

TERMS AND CONDITIONS

Carling Black Label National On-Pack Competition (UTC Campaign with FIFA World Cup Match Predictor)

Competition Period: 01 May 2026 – 31 July 2026

Predictor Campaign Period: 04 June 2026 – 19 July 2026

Applicable to: All Classes of Trade – On & Off Premise Participating Outlets

1. Promoter

This promotional competition (“Competition”) is run by **Zambian Breweries (Plc) Limited** (“Promoter”).

2. Eligibility

The Competition is open to:

- All persons **18 years and older**
- Residents of **Zambia**
The following are excluded:
- Employees of the Promoter
- Immediate families of employees
- Advertising and promotion agencies
- Associated companies
- Participating outlet owners, their staff, and immediate families

3. Acceptance of Terms

- Participation constitutes full acceptance of these Terms and Conditions.
- The Promoter reserves the right to amend these Terms at any time with reasonable notice.
- The Promoter’s decision is final and binding.

4. Competition Mechanics

To participate:

1. Purchase a **Carling Black Label promotional pack** (participating SKUs as communicated in-market).
2. Locate the **unique code under the crown/inside the pack**.
3. Dial **USSD: 38450#** and follow the prompts to enter.

5. Instant Win Airtime Mechanic

- This is an **instant win promotion**.
- Upon valid entry, Participants will be notified immediately via USSD whether they have won airtime.

- **No draws will take place.**

6. Prizes (Airtime Only)

- **Airtime prizes only** will be awarded.
- Total prize pool value: **ZMW 650,000.00.**
- Airtime prizes will be allocated as follows:
 - **ZMW 100 airtime** – 2,500 winners (Total: ZMW 250,000.00)
 - **ZMW 50 airtime** – 3,000 winners (Total: ZMW 150,000.00)
 - **ZMW 20 airtime** – 5,000 winners (Total: ZMW 100,000.00)
 - **ZMW 10 airtime** – 10,000 winners (Total: ZMW 100,000.00)
 - **ZMW 5 airtime** – 10,000 winners (Total: ZMW 50,000.00)

7. Prize Allocation

- Airtime prizes are:
 - Awarded instantly upon a successful winning entry
 - Credited directly to the Participant's mobile number
- Airtime will be delivered within **48 hours** of confirmation.
- The allocation of prizes will be structured to ensure that the **full prize pool of ZMW 650,000.00 is distributed over the duration of the campaign.**

8. Prize Limitations

- Each entry must use a **unique valid code.**
- Participants may enter multiple times, subject to availability of codes.
- The Promotion will run for the full competition period and will **end at 23:59 on 31 July 2026.**
- The **total airtime prize pool of ZMW 650,000.00 will be fully awarded** during the campaign period.

9. Entry Rules

- Entries must be submitted before **23:59 on 31 July 2026.**
- No automated, bulk, or fraudulent entries will be accepted.
- The Promoter is not responsible for:
 - Lost, delayed, or failed entries
 - Network or system errors

10. FIFA World Cup Match Predictor Campaign

- The **Carling Black Label FIFA World Cup Match Predictor Campaign** (“Predictor Campaign”) will run from **04 June 2026 to 19 July 2026.**
- The Predictor Campaign forms part of the broader Competition and is subject to these Terms and Conditions.

11. Predictor Participation Mechanics

- A **valid unique code** is required to participate.

- **One (1) valid code = One (1) match prediction.**
- Participants must enter their code via USSD and follow prompts to submit predictions.
- Each code may only be used **once**.

12. Scoring & Leaderboard

- Participants will earn **points based on prediction accuracy**, as determined by the Promoter's system.
- Participants will be ranked on a **weekly leaderboard**.
- All scoring, ranking, and system records are **final and binding**.

13. Predictor Weekly Prizes

- **Weekly leaderboard winners** will receive **airtime prizes**.
- Prize values and number of winners may vary and will be communicated in-campaign.
- Airtime will be credited within **48 hours** of confirmation.

14. Predictor Conditions

- Multiple predictions are allowed with multiple valid codes.
- Predictions must be submitted **before match start time**. Late entries will not be accepted.
- In the event of a tie, the Promoter reserves the right to apply tie-breaker rules at its discretion.
- The Promoter may amend scoring mechanics or suspend the Predictor Campaign if required due to technical or operational reasons.

15. Verification & Disqualification

The Promoter reserves the right to:

- Verify all entries and Participants
- Disqualify any Participant who:
 - Submits invalid or duplicate codes
 - Tampers with the process
 - Breaches these Terms
 Disqualified Participants forfeit all rights to prizes.

16. Forfeiture

- If airtime cannot be delivered due to:
 - Incorrect number submission
 - Network issues beyond the Promoter's control
 The prize will be **forfeited**.
- No alternative compensation will be provided.

17. Publicity

- The Promoter may publish Participants' names and/or images for promotional purposes.
- Participants may decline this in writing.

18. Liability


Participants:

- Enter at their own risk
- Indemnify the Promoter against any claims, losses, or damages
The Promoter is not liable for:
- Technical failures
- Delayed or failed airtime delivery due to third-party systems

19. Queries

All queries related to the Competition should be directed to:

Zambian Breweries Sales & Marketing Office

 +260 962 249 200

20. Legal

- This Competition is governed by the laws of Zambia.
- All intellectual property remains the property of the Promoter.

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