



MEDIA RELEASE

WARNING! Fake Coca-Cola UK Lottery winning certificates trick South Africans

IMMEDIATE RELEASE

25 May 2015



THIS IS TO CERTIFY THAT
COUNTRY: SOUTH AFRICA
REF NO: C15

BENEFICIARY AMOUNT: R250.000.00

The above named board, charged with the legal responsibility of ascertained the source, origin and nature of the huge amount of money leaving United Kingdom has certified, authenticated, sanctioned and approved this winning certificate.

Does this image look familiar? South Africans are been duped out of thousands of Rands as a wave of false Coca-Cola lotto winning certificates hit the country.

Phishing scams involving the misuse of The Coca-Cola Company name is on the rise warns Peninsula Beverage Company (PenBev: local bottler and distributor of The Coca-Cola Company's products in the Western and Northern Cape).

PenBev urges consumers to be on the look-out for short message service (SMS) or e-mail messages from individuals claiming to be from Coca-Cola, saying that they have won money in lotteries. PenBev encourages consumers to notify the authorities and Coca-Cola South Africa's consumer affairs department immediately before responding to the crook.

Public Affairs and Corporate Communications Manager at PenBev, Denise Behrens has confirmed that, "There have been reports recently of fraudulent e-mails to consumers notifying them they have won

money in a UK Coca-Cola lottery. ~~One such case that is currently being investigated is a Western Cape man who lost over R119 000 as a result of the scam.~~ One such case is currently being investigated.

Behrens reiterates, "The Coca-Cola Company is in no way associated with any SMS's or emails requesting sensitive information in order to redeem a prize. The Coca-Cola Company will never ask for confidential information such as an identification (ID) number or bank account details. We urge the public not to give out any personal details."

Coca-Cola run a number of legitimate promotions during the year. Here is how consumers can tell if they are truly a winner or have been contacted as part of a scam:

- PenBev and Coca-Cola contact their winners telephonically to notify them of their winnings, never via SMS or e-mail.
- PenBev and Coca-Cola would never ask for any fees to be paid for winners to receive the prize, such as Legal fees, admin fees, clearance fees, delivery fees, packaging fees etc. as this is given free of charge.
- If customers haven't entered a competition, then Coca-Cola would not contact them.

Behrens concludes, "An important thing to remember is if it sounds too good to be true, it probably is!"

For further information, please do not hesitate to contact Coca-Cola South Africa's consumer affairs at ccsainfo@afr.ko.com or contact Tel: 086 011 2526.

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