

## Annexure C

### Colgate-Palmolive Africa Smiling Campaign – Terms and Conditions

These Terms and Condition (“Terms and Conditions”) will apply to the Colgate-Palmolive Africa Smiling Campaign. Please read these Terms and Conditions carefully. Participation in this Campaign will constitute your agreement to comply with these Terms and Conditions. If you do not agree with these Terms and Conditions, please contact the Promoter, whose details are set out below, before participating.

The Terms and Conditions set out below apply to all Participants (“the Participants”) taking part in the Colgate Africa Smiling Campaign for 2019. Please refer to below Website for the current Terms and Conditions for this Promotion: <https://www.wellboring.org/colgate>

#### 1) THE CAMPAIGN

The **Colgate ‘Africa Smiling’** Campaign ("the Campaign") is conducted by Colgate-Palmolive (East Africa) Limited situated at 14 Riverside, Hanover Building, 6th Floor, Nairobi, Kenya with email address: [consumer\\_africa@colpal.com](mailto:consumer_africa@colpal.com) ("the Promoter") (“Colgate-Palmolive”). The Campaign will apply across all Colgate-Palmolive toothpaste and toothbrushes and consumers will get to be part of the donation of 30 water wells to Kenyan schools, changing 30 000 lives. Colgate-Palmolive has already committed to donating the funds for the water wells. Consumers are encouraged to buy Colgate-Palmolive toothpaste, toothbrushes and Mouthwash, and in this way, get to play a part in this initiative. Furthermore, consumers are encouraged to donate directly to Colgate Palmolive’s chosen partner for sinking these water wells, WellBoring.org, at <https://www.wellboring.org/donate> in order to fund additional water wells. For more information about the work WellBoring.org does, please visit [<https://www.wellboring.org>].

**There are no consumer prizes to this Campaign. The aim of the Campaign is for all of us to join hands in providing clean drinking water to Kenyans.**

#### 2) CAMPAIGN PERIOD

- a) The Campaign will run from the **15 August 2019** to the **15 November 2019** (“the Campaign Period”).
- b) Subject to the approval of and terms imposed by the Betting Control and Licensing Board or any other relevant authority, the Campaign Period may be extended or curtailed at the discretion of the Promoter without prior notice.
- c) The Campaign is valid while stocks last. The qualifying products are subject to stock availability at the time of purchase and may vary by store.

### **3) HOW TO TAKE PART IN THE CAMPAIGN**

- a) To participate in the Campaign, consumers in Kenya and, who are of any nationality, may purchase Colgate-Palmolive toothpastes, toothbrushes & mouthwash during the Campaign Period and Colgate-Palmolive will donate KSH 10 per purchase towards building 30 water wells in Kenya. Colgate-Palmolive will be pledging a capped KSH 15 Million towards these water wells, based on our estimate of sales during this period.
- b) These wells will be sunk in areas identified as high water scarcity areas in the period of 12 months.

### **4) GENERAL**

- a) Subject to the approval of and terms imposed by the Betting Control and Licensing Board or any other relevant authority, the Promoter reserves the right to amend, modify, change, postpone, suspend or cancel the Campaign, or any aspect thereof, without notice at any time, for any reason that the Promoter reasonably deems necessary.