



COLGATE-PALMOLIVE (EAST AFRICA) LIMITED

INCORPORATED IN THE REPUBLIC OF KENYA

Reg. No. 5981

PO Box 30264, Nairobi, 00100

KENYA

Telephone: +254-20-374-8901

Facsimile: +254-20-374-6709

Annexure B

Colgate-Palmolive Water Initiative Campaign – Terms and Conditions

These Terms and Conditions (“Terms and Conditions”) will apply to the Colgate-Palmolive Water Initiative 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 Water Initiative Campaign for 2022. Please refer to below Facebook page for the current Terms and Conditions for this Promotion: <https://www.facebook.com/ColgateKenya>

1) THE CAMPAIGN

The **Colgate ‘Water Initiative’** 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 ("the Promoter") (“Colgate-Palmolive”). The Campaign will apply across all Colgate-Palmolive toothpaste, toothbrushes and/or Mouthwash purchased from Naivas stores and consumers will get to be part of our goal to donate another 30 water wells to Kenyan schools, changing approximately 120,000 lives. The estimated 120,000 lives impacted are based on the number of people who will have access to the water, but are not necessarily using the well. Consumers are encouraged to buy Colgate-Palmolive toothpaste or toothbrushes, and/or mouthwash from their nearest Naivas stores, 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 **01 April 2022** to **31 May 2022** (“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.



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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 and/or Mouthwash from their nearest Naivas stores during the Campaign Period and Colgate-Palmolive will donate KSH 10 per purchase towards building water wells in Kenya. Colgate-Palmolive will be pledging the KSH 20 Million towards these water wells, based on our estimate of sales during the Campaign Period.
- b) These new wells will be sunk in areas identified as high water scarcity areas. The areas for 2022 are: Kakamega, Kitui, Homa Bay, Kwale, Migori, Bungoma, Trans Nzoia and Bomet.
- c) The campaign is exclusive to Naivas stores who have partnered up with Colgate-Palmolive for the duration of the campaign.

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.