

TUSKER “CHAMPIONS OF CHEERS” FREQUENTLY ASKED QUESTIONS (FAQS).

What is the Tusker “Champions of Cheers” Promotion?

It is an SMS based National Consumer Promotion (NCP) that seeks to reward our customers with exciting prizes during the 2024 Olympics.

Why did you decide to run the promotion?

We want to rally our loyal Tusker consumers behind Team Kenya as they represent Kenya in the 2024 Olympics and Paralympics events in Paris.

How long is the promotion running for?

The promotion will be running for three months from 17/06/2024 to 03/09/2024.

How can one participate in the promotion?

To participate in the promotion:

- Purchase any of the following bottled promotional products of Tusker™ including Tusker Lager 500ml bottle, Tusker Cider 500ml bottle, Tusker Ndimu 300ml bottle, Tusker Lite 300ml bottle, and Tusker Malt 300ml bottled products;
- Check under the crown of the above participating products to find an 8-character alphanumeric code;
- Send the 8-digit alphanumeric code to 20770, via SMS message; and
- Complete a one-off registration process to validate your code.
- Thereafter, you will have an opportunity to share your message of cheer/support directly to Team Kenya in Paris.

Will I be able to see my message of cheer to Team Kenya sent through the promotion?

No. These messages will be channelled through the promotion system and ONLY shared directly to the athletes.

What products are participating in the NCP?

Participating products are bottled promotional products of Tusker™ including Tusker Lager 500ml bottle, Tusker Cider 500ml bottle, Tusker Ndimu 300ml bottle, Tusker Lite 300ml bottle, and Tusker Malt 300ml glass bottled products.

How much does it cost to send an SMS message?

SMS messages will be charged at prevailing rates for mobile network operators including Safaricom, Airtel and Telcom.

What rewards will consumers receive in the promotion?

Consumers stand a chance to win a share of the following exciting prizes in Daily, Weekly and Monthly draws:

- a) 4,000 daily winners of Kes 50 instant airtime.
- b) 1,000 daily winners of Kes 300 instant cash via mobile money.
- c) 700 weekly winners of Kes 1,500 electronic voucher of a 6pack of Tusker Lager 500ml Can.

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- d) 10 monthly winners of Kes 150,000 worth of a home entertainment kitty (Comprising of a TV worth Kes 120,000 and a TV subscription service up to Kes 30,000 from authorised dealers).
- e) 5 monthly winners of Amazing Kenyan Travel Experience organised by Charleston Travel Limited trading under FCM - Flight Centre Management to one of the select destinations in Mombasa, Amboseli or Nanyuki, valued at Kes 400,000 (Comprising of an Expense kitty worth Kes 300,000 and a Kes 100,000 cash stipend).

How often can I participate in the promotion?

Participants may submit a maximum of three valid SMS entries per day. A participant’s mobile phone number shall only submit a maximum of Twenty-one valid entries weekly. Any additional entries beyond the maximum entries will not be eligible.

How will winners be selected?

All winners will be selected through an automated randomised draw in daily, weekly, and monthly draws conducted by our partners under the supervision of BCLB.

Can anyone participate in the promotion?

The promotion restricted to Kenyan residents above the age of 18 years of age. Participants will be required to register themselves on the promotion system to declare this and other key variables. Any supplier or third party directly involved with facilitation and providing services during this Promotion and their immediate families are not eligible to participate in the Promotion.

How will consumers get their prizes?

- a) Airtime winners – Will receive their airtime voucher numbers via SMS.
- b) Mobile Money winners – Will be receive their money via Safaricom MPESA.
- c) Tusker Lager 500ml Can 6 pack voucher winners – Will receive their prizes as electronic vouchers redeemable at select retail outlets across Kenya.
- d) Home Entertainment kitty winners – Will be notified and receive their prizes as electronic vouchers redeemable at select retail outlets across Kenya.
- e) Amazing Kenyan Experience winners – Will be notified of how they can redeem their prize via engagement with KBL / select KBL Agents.

Are there specific times when I can participate?

No. Consumers are free to participate anytime from 10:00am.

Where can I get the terms and conditions of the promotion?

The promotion terms and conditions are available on the EABL (East African Breweries PLC) website, accessible via the link www.eabl.com/ChampionsOfCheers and the Tusker Beer Website as well <https://tusker.beer/>.

How can I opt out of the promotion?

To opt out of the Promotion, a consumer will be required to send the word ‘STOP’ to the short code 20770.

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I have received a message from KBL, but I had opted out of the promotion, is this an anomaly?

Yes, this is an anomaly. In the event such an incident occurs, please call our customer care number **0721985566** to report your issue.

Which social media channel and handle can I use to reach you?

- Instagram - <https://www.instagram.com/tuskerkenya/>
- Facebook - <https://www.facebook.com/TuskerKenya/>

What number can I call to contact your customer care team?

You can reach our customer care team on 0721985566.

I bought a bottle of the participating products, but I did not see a participation code under the crown. What should I do?

Check that the bottle top/crown on the bottle is red. If not, it means that this bottle/product isn't included in the NCP. Please call our customer care team on 0721985566. You will be expected to provide information such as the product affected (size and brand), a photograph showing the affected crown, the name of the outlet where you purchased the product and the date when you experienced the issue. The customer care team will then follow up on resolution of the issue.

I have been participating regularly but I have not won. What could be the problem?

Winners are selected via a randomised draw system. You are encouraged to continue participating as per the promotion terms and conditions.

Who will pay the taxes on the prizes that a consumer will win?

Kenya Breweries Limited, a subsidiary of EABL, will deduct the taxes applicable to the prizes and remit these to KRA. Winners of taxable items will be issued with withholding tax certificates, where applicable.

Can I exchange my prize for money or something else?

No, you cannot. Prizes cannot be transferred to third parties, nor can they be exchanged for other prizes.

I am winner in the promotion, but I do not want to have my pictures, or my details published. What should I do?

We respect the consumers wishes with respect to their personal data and will take into consideration the Data Protection Act of Kenya, 2019 in relation to any request from a consumer.

How does one redeem airtime?

Airtime will be sent to winners via a top-up voucher number. Winners will be required to redeem the airtime through the same process followed to top up airtime scratch cards.

From which retail stores can I redeem the Tusker Lager 6pack Vouchers?

The details of the voucher redemption will be communicated to you via SMS. This SMS instruction will be shared together with the electronic voucher.

Can one participate via social media?

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No. Participation is limited to SMS only.

I cannot read the promotion code under the crown clearly. Can you help?

Yes, call the customer care team via 0721985566 who will be able to assist.

Are you carrying out any in-bar activations?

Yes. Follow our social media handles on Facebook and Instagram to get more information on our in-bar activations.

How can I report an incident?

By calling our customer care no. 0721985566, available from 8:00 a.m. to 5:00 p.m.