



AFRICA 5's | 2021 DEFERMENT FAQ SHEET

QUESTIONS:	ANSWERS:
<p>Why is Castle Lager deferring Africa 5s once again?</p>	<p>Answer Guide:</p> <p>This is the time for the continent to show solidarity in the fight against COVID-19. We are a responsible brand that deeply cares for our consumers and have to prioritise the safety and well-being of our consumers.</p> <p>In addition to our focus being on everyone's health and safety, numerous governments across the continent have set restrictions which prohibit events and public gatherings. As a responsible brand, we thereby have to abide by these regulations.</p> <p>We have had to recognise the unprecedented and unforeseen nature of the current situation and have decided that moving the League is the safest option under these circumstances.</p> <p>The campaign will be on hold until such a time where it is safe to continue and we will give our football loving consumers the full experience as committed.</p>
<p>Is it not too soon to defer? Why not postpone to later in the year?</p>	<p>Answer Guide:</p> <p>The Africa 5's tournament not only takes months and months of planning, but it is also a campaign which involves months and months of promos and build-up events, none of which can happen while the continent is still under strict restrictions. So even if things get better on the COVID-19 front later in the year, we still wouldn't have had enough time for marketing and getting entries.</p>
<p>Will the deferment affect the League in all participating countries or will it</p>	<p>Answer Guide:</p> <p>The deferment of the tournament will affect all 16 markets due to travel restrictions implemented by the various Governments to help flatten the curve of the spread of COVID-19 as well as our</p>



<p>only affect South Africa?</p>	<p>general concern over cross-country spreading of the virus.</p>
<p>Why make the announcement of a deferment given that the 2021 Africa 5's campaign hadn't even launched yet?</p>	<p>Answer Guide:</p> <p>In 2020, the league was set to grow even further than it had over the preceding two years. It was our intention to add eight more countries as well as a partnership with sister brands Dourada, Club, Carling Black Label, Castle Free, Nile Special, Safari as well as Trophy.</p> <p>We then had to make the difficult decision last year, to postpone the tournament to 2021 in the hopes that Africa would be in a better in place in its fight against the COVID-19 pandemic.</p> <p>And so, with all the excitement that had built up for this year's tournament, we absolutely felt it necessary to make the announcement, but also to assure fans that Africa 5's would return at a later stage and that all entries which had already been submitted would be valid when it returned.</p>
<p>What will happen to those who have already registered for the 2020 campaign?</p>	<p>Answer Guide:</p> <p>We have made changes to our campaign website, accommodating our announcement of the deferment of Africa 5s until such a time as it is safe to hold the league.</p> <p>Should they still be interested in participating, all 2020 entrants will have automatic entry into the tournament when it returns.</p>
<p>Will this affect the format and duration of the campaign going forward?</p>	<p>Answer Guide:</p> <p>Format of the campaign differs in each market, as it is tailor-made per the needs of the consumers within that particular market.</p> <p>Should there be any changes to the next campaign, we will then communicate accordingly prior to kick off.</p>
<p>Will the next</p>	<p>Answer Guide:</p>



<p>Continental Final event still take place in South Africa?</p>	<p>Due to the numerous uncertainties around COVID-19, we are yet to determine what the plans will look like when the league returns.</p> <p>Our efforts at the moment are focused on Castle Lager and our partner brands' role in flattening the curve in their respective countries.</p> <p>We still have a long way ahead of us before planning the next tournament, however we can reassure our consumers that once we have reached that stage and plans are in place, we will communicate accordingly.</p>
<p>How will this deferment affect the Superfan Experience?</p>	<p>Answer Guide:</p> <p>Our 2020 Africa 5s Continental Finals winners were meant to travel to Milan, Italy for the Milan Derby between Inter Milan & AC Milan, hosted by our amazing partner and campaign ambassador - Samuel Eto' o. However, given the current effects of COVID-19 globally, we later took a decision to replace the international trip with a monetary prize.</p> <p>For the first time in the history of the Africa 5s, the winners were going to receive a monetary value of \$15 000 for each of the winning teams.</p> <p>Cancellation of the 2020 edition, due to force majeure, meant that there wouldn't be an Africa 5s Continental Champions last year, and now again this year.</p> <p>We will not transfer this 2020 Africa 5s winners' prize to the next edition.</p>
<p>Will Samuel Eto'o still be part of the campaign moving forward?</p>	<p>Answer Guide:</p> <p>Our partnership with Samuel Eto'o remains the same. He is still very much committed to this campaign, what this initiative stands for and its role in uplifting communities within the African continent.</p>
<p>How and when will</p>	<p>Answer Guide:</p>



<p>we know the details of the next tournament?</p>	<p>AbinBev is still fully committed to the #Africa5s property and that this campaign will continue as soon as it is safe to do this. Because this is a deferment based on an on-going pandemic, we can only communicate details of the next tournament once we know for sure that it is safe to do so.</p> <p>Additionally, the campaign is powered by seven powerful brands within the AbinBev family. Nigeria has been partnered with Trophy; South Africa will be brought together by Castle Lager; Ghana powered by Club, Mozambique - Dourada; for Uganda, the leading brand is Nile; while Botswana and Tanzania have partnered with Carling Black Label & Safari respectively.</p> <p>We therefore encourage consumers from the various countries to visit their respective brand communication platforms. Alternatively, visit www.Africafives.com / Twitter page:- @Africa Fives or follow the #Africa 5s to further communication on the campaign.</p>
<p>This will now be the second year in a row without Africa 5's, are you worried about the prominence of the property?</p>	<p>Answer Guide:</p> <p>Not necessarily. The deferment of the experience in 2020 as well as 2021 has been out of our hands. We have to adhere to safety standards and abide by government regulations. Additionally, the Castle Africa 5's property has a powerful reputation across Africa and we as a brand we will do everything we can to preserve that legacy.</p>
<p>Do you think the sporting industry will still be the same after the pandemic?</p>	<p>Answer Guide:</p> <p>Only time will tell. But what is evident now is that even after the pandemic, issues of health and hygiene will always remain at the fore front in our new normal. As a brand that is committed to numerous sporting events throughout the year, we are prepared to adapt to the times and always ensure the safety of patrons.</p>
<p>What does this outbreak teach brands such as</p>	<p>Answer Guide:</p> <p>For us as a pan-African brand, this moment in our world's history has enlightened us to the importance of taking the health and</p>



<p>yourselves who host major public events?</p>	<p>safety of consumers at events extremely seriously. It also reminds us that we live in a world of global citizens who travel and attend events all over the world which then means that we must always take accurate measures to curb the potential spread of disease and viruses at our events.</p>
<p>What will you do if the ban of public gatherings continues in 2022?</p>	<p>Answer Guide:</p> <p>In that case, we will have no choice but to postpone once again. If there is still a health hazard in the gathering of people and our government has imposed restrictions against it, then we will have to comply.</p>