



Competition Rules

[29 April 2025– 16 May 2025] | [Mr Price Be The Next Content Creator]

1 Definitions

IN THIS AGREEMENT

- 1.1 **participant** or **you** means the person who enters, competes in or is otherwise eligible to win this competition.
- 1.2 **promoter, we** or **us** means **[Mr Price]**, a division of Mr Price Group Limited or its agencies used to promote this competition.

2 Duration and who can enter

- 2.1 The start of this competition is the 29 April 2025 and entries close on 16 of May 2025. Four finalists will be announced on 20 May 2025 and will be notified on 20 May 2025. Further to this the final winner will be selected amongst the 4 finalists through a public voting process on social be, and will be announced on 26 June 2025.
- 2.2 The competition is conducted by the promoter and its third party contractors.
- 2.3 This competition is only open to legal residents of South Africa aged 18 years or over, who have between 1-20000 followers each on TikTok or Instagram.
- 2.4 Entrants must not be currently signed to an influencer agency.
- 2.5 Entrants must not have performed similar services under a paid capacity with Mr Price Fashion in the 6 months leading up to the competition start date. Entrants must not have entered any competitions of a similar nature within the last six months prior to 29 April 2025.
- 2.6 Entrants are to disclose any existing or upcoming campaigns with other brands or campaigns that may conflict with the competition and its requirements.
- 2.7 No one who is a director, member, partner, employee, agent of, or consultant of the promoter, or its marketing service provider(s) utilised in connection with this competition, any supplier of goods or services in connection with this competition, any other person who directly or indirectly controls, or is controlled by, the promoter (its agents, direct marketing service provider or supplier) or any spouse, life partner, close family member, business partner, or associate of any of such persons, may take part or enter the competition.
- 2.8 Entry into this competition is regarded as acceptance of these rules. If you fail to comply with these rules, you will not be entitled to participate in this competition or you will be disqualified from the competition.

3 How to enter

3.1 To enter you must:

- 3.1.1 Post an original video or image carousel on Instagram or TikTok demonstrating their ability to create engaging and dynamic content. Tag @mrpfashion on Instagram or @mrpricefashion on TikTok with #MRPBETHENEXT in the caption.
- 3.1.2 Content applicable for submission must be shot, produced, edited and shared on the entrants social channels.
- 3.1.3 The content used in the entry must be shot and edited within the competition period of 29 April 2025 – 16 May 2025. Entries created prior or after the competition launch featuring #MRPBETHENEXT will be ineligible for consideration.
- 3.1.4 Any content featuring additional persons must have clearance and only the applicant sharing the content on their socials will be eligible for consideration.

3.2 Entrants may submit single or multiple entries.

3.3 For an entry to be valid, you must fulfil all the entry requirements set out in these rules.

3.4 We are not liable for any technical failure that may result in an entry not being successfully submitted.

3.5 Consumer Protection Act. Under the Consumer Protection Act (CPA), we need to keep records of all the people used to promote the competition. We (or one of our subcontractors or affiliates) will keep this agreement for three years to serve as the record as required by the CPA.

3.6 Mr Price reserves the right to request additional supporting information regarding the entry to validate the authenticity and originality of the content shared.

4 The Prize

- 4.1** Four finalists will be announced on 20 May 2025. Each finalist will win:
- 4.1.1 An opportunity to create content on a Mr Price campaign shoot in collaboration with the Mr Price team and access to shooting gear and equipment.
 - 4.1.2 Exclusive mentorship from Spokuhle & Lukie.
 - 4.1.3 The four finalists will be required to be available between 26-28 May 2025 to attend the Mr Price shoot. The details of the shoot will be communicated with the four finalists once confirmed by Mr Price.
 - 4.1.4 All on the ground transportation to the shoot location, return economy flights, accommodation (in line with the Mr Price Group travel policy) , and meals will be covered by Mr Price.
 - 4.1.5 The 4 finalists are obligated to shoot and submit content to Mr Price no later than 2 June 2025.
 - 4.1.6 R5000 in cash paid upon the submission of a valid invoice and supporting document within 30 working days.
- 4.2** Following the shoot, the content which has been created by the 4 finalists will be posted on the Mr Price social channels across Instagram and TikTok.
- 4.2.1 Mr Price reserves the right to post the content create by the four finalists on any of the Mr Price social media channels across YouTube, Instagram, Facebook or TikTok.
- 4.3** The final winner will be selected via a voting process whereby anyone on Instagram or TikTok can vote for their favourite content creator on the Mr Price pages on these platforms.
- 4.4** The final winner will be announced via Instagram and TikTok on 26 June 2025.
- 4.4.1 The final winner will receive the following prize package:
 - A tech prize worth R50K including a new iPhone & MacBook Air.
 - A R10 000 Mr Price Fashion Voucher
 - R20 000 in cash payable upon the submission of valid invoicing documents to Mr Price
 - A 6 month content creator written agreement with Mr Price to wherein they will be required to either create fashion content on their channels or attend Mr Price shoots to capture on-set shoot moments worth R50 000.00
- 4.5** **You must have a valid South African delivery address and ID when claiming a prize.** We will award prizes after the close of the competition within a reasonable time.
- 4.6** Prizes are not transferable, non-refundable, non-exchangeable and cannot be redeemed for cash. To the maximum extent permitted in law, we exclude liability for any defects in the prize. We may substitute any prize with another prize of similar value.
- 4.7** Mr Price will attempt to contact the four finalists telephonically and via email communication. If a finalist does not respond to this communication from Mr Price within 3 days, the finalist will forfeit the prize and Mr Price may select a new finalist.

