

GB Foods Ghana Ltd  
5th Floor Atlantic Towers, Airport City.  
Accra Ghana  
www.thegbfoods.com

## **GBFOODS AKYEDE3 SOKOO NATIONAL CONSUMER PROMOTION TERMS & CONDITIONS**

The following terms and conditions apply exclusively to GB Foods Ghana Ltd's Akyede3 Sokoo national consumer Promo (the "Promotion").

Before you (the "Participant") participate, please take a moment to review the following terms and conditions.

By entering this Promotion, you agree to comply with these terms and conditions. Please read them carefully.

### **1. ELIGIBILITY:**

- a. This Promotion is conducted by GBfoods Ghana Ltd ("GBfoods"), and it is restricted to persons aged 18 years and above.
- b. The Promotion is open to all consumers of Gino Tomato mix, Pomo tomato mix, Gino Peppe & Onion and Gino Jollof mix in Ghana.
- c. All employees, family members, Key distributors and all suppliers providing services for the Promotion including marketing agencies facilitating this Promotion are not eligible to participate in this promo.

### **2. PROMOTION PERIOD:**

- a. The Promotion starts on Monday 16th of March 2026, at 00:00:01 GMT until stocks last ("Promotional Period"); where start refers to code activation go live
- b. GBfoods reserves the right to alter or change the Promotional Period at any time without prior notice. If the Promotion is suspended, interrupted or stopped before the ending date, GBfoods will only be under the obligation to give away the Prizes on account of the periods of Promotion that had already been properly ended before the Promotion was suspended or interrupted. Prizes will only be awarded in accordance with promo mechanics communicated to the public.

- c. In the instance where GBfoods Ghana suspends, interrupts and stops the Promotion, no interested party, including the Participants, shall have a right to seek compensation or demand continuance of the Promotion.

### 3. **HOW TO ENTER:**

- a. To take part in the Promotion, a Participant must first purchase a promo pack of any Gino Tomato Mix, Pomo Tomato Mix, Gino Peppe & Onion and Gino Jollof mix.
- b. Upon purchase, the Participant will cut open the sachet, scoop out content to reveal a nine-digit UNIQUE CODE in the reverse of the laminate.
- c. The Participant must dial “\*844\*99#” on his or her mobile phone and enter the unique code, press send and follow prompts to be able to either win instant airtime or enter the draw for the bi-weekly draw or the ultimate draw to win prizes.
- d. The USSD code for this Promotion can be dialed across all mobile networks in Ghana without charge to the Participant.
- e. Where an entry is attempted via text message, MMS or telephone call, the respective network provider may charge according to its standard rate.
- f. Participants may enter the Promotion multiple times. Each valid entry shall constitute a separate chance to win, and therefore the more times a Participant enters, the higher their chances of winning. No limit applies to the number of entries per Participant, unless otherwise stated in these Terms and Conditions.

### 4. **PRIZES:**

The prizes for this Promotion includes:

- a. Instant airtime across all networks; Randomized value as One Ghana Cedi (Ghs 1), Two Ghana Cedi (Ghs 2) and Five Ghana Cedi (Gh 5)
- b. Bi-weekly prizes such as; Television sets, Gas Cookers, Rice Cookers, Cooking Utensils and Chest Freezers.
- c. The Ultimate prizes to be won at the end of the period of the Promotion are a trip to a dream destination (as chosen by GBfoods Ghana at the end of the promo period, barring all external incidences) and an SUV-Geely Coolray GF 5 Seater Campaign branding on the vehicle shall be maintained for a duration of twelve (12) months.

- d. A Participant who wins the prize of a trip to a dream destination but does not want to travel may nominate another representative to redeem the prize. Where the Participant, expressly refuses to nominate a representative he/she can opt for a cash prize up to the tune of the travel package being offered.
- e. Any prize not claimed within three (3) weeks of the first contact attempt, after at least three (3) follow-up communications, shall be forfeited and returned to the prize pool for subsequent draws.
- f. The prize images depicted in any promotional materials or advertisements are for illustrative purposes only and may not reflect the exact model or make to be awarded.

5. **ULTIMATE PRIZE WINNER SELECTION:**

- a. All entries for the duration of the promotion, will be entered into a draw to win the ultimate prizes.
- b. The selection of winners in the ultimate draw will be supervised by authorized persons from the National Lottery Authority and staff of GBfoods via the Rancard platform.
- c. All ultimate prize winners will have to fill and sign a form that will be provided by GB foods Ghana for records keeping and future auditing purposes. Any personal data collected will be handled in accordance with applicable data protection laws and GB foods Ghana's Privacy Policy, which sets out how long such data will be retained. More information on how GB FOODS deals with personal data can be found on the following website <https://www.thegbfoods.com/privacy-policy>.
- d. In the event where an ultimate prize winner cannot be contacted or does not provide home address within ten (10) working days after the draw, the winner will automatically forfeit their prize and an alternate winner may be selected.
- e. A Participant who wins a trip to a dream destination shall not be eligible to win the ultimate prize of a car.

6. **CONSENT:**

By participating in this Promotion, the winners grant GBfoods the right to use their name, likeness, and entry for Promotional purposes without further compensation.

7. **DATA PRIVACY:**

Any personal information collected during this Promotion will be used solely for the purpose of administering the Promotion and shall be in accordance with general data protection laws and the Ghana Data Protection Act, 2012 (Act 843).

By participating in the Promotion, the Participant hereby confirm that personal data provided (name, surname, address, proof of identity and/or identity card, contact details) and any update thereof will be processed by GBfoods as the Data Controller, for purposes of participating in the Promotion, management of potential prizes, public announcement of winners, documentation of the Promotion, and promotional, marketing and communication activities related to the Promotion, including publication of winner photographs, videos and names, as well as compliance with laws. The legal ground to process the personal data is the legitimate interest of Gbfoods and the Participant in keeping the commercial relationship.

The data will be treated confidentially, and only those third parties to whom GBfoods has entrusted for providing ancillary services will have access to your data (e.g., advertising agency, National Lotteries Authority, Rancard) or if the data must be disclosed to official public bodies due to a legal obligation. Furthermore, we may disclose your personal details to other companies in the GBfoods Group located in the European Economic Area, on the basis of our business group's legitimate interests for internal administrative purposes. You may contact GBfoods 's Data Protection Office through a communication addressed to [dataprivacy@thegbfoods.com](mailto:dataprivacy@thegbfoods.com).

The data will be processed for the whole term of the Promotion and will be subsequently kept blocked for the sole purpose of complying with the applicable legal or contractual obligations, and for the time strictly necessary. The data subject can exercise, in the terms envisaged in the legislation in force, its rights by addressing a communication to

[dataprivacy@thegbfoods.com](mailto:dataprivacy@thegbfoods.com). If you should provide us with data from third parties, you warrant having properly informed them about the data processing referred to in the previous paragraphs.

## **8. CONFIDENTIALITY**

A Participant agrees to keep confidential any information which he/she knows or reasonably ought to know confidential and which relates to GB Foods, its business, the Promotion or prize.

9. **DISQUALIFICATION:**

- a. A Participant entering the Promotion or claiming a prize must use his/her real/legal name or shall be disqualified.
- b. A Participant may be required to show GBfoods proof of identity and eligibility for participation on request. Failure to show adequate information (or to adequately prove eligibility) may result in the disqualification and/or withholding or withdrawal of a prize.
- c. GBfoods reserves the right to disqualify any Participant who breaches the terms hereof or otherwise fraudulently accesses the Promotion or unfairly influences the course of the Promotion.

10. **LIMITATION OF LIABILITY AND INDEMNIFICATION:**

- a. GBfoods is not responsible for any injuries, losses, or damages resulting from participation in this Promotion or the acceptance and use of prizes.
- b. By entering the Promotion, a Participant releases and indemnifies GBfoods (including officers, employees and agents) from and against all actions, liabilities, penalties, claims or demands the Participant may have against GBfoods or that GBfoods may incur for any loss or damage which is or may be suffered or sustained as a direct or indirect result of participation in the Promotion or winning or failing to win a prize, except for any liability which cannot be excluded by law or which would cause any part of this clause to be void or unenforceable.

11. **GOVERNING LAW:**

These terms and conditions are governed by the laws of Ghana and any disputes will be subject to the exclusive jurisdiction of the Courts in Ghana.

12. **AMENDMENTS OF THE TERMS AND CONDITIONS:**

Any amendments to the Terms and Conditions will be issued by GBfoods in writing and instantly thereafter will be posted on the brand social media pages. GBfoods reserves the right to amend the Terms and Conditions at any time during the time of promotion. All amendments to the Terms and Conditions are effective from the time of their posting on the brand social media pages. GBfoods doesn't take responsibility for the Participants'

acquaintance of the amendments to the Terms and Conditions, when they become posted on the brands' social media pages.

By participating in this Promotion, Participants agree to abide by these terms and conditions. For any questions or concerns, please contact toll free on 0800 44 66 00 or email: [consumerhelp@thegebfoods.com](mailto:consumerhelp@thegebfoods.com)