 3.3. At the end of the Campaign Period, or when the amount of M50 000 has been achieved (whichever is earlier) the Promoter will make payment to the Royal Education Development Trust.
- 3.4. The Donation will be made in a format agreed to with the Royal Education Development Trust.

4. Warranties and Indemnities

- 4.1. **The Promoter, its employees, officers, directors, agents and associates and the Participating Stores, their employees, officers, directors, agents and associates (the "Indemnified Parties") shall not be liable for and the Participants hereby indemnify and hold the Indemnified Parties harmless from any claim, liability, cost, expense or penalty suffered or incurred by any person as a result of participating in the Campaign.**

5. Force Majeure

In the event of any act of God, strike, war, warlike operation, rebellion, riot, civil commotion, lockout, combination of workmen, interference of trade unions, suspension of labour, fire, pandemic, accident, or (without regard to the foregoing enumeration) of any circumstances arising or action taken beyond or outside the reasonable control of the Promoter preventing them from the performance of any obligation to a Participant (any such event hereinafter called "Force Majeure") then the Promoter shall be relieved of all such obligations of the Campaign during the period that such Force Majeure continues and shall not be liable for any delay or failure in the performance of any obligations or loss or damage which the any party may suffer due to or resulting from the Force Majeure.

6. General

- 6.1. The Promoter may in its sole and absolute discretion amend these terms and conditions at any time, by publishing the revised terms and conditions on **Premier FMCG corporate website: www.premierfmcg.com**
- 6.2. In the event of a dispute regarding any aspect of the Campaign and/or these terms and conditions, the Promoter's decision will be binding and final and no correspondence will be entered into.

- 6.3. The Promoter reserves the right to cancel, suspend or terminate the Campaign at any time and without notice to the Participants.

- 6.4. All enquiries regarding the Campaign should be sent to the Promoter at customercare@premierfmcg.com.