5 Prize winner selection and publicity

5.1 Selection of 4 finalists

- 5.1.1 The four finalists will be selected by a panel of judges whose decision will be based on the best execution of the competition according to the competition rules and requirements.
- 5.1.2 We will contact each winner by means of the contact details you provide. We will attempt to contact winners three times during a 72-hour period. If we cannot contact the winner during this period, the winner will forfeit the prize and we reserve the right to re-select a new winner under the same conditions. Winners who have not given us the correct details will forfeit the prize.
- 5.1.3 Before the winners are announced we reserve the right to call for more information about the potential winners to verify the content and information provided. We may refuse to award the prizes to the winners if there is suspicion of any irregularities or fraudulent activities.

5.2 Final Winner Selection

- 5.2.1 The final winner will be selected amongst the 4 finalists by means of a voting process whereby anyone can vote for their favourite finalist via the Mr Price social media feeds on Instagram or TikTok.
- 5.2.2 The final winner will be announced on 26 June 2025 via Instagram (@mrpfashion) and TikTok (@mrpricefashion).
- 5.2.3 We will contact the winner by means of the contact details you provide. We will attempt to contact the winner three times during a 72-hour period. If we cannot contact the winner during this period, the winner will forfeit the prize and we reserve the right to re-select a new winner under the same conditions. A winner who has not given us the correct details will forfeit the prize.
- 5.2.4 Before the winner are announced we reserve the right to call for more information about the potential winners to verify the content and information provided. We may refuse to award the prizes to the winner if there is suspicion of any irregularities or fraudulent activities.

5.3 We may ask finalists and the winner to take part in publicity connected to this competition. Winners grant permission for us to use their names, photographs or entry material in any advertising and promotional material for this competition. You may ask us to remove your name or refuse to take part in any publicity.

5.4 Finalists and the winner will not receive any payment for entering the competition or participating in any media format related to it.

5.5 If you have a question about the competition, please email help@mrp.com.

6 Dispute resolution

6.1 Arbitration. If there is any dispute, the parties must refer the dispute within 15 business days to arbitration (including any appeal against the arbitrator's decision) under AFSA's latest rules for expedited arbitrations.

6.2 CPA dispute resolution. Despite the arbitration clause above, any party may use other dispute resolution channels that the CPA or other law provides.

6.3 Severability. This clause is separate and divisible from the rest of this agreement and stays effective even if this agreement ends or is invalid.

General

- 7.1 The competition is in no way sponsored, endorsed, or administered by, or associated with Instagram or TikTok. You release Instagram and TikTok of all liability for any damage you may suffer. You will be giving information to us and not to Instagram or TikTok
- 7.2 No liability. By taking part in this competition, you agree that you will not hold us liable for any losses, harm, damages, injury, claims or actions related to this competition.
- 7.3 Force majeure. We will not be responsible for any breach of these competition rules caused by circumstances beyond our control.
- 7.4 Use of personal information. Participants understand and agree that in order to offer the competition, the promoter must collect and process personal information about them. We will not sell personal information about individuals to third parties. We may, however, disclose personal information in response to a specific request by a law enforcement agency, subpoena, court order, or as the law requires. You can read more about how we process personal information in our privacy policy [<https://www.mrpricegroup.com/privacy-policy-2/>].
- 7.5 By entering this competition, you warrant that the information submitted by you does not and will not violate any right of any third party, including copyright, trademark, privacy or any other personal or proprietary right.
- 7.6 We reserve the right to change or cancel this competition prior to selecting a winner. These rules, including the duration of the competition, can only be reasonably changed (or superseded) by us in a written revision to these rules posted on the competition website or any other official competition communication methods we use to reach a majority of potential participants.
- 7.7 Income or other taxes relating to the prizes, if any, are the sole responsibility of the prize winner.
- 7.8 The competition is conducted under the laws of the Republic of South Africa.
- 7.9 Any provision of these rules or the competition which is held to be invalid or unenforceable will be ineffective to the extent of such invalidity or unenforceability without invalidating or rendering unenforceable the remaining provisions thereof.
- 7.10 If we need to, because of legislative or regulatory reasons, we may terminate the competition immediately and without notice. In the event of such cancellation all participants indemnify Mr Price Group from claims as a result thereof.