

NIVEA BODY – MALL ACTIVATION CAMPAIGN COMPETITION TERMS AND CONDITIONS

These are the official terms and conditions for the **NIVEA BODY Mall Activation Campaign Competition** ("the Competition"). Participation constitutes acceptance of these rules.

1. Promoter

The promoter of this competition is **Beiersdorf Consumer Products (Pty) Ltd**, registration number 2000/010257/07, located at 4th Floor, Beacon Rock, 21 Lighthouse Road, Umhlanga Rocks, 4319.

2. Eligibility

- Open to **South African citizens and permanent residents**, 18 years or older.
- Not open to employees, agencies, affiliates, and family members of the promoter.

3. Campaign Period

- The competition will run during the following select **mall activations between 1 May and 31 August 2025**:

Gauteng Province			
Mall of Africa	Activation	Thursday, 1 May 2025	Sunday, 4 May 2025
East Gate (East) Activation	Activation	Friday, 16 May 2025	Sunday, 18 May 2025
Sandton City Activation	Activation	Friday, 23 May 2025	Sunday, 25 May 2023
Fourways Mall Activation	Activation	Friday, 30 May 2025	Sunday, 1 June 2025
KZN			
Gateway Mall	Activation	Friday, 27 June 2025	Sunday, 29 June 2025
The Pavillion	Activation	Friday, 4 July 2025	Sunday, 6 July 2025
CT			
V & A Waterfront	Activation	Friday, 15 August 2025	Sunday, 17 August 2025
Canal Walk	Activation	Friday, 29 August 2025	Sunday, 31 August 2025

- No entries will be accepted before or after the campaign dates.
-

4. Entry Mechanism

4.1 Tile Wall Instant Win:

- Purchase any **NIVEA Body product** at the active activation kiosk.
- Present proof of purchase to a NIVEA Brand Ambassador.
- Select **one tile** from a 243-tile wall.
- Peel the tile to reveal your instant prize (if any).
- Each tile is unique and removed from the wall once selected.
- Products cannot be returned.
- Prizes cannot be replaced or exchanged for cash.

4.2 NIVEA MEN EA FC Leaderboard Challenge:

- Purchase any **NIVEA MEN product** at the active activation kiosk.
- Present proof of purchase to qualify to a NIVEA Brand Ambassador to qualify to play a **one-on-one EA FC 25 match**.
- Daily winners are determined by the **highest goal difference**.
- Products cannot be returned.

4.3 Influencer Spot Prize Giveaway:

- During **Happy Hour Lucky Draw sessions** at Mall of Africa 1 May 2025, Gateway Mall 27 June and V&A Waterfront 15 August, a well-known influencer will host live giveaways.
- To qualify, participants must:
 - Have purchased a NIVEA product during that day.
 - Submit their entry through the designated on-site entry box or system.
- A live lucky draw will be conducted using a **giant lit branded cheque** to award the spot prize.
- The life-sized cheque will feature:
 - Event branding and messaging: **“Congratulations from NIVEA”**
 - Prize value placeholder (e.g., R10,000 or R1,000)
- Products cannot be returned.

5. Prizes

5.1 Tile Wall Instant Prizes:

- 30 x R100 cash
- 3 x R1,000 cash
- 10 x R100 Takealot vouchers
- 10 x 60 ml NIVEA Crème tins to the value of R45 each
- 10 x Labello lip balms to the value of R40 each

- 6 x R10,000 grand prize winners (1 per mall on peak days)

5.2 NIVEA MEN FIFA Challenge Prizes:

- **1st Prize:** Real Madrid soccer top to the value of R1500
- **2nd Prize:** Real Madrid soccer ball to the value of R499
- **3rd Prize:** Real Madrid cap to the value of R499

5.3 Influencer Spot Prizes:

- 3 x R1000 cash
- 6 x R1,000 cash

6. Prize Fulfilment & Verification

- **Cash prizes** will be paid via **EFT** within **48 hours** of successful winner verification by the promotor's authorised representatives.
- Winners will need to provide:
 - Full name
 - ID number
 - Proof of purchase
 - Banking details for EFT
- **Smaller physical prizes, such as NIVEA products and Takealot vouchers, will be handed over immediately on-site.**
- **NIVEA Men challenge prizes** will be delivered or made available for collection based on the winner's preference, as arranged with the activation team.

7. Winner Notification

- Instant winners will be notified immediately on-site.
- Daily and grand prize winners will be contacted by the promoter or on-site staff using the provided contact information.
- Should a winner not respond or complete verification within 28 hours of notification, a substitute winner may be selected.

8. Publicity & Consent

- Winners may be asked to participate in promotional activity, including interviews, photoshoots, and testimonials.
- By accepting a prize, winners grant the promoter the right to use their **name, image, likeness, and prize information** for promotional purposes in connection with the

competition across online **platforms, including social media and NIVEA-owned digital channels**, for a period of **12 months** without further compensation.

- Winners may decline to participate in promotional activities.

9. General Conditions

- Entry is limited to **one tile/game per qualifying purchase**.
- All decisions by the promoter are final.
- Prizes are **not transferable** or **exchangeable**.
- The promoter reserves the right to **cancel, amend, or postpone** the competition.
- All data will be processed in line with **POPIA** and the Promoter's privacy policy.

10. Legal

- This competition is conducted under the **Consumer Protection Act, 68 of 2008 (CPA)**.
- By entering, participants agree to these Terms and Conditions.
- Full competition terms can be found at www.nivea.co.za/about-us/terms-and-conditions.