



## Royal Rewards Terms & Conditions

1. King Pie's Loyalty Programme, **Royal Rewards**, is operated and issued by King Pie and its subsidiaries and is available at all South African King Pie stores nationwide.
2. King Pie's Royal Rewards loyalty programme came into effect on Wednesday, 01 September 2021.
3. Loyalty points (referred to as King Pie Crowns) can be earned and redeemed in any of the above participating stores, if a customer has signed up for Royal Rewards.
4. The Royal Rewards loyalty programme can be added to or removed from any King Pie store at King Pie's discretion.
5. King Pie's Royal Rewards is open to South African residents only. Non-South African residents or any permanent or casual employee of the King Pie Group are not permitted to partake in the Royal Rewards programme.
6. King Pie's Royal Rewards is only available to South African residents over the age of 18 years.
7. You can register for King Pie's Royal Rewards in three simple ways:
  - a. Sign up in-store – ask the cashier to help you register
  - b. USSD: Dial \*120\*1071\*1#
  - c. Visit <https://royal.kingpie.co.za/>
8. Confirmation on your successful registration to King Pie's Royal Rewards will be confirmed by an SMS.
9. Only 1 (one) cell phone number can be registered per user/customer.
10. It is incumbent upon members to ensure that their personal contact details are correct at all times, in order to keep earning and redeeming King Pie Crowns.
11. King Pie Crowns cannot be exchanged for cash.
12. King Pie Crowns may not be sold or transferred to another party.
13. The earning and redeeming of King Pie Crowns may only be used in accordance with these Terms and Conditions.
- 14. Benefits of King Pie's Royal Rewards**
  - a. You will receive 25 Crowns (R2,50) in rewards when you register for Royal Rewards and complete your profile.
  - b. You will get rewarded with instant Crowns every time you purchase through Royal Rewards at any participating King Pie store. These crowns may only be redeemed on your next purchase.
  - c. Spend:
    - i. More than R150 in a month and receive a free, Large pie the following month.
    - ii. More than R175 in a month and receive a free, Double Filla pie the following month.
    - iii. More than R195 in a month and receive a free, Burger pie the following month.
    - iv. More than R210 in a month and receive a free, Cheeseburger pie the following month.
    - v. These pie vouchers are only available to redeem within the following month, and if not redeemed during this period, it will expire when the calendar month concludes.
  - d. You will be rewarded with extra savings on all national promotions.
  - e. You will be the first to know about new King Pie deals.
15. King Pie reserves the right to change any of these benefits at any time, at their discretion.
16. King Pie reserves the right to terminate the Royal Rewards loyalty programme at any time, within 30 days' notice.
17. Abuse of the Royal Rewards loyalty programme entitles King Pie to cancel a user's membership and will directly result in the forfeiting of any Crowns earned. Furthermore, the user/customer will no longer be able to utilise the programme or earn Crowns on their purchases.

18. King Pie reserves the right to lay criminal charges for any illegal or fraudulent use of the Royal Rewards loyalty programme.
19. Participating King Pie stores may use your purchasing information, in conjunction with information provided by third parties, for market and product analysis, in order to generate statistical reports for internal and external use.
20. King Pie reserves the right to make changes to the Royal Rewards programme and to amend the programme's Terms and Conditions as they see fit.
21. **Earning Loyalty Points (Crowns)**
  - a. King Pie Crowns can be earned with any King Pie product purchase.
  - b. To earn King Pie Crowns at participating King Pie stores, you need to inform the cashier that you are a Royal Rewards member.
  - c. Crowns lost or forfeited due to a cashier not adding your membership details to your order cannot be claimed retrospectively.
  - d. Crowns are earned on all products at a rate of 10 (ten) Crowns per 1 (one) SA Rand spent. This applies to all tender types. Therefore, you will receive a 5% cashback on any spend at a participating King Pie store when purchasing on Royal Rewards.
  - e. Royal Rewards members will receive further Crowns back in value on all national promotions. The additional value is determined per national promotion and will be communicated on all promotional material. The additional Crowns earned will only be valid for a particular promotional period as set out in the national promotion's terms and conditions.
  - f. Your King Pie Crowns will reflect on your membership profile instantly and are valid for 1 (one) year from date of purchase.
  - g. In the event that your King Pie Crowns are not able to be allocated to your membership profile due to system errors or downtime, please retain your proof of purchase so that these Crowns can be allocated to you at a later stage. Please note that we will be unable to allocate these Crowns at a later stage if you do not produce a valid proof of purchase.
  - h. King Pie reserves the right to change the earning rate and/or value of Crowns at any time, at its own discretion. Due notice will be given of any changes.
22. **Spending Loyalty Points (Crowns)**
  - a. There is no minimum Crown balance needed in order to start redeeming Crowns on your purchases.
  - b. Upon placing your order at participating stores, please advise the cashier that you wish to use Crowns as a trade discount against your purchase. Your points balance will then be reduced by the equivalent value spent.
23. **The Validity of Loyalty Points (Crowns)**
  - a. King Pie reserves the right to purge the points on any membership that has been inactive (i.e. no points earned or redeemed) for a period of over 12 (twelve) consecutive months.
  - b. All Crowns earned but not redeemed within 12 (twelve) months will automatically expire.