The 2026 Carlton DRAFT Picks X EG On-Pack Promotion Terms & Conditions ("Conditions of Entry")

Schedule	
Promotion:	The 2026 Carlton DRAFT Picks x EG On-Pack Promotion
Promoter:	CUB Pty Ltd ABN 76 004 056 106, Level 19, 2 Southbank Boulevard, Southbank VIC 3006, Australia. Ph: 1800 244 054 For any enquiries regarding this Promotion, please contact the Promoter via consumerrelations@asahi.com.au or 1800 244 054
Promotional Period:	**Start time/date:** 09:00 am AEST on 01/06/26 **End time/date:** 11:59 pm AEST on 27/09/26
Eligible entrants:	Entry is only open to Australian residents who are 18 years of age or over.
How to Enter:	To enter the Promotion, the entrant must complete the following steps during the Promotional Period: a) purchase a specially marked case of Carlton Dry 24-pack (bottles or cans), Carlton Draught 24-pack (bottles or cans), Carlton Dry Mid 3.5% 24-pack (bottles) or 30-pack (cans) (“Case”) from any BWS or Dan Murphy’s store displaying advertising for this Promotion (includes their respective online stores) or online via Uber Eats, DoorDash or MILKRUN ("Participating Stores"); b) scan the QR code on pack (or visit www.thecarltondraftpromo.com.au), follow the prompts to the Promotion entry page; and fully complete and submit the online entry form with their personal details (first name, last name, email address, mobile number and postcode), provide the requested purchase information and the unique code found inside the Case. Instant Prize winners will be notified on screen upon entry form submission, subject to verification and will receive an email confirmation. All entries (including the Instant Prize winners) will also be entered into the Major Draw. **Proof of Purchase:** The entrant must retain proof of purchase. The proof of purchase required is the unique code found printed on the inside of the Case. The entrant must fill out the online entry form for every entry.
Entries permitted:	Multiple entries permitted subject to the following: a) maximum of one (1) entry permitted per Case purchased; b) limit one (1) entry permitted per person per day; c) only one (1) unique code per entry is permitted; d) the same unique code cannot be used more than once; e) unrecognised codes will be deemed invalid; f) maximum of five (5) entries permitted per person throughout the Promotional Period; and g) each entry must be completed separately and in accordance with the entry instructions above.
Winner Determination:	Major Draw: ● The draw will take place at Roilti, 51A / 23 Norton Street Leichhardt NSW 2040 at 12:00 pm AEST on 28/09/26 using computerised random selection. ● The first valid entry drawn will be the winner of the Draw Prize specified below. ● The draw conductor may select additional reserve entries in case an invalid entry or entrant is drawn.

© 2025 Plexus Services Pty Ltd. Do not reproduce or amend without authority.

	● If a draw is scheduled on the weekend or a public holiday, the draw will be conducted at the same time and location on the following business day. The Promoter will ensure each draw is open for public scrutiny and anyone may witness the draw on request. The winner of a drawn prize is determined by chance. Instant Win: ● The probability of winning a prize is 1 in 6. ● Instant Prize winners will be notified immediately if they have won on screen upon entry form submission, subject to verification. ● Quality control errors will not invalidate an otherwise valid prize claim. ● Unless otherwise due to fraud or ineligibility under these Conditions of Entry, all prize claims in excess of the advertised prize pool will be honoured. ● Instant win game materials void if stolen, forged, mutilated or tampered with in any way.
Total Prize Pool:	AU$2,831,820.00

Prize Description	Number of this prize	Value (per prize)
Draw Prize		
Draw Prize: The prize is $30,000 (paid by direct deposit).	1	AU$30,000.00
Instant Win Prizes		
Instant Prize 1: The prize is either: ***NT and NSW residents:*** a $25 Digital Vault Pays-enabled Prepaid Mastercard® OR ***All Other States (excluding NT and NSW):*** a $25 BWS/Dan Murphy's e-gift card (prize to be won based on their Participating Store of purchase).	Up to 500	AU$25.00
Instant Prize 2: The prize is a $20 AFL Store eGift Card.	Up to 1,000	AU$20.00
Instant Prize 3: The prize is a $20 Carlton Dry Goods Merch Store e-voucher.	Up to 135,000	AU$20.00
Instant Prize 4: The prize is either: ***NT and NSW residents:*** a $10 Digital Vault Pays-enabled Prepaid Mastercard® OR ***All Other States (excluding NT and NSW):*** a $10 BWS/Dan Murphy's discount code (prize to be won based on their Participating Store of purchase) which can be used towards the following products: ● Carlton Dry Mid 3.5% Bottle 330ML 4X6	Up to 6,932	AU$10.00

© 2025 Plexus Services Pty Ltd. Do not reproduce or amend without authority.

• Carlton Draught Bottle 375ML 4X6 • Carlton Dry Can 375ML 4X6 • Carlton Draught Can 375ML 4X6 • Carlton Dry Bottle 330ML 4X6; and • Carlton Dry Mid 3.5% Can 375ML 30PK.		

Further Prize Details:	***Draw Prize Conditions:*** • The winner must provide their Australian bank account details to the Promoter for the prize to be awarded. ***Instant Prize 1 Conditions:*** • **NT and NSW residents:** Any ancillary costs associated with redeeming the Digital Vault Pays-enabled Prepaid Mastercard are not included. The digital Vault Pays-enabled Prepaid Mastercard must be activated within 2 months of issue and is valid for 12 months after activation. At expiry of the Digital Vault Pays-enabled Mastercard any unused balance will be forfeited. Eligible Customers will not receive notice prior to expiry. Card expiry and balance can be found on your mobile device in the Vault Payments app. The digital Vault Pays-enabled Prepaid Mastercard is issued by Vault Payment Solutions Group Pty Ltd pursuant to an intermediary authorisation between Vault and Flexewallet Pty Ltd AFSL 448066. See www.vaultps.com.au/terms for terms and conditions. Mastercard and the circles design are registered trademarks of Mastercard International Incorporated. • **All Other States (excluding NT and NSW):** Any ancillary costs associated with redeeming an e-gift card is not included. Any unused balance of an e-gift card will not be awarded as cash. Redemption of an e-gift card is subject to any terms and conditions of the issuer including those specified with the e-gift card. ***Instant Prize 2 Conditions:*** • eGift cards should be treated like cash. Lost or stolen cards will not be replaced or refunded. • Redeemable online at www.theaflstore.com.au and instore at AFL Stores for merchandise, excluding Ballarat and Traralgon locations. • Not redeemable for cash or payment of accounts. Not redeemable for match day tickets. • Other exclusions may apply, please see full terms of use for details. • No change will be given but the balance may be applied to future purchases. Where the cost of purchases exceeds the available card balance, the card holder will be required to make up the difference between the purchase price and the eGift card balance. • eGift cards expire 3 years from the date of issue. Any unused balance will not be refunded or credited when the card expires. ***Instant Prize 3 Conditions:*** • The Carlton Dry Goods Merch Store e-vouchers will be delivered to the winner by email and can be used online at https://carltondry.com.au/merch • The e-vouchers are single use only and any unused funds will be lost. E-vouchers must be redeemed in a single transaction on or before 27/12/26 and cannot be used in conjunction with any other offer/promotion. • There is no minimum spend to use the e-voucher however any unused value will be forfeited. The e-vouchers are not stackable (which means only one e-voucher can be used per transaction), and

© 2025 Plexus Services Pty Ltd. Do not reproduce or amend without authority.

	are not redeemable for freight/shipping/delivery costs. The e-voucher code must be applied at check out. ***Instant Prize 4 Conditions:*** ● **NT and NSW residents:** Any ancillary costs associated with redeeming the Digital Vault Pays-enabled Prepaid Mastercard are not included. The digital Vault Pays-enabled Prepaid Mastercard must be activated within 2 months of issue and is valid for 12 months after activation. At expiry of the Digital Vault Pays-enabled Mastercard any unused balance will be forfeited. Eligