

## TERMS AND CONDITIONS

### Promotions, Guarantees and Discount

This section should always be read in conjunction with our general terms and conditions as well as with the product terms and conditions the service is linked to.

#### 1. INTERPRETATION

Unless a contrary intention clearly appears, the following terms shall have the following meanings –

- 1.1 **Promotion** In marketing, promotion refers to any type of marketing communication used to inform target audiences of the relative merits of a product, service, brand or issue, persuasively. It helps marketers to create a distinctive place in customers' mind, it can be either a cognitive or emotional route. The aim of promotion is to increase brand awareness, create interest, generate sales or create brand loyalty. It is one of the basic elements of the market mix, which includes the four Ps, i.e., product, price, place, and promotion.
- 1.2 **Campaign** A marketing campaign, or a marketing strategy, is a long-term approach to promote a product or service through multiple mediums. It typically has one goal, which tends to be to increase sales of a specific product.
- 1.3 **Discount** reductions in the basic prices of goods or services.
- 1.4 **VAT** Value added Tax enforced by government law.

#### 2 Promotions and Discount.

- 2.1 Promotional offers are nontransferable and may not be sold, bartered, auctioned, traded or exchanged.
- 2.2 Promotional offers can only be used on a single purchase, even if the purchase is less than the total promotional value.
- 2.3 Promotional offers expire on the date stated in your offer (if any).
- 2.4 Promotional offers may be restricted to a specific provider or merchant partner, per the terms of the offer.
- 2.5 If your promotional offer is for a percentage discount, then SWDconnect reserves the right to cap the amount of the promotional value.
- 2.6 Offer may be revoked at any time without notice.
- 2.7 Offer void where prohibited by law.
- 2.8 Your use of the service and/or the promotional offer constitutes your acceptance of the applicable offer terms and conditions.
- 2.9 Promotional offers will be applied on the value of goods / services sold by Merchants (inclusive of all applicable taxes).
- 2.10 SWDconnect reserves the right to deny honoring an offer on the grounds of suspicion or abuse of offers without providing any explanation thereof.
- 2.11 In case of multiple applicable offers, SWDconnect will apply best applicable offer at the time of installation.
- 2.12 SWDconnect reserves the right to change or modify these Terms at any time and in our sole discretion.
- 2.13 SWDconnect reserves the right to partner with a third party(ies) who may offer promotional opportunities to SWDconnect users, however details and applicable terms of such third-party promotion(s) will be governed by the such third party(ies) offering the promotion (and not SWDconnect).
- 2.14 Only one (1) discounted promotion may be applied to any given service or subscriber.

#### 3 Price related guarantees.

- 3.1 Price increase guarantees only apply to service specifically stated on our website.
- 3.2 Guarantees exclude law and government enforcement.
- 3.3 Guarantees exclude VAT related increases and prices will still increase in the event of a VAT increase nationwide.
- 3.4 Guarantees exclude ICASA enforcements where license fees increase without prior notice.

#### 4 Supporting Local Campaign (NextOptic)

- 4.1 To qualify for the Campaign/promotion all qualifications must be met here under.
  - 4.1.1 It must be a local Swellendam shop / business excluding franchises.
  - 4.1.2 Slip / proof of purchase not older than 3 months.
  - 4.1.3 Credit score must be clear and accepted.
  - 4.1.4 First NextOptic home drop or First client signup.
- 4.2 The following will forfeit the promotion.
  - 4.2.1 Upgrading or downgrading the applicable service.
  - 4.2.2 Missing a payment throughout your contract term.
  - 4.2.3 Moving to a Non NextOptic location.
- 4.3 The following will not forfeit the promotion.
  - 4.3.1 Moving from one location to another that has NextOptic Fibre available.
  - 4.3.2 Contract renewal after the 24month period

#### 5 Discounted pricing.

- 5.1 Only one (1) discounted promotion may be applied to any given service or subscriber.
- 5.2 Discount only applies to specifically stated services or subscriptions.
- 5.3 SWDconnect reserves the right to discontinue any promotion without prior notice.
- 5.4 SWDconnect reserves the sole and absolute right to withdraw, amend, alter, modify, omit and/or vary any part or the whole of the terms and conditions of any without prior notice to the Participant and Participant shall be bound to observe, perform and comply with the terms and conditions herein and any amendments thereof and any other specific terms and conditions issued by SWDconnect from time to time.