

## Hookd on Fresh 2026 - Terms and Conditions

Hookd on Fresh is an online user-generated content (UGC) initiative. Participants will be invited to register via the official campaign link to enter the challenge and become eligible for rewards. The following terms and conditions (“**Terms and Conditions**”) apply to the Hookd on Fresh (“**The Challenge**”) and by participating in the same you are deemed to have read, understood, and accepted the same.

1. This Challenge is organised by Coca-Cola Central East and West Africa Limited (CCCEWA), Safaricom PLC and its partners and/or agencies hired by CCCEWA to support the Challenge (altogether the “**Organiser**”).
2. The **Challenge** is open to residents and citizens of Kenya of the age of 18 (eighteen) years or older, **except** any person who is an employee, director, member, partner, agent or consultant of the Organiser, or any person who directly or indirectly controls or is controlled by the Organiser and/or immediate family members of any of the above persons, its advertising agencies, advisors, dealers, suppliers and Bottlers of beverages identified by the trademarks owned by or licensed to The Coca-Cola Company, its affiliates and/or associated companies.
3. By entering the Challenge, all participants and the winners agree to be bound by these terms and conditions as interpreted by the Organiser, whose decision regarding any dispute will be final and binding. The Organiser reserves the right at any time, without notice, to amend, modify, or change these terms and conditions, and to postpone, suspend or cancel this Challenge, or any aspect thereof, without notice at any time, for any reason which the Organiser reasonably deems necessary.
4. The Challenge is only valid within Kenya.
5. The Challenge commences on **01<sup>ST</sup> April 2026** and ends in **30 days** from the start date (East African Time) (“**Challenge Period**”).
6. Sprite Hookd on Fresh Challenge is designed for participants to share their “Freshest Take,” showcasing a creative, authentic, and energetic moments. To enter the challenge curated by Coca-Cola, participants only need to do the following:
  - a. **Register via the official campaign [link](#)** to join the challenge.
  - b. **Submit Your Details and Provide the following information for verification and tracking:** Name, Surname, Date of Birth, Email Address, Instagram handle,

TikTok handle, a selfie, and Safaricom Phone number (which will be used to send payment).

- c. **Accept the Terms & Conditions: Carefully** review and accept the Terms & Conditions, Brand guidelines (including the campaign hashtags), Campaign Do's & Don'ts, and the Data Privacy Agreement.
- d. **Receive Confirmation.** Once registered, you will receive a confirmation email with: Campaign Terms and Conditions, Challenge terms, Do's & Don'ts, Brand guidelines including the required campaign hashtags.
- e. **Create & Post Your Content:** Create your content in a video format (**Reel**) and post it on Instagram and/or TikTok using the official campaign hashtags **#HookdOnFresh, #ItsThatFresh** and tag the brand pages **@spriteke** and **@SafaricomHook** to ensure visibility and tracking. All social media accounts used for participation must be owned, registered, and operated by you, and you must have full rights and authority to use such accounts for the purposes of this campaign.
- f. **Campaign Dos & Don'ts:** All creators must adhere to [The Challenge dos and don'ts](#) to be eligible for the rewards outlined in this document.

### **The Challenge Dos**

- Make Sprite the star of your video by showing real sip moments
- Integrate Safaricom Hook **BLive** Bundle on \*555# naturally in your comeback
- Be socially responsible and safe
- Disclose paid content (#ad, #sponsored)
- Obtain consent from anyone filmed

### **The Challenge Don'ts**

- Include unauthorized IP, celebrities, or third-party brands
  - Encourage unsafe behavior or excessive consumption
  - Use Sprite as a background prop only
  - Show children under the age of 13
  - Include controversial or offensive content
  - Use recycled or non-original content
- g. Participants may submit as many videos to the Challenge as many times as they would like during The Challenge period in line with these Terms and Conditions and other guidelines supplied at the point of entry.

- h. The views of videos submitted for the challenge will be visible on the [leaderboard](#) which will show the Instagram and/or TikTok handles, total posts, total views per platform and total views for both platforms.

7. **Eligibility:** Participants are eligible to participate in this Challenge if they:

- a. Are resident in Kenya at the time;
- b. Are over eighteen years of age; and
- c. Possess and register a valid Safaricom phone number capable of receiving the Rewards as outlined in these Terms and Conditions.

8. **Winner Selection and Verification:**

Participants who meet the applicable cumulative view threshold during the Challenge Period and comply with all Campaign requirements will qualify for a reward, subject to verification.

Verification will be conducted by the Organiser based on:

- Confirmation of cumulative views between both applicable platforms (Instagram and TikTok) achieved during the Challenge Period;
- Confirmation that the required campaign hashtag was used;
- Compliance with the Terms and Conditions, Challenge Terms, Brand Guidelines and Campaign Do's & Don'ts;
- Submission of a valid National ID and
- Identity verification using the information submitted at registration.

Winners will be selected at the end of each month (aligned with challenge timelines) based on the cumulative number of video views generated from user-submitted content, according to the reward tiers outlined below.

Tiers	Cumulative views required per tiers: IG & TikTok	Cash rewards	Data Reward (Valid for 30 days)
Level 1	7000 - 14999	3,000	Safaricom Hook Bundle 2.5GB valid for 30 days
Level 2	15000 - 29999	5,000	Safaricom Hook Bundle 2.5GB valid for 30 days
Level 3	30000 - 49999	8,000	Safaricom Hook Bundle 2.5GB valid for 30 days
Level 4	50000 - 69999	10,000	Safaricom Hook Bundle 2.5GB valid for 30 days
Level 5	70000 - 89999	12,000	Safaricom Hook Bundle 5GB valid for 30 days
Level 6	90000 - 109999	14,000	Safaricom Hook Bundle 5GB valid for 30 days
Level 7	110000 - 129999	16,000	Safaricom Hook Bundle 10 GB valid for 30 days
Level 8	130000 - 149999	18,000	Safaricom Hook Bundle 10 GB valid for 30 days

Level 9	150,000+	20,000	Safaricom Hook Bundle 10 GB valid for 30 days
<p><b>The top 8 winners will walk away with brand new phones.</b></p> <ul style="list-style-type: none"> <li>• <b>Device</b> : Oppo A5 128 GB – 3 top winners on this level – 3</li> <li>• <b>Device</b> : Techno Spark 40 Pro Plus 256 GB – 4 top winners on this level – 4</li> <li>• <b>Device</b> : Samsung Galaxy A26 256 GB -1 top winner on this level - 1</li> </ul>			

Qualifying participants will be contacted via the registered Safaricom phone number and/or email within **14 (fourteen) days** after the close of the Challenge Period.

Rewards will be issued via Safaricom mobile money transfer to the registered phone number within **30 (thirty) days** following successful verification.

## 9. Rewards

Any reward provided in relation to this Challenge is not transferable and may not be exchanged for any other item. The rewards, if any, are subject to availability, provided on a first-come, first-served basis and the Organiser reserves the right to substitute with another of equivalent value if the reward becomes unavailable for reasons beyond the Organiser's control. Organiser also reserves the right to forfeit or substitute a winner where the participant fails the verification process for whatever reason and/or is unavailable or cannot be contacted in time. If a participant fails to provide accurate information at the time of registration (including the age of the participant) or does not comply with any section of these terms and conditions, such person will be disqualified and forfeit the reward. Rewards must be accepted on an 'as is' basis and the Organiser makes no representation as to the suitability or fitness for purpose. Ownership of and risk in and benefit attached to a reward will pass on to the participant immediately upon receipt of the reward.

- Compliance with Terms:** Participants will be eligible for the rewards outlined above when their submitted videos use the required hashtag, comply with the campaign Terms & Conditions, Brand Guidelines and follow the specified Dos and Don'ts, meet the required views and if they meet the eligibility criteria outlined in clause 7 of these Terms and Conditions.
- Submission Limit:** Participants may submit multiple videos; however, each participant is only eligible to receive one reward.
- Winner Acknowledgment:** By participating, winners agree to have their names, handles, and/or submitted content showcased on the Organizer's social media channels.
- Permitted Platforms:** The challenge will only be conducted on Instagram and TikTok.

10. **Challenge Duration and Monitoring:** The challenge will run for a period of 30 days from the start date.
11. The participants are obligated to behave responsibly and comply with these terms and conditions and all reasonable requests of the Organiser and their agents.
12. The Organiser's decision in respect of all matters to do with the Challenge will be final and no correspondence will be entered into.
13. The Organiser may require the participants to be identified, photographed and published on social media. By entering, participants consent to the publication of their images and acknowledge the viral nature of the Internet and other electronic media and agree that any use by third parties of the Content or any display of the Content on domains of the Internet or other electronic media not owned by Coca-Cola shall not constitute a breach of violation hereof by Coca-Cola.
14. **Indemnity and Limitation of Liability:** All participants indemnify the Organiser, its advertising agencies, affiliates, advisors, nominated agents, partners, suppliers and bottlers of beverages identified by the trademarks owned by or licensed to The Coca-Cola Company, its affiliates and/or associated companies against any and all claims of any nature whatsoever arising out of and/or from their participation in any way whatsoever in this Challenge (including, as a result of any act or omission, whether as a result of negligence, misrepresentation, misconduct or otherwise on the part of the Organiser and/or receipt and/or use of the Rewards). The Organiser, its associated companies or affiliates including their directors, officers and employees, agents and suppliers, shall not be responsible for any lost, damaged, corrupted, incorrect, delayed or incomplete entries for any reason whatsoever which are lost, delayed, corrupted, damaged, misdirected or incomplete or cannot be redeemed for any technical reason, delivery or other reasons. The Organiser shall not be responsible for any technical failure relating to the Challenge that may result in a video not being successfully submitted. The Organiser shall not be responsible for content not entered for whatever reason. In no event will the Organiser be liable to participants for any indirect, consequential, exemplary, incidental, special or punitive damages or losses.
15. By entering the Challenge, the participants agree that The Coca-Cola Company and its affiliates (including the Organiser, subsidiaries, Bottlers and joint ventures) may contact the participants via email, phone number, social media platforms, SMS and

other platforms to deliver marketing communications regarding their products and promotional activities subject to their prior consent and the provisions of the Data Protection Act, No. 24 of 2019 (“**DPA**”). The Organiser shall adhere to DPA in respect of the processing of the participants’ personal information and including any direct marketing. Personal information collected from or about the participants or submitted by the participants will be processed in accordance with the Organiser’s Privacy Policy accessible at <https://datatrust.coca-cola.com/ke/en#global-privacy-notice> and that such use may include transfers to the Organiser’s affiliates and third party service providers in any country.

16. In the event of unforeseen circumstances or causes beyond the Organiser’s reasonable control, the Organiser reserves the right to cancel this Challenge, to change the number or nature of a reward at any time, or to change the terms and conditions at the Organiser’s discretion.

17. All queries relating to the Challenge can be directed to the **Chat Support on the official challenge website**. Find the chat icon on the landing page <https://www.spriteke.com/>. For any matters requiring further assistance, you may reach out to [support@spriteke.com](mailto:support@spriteke.com).

18. The Challenge and these terms and conditions will be governed by the laws of Kenya, and any disputes will be subject to the exclusive jurisdiction of the courts of Kenya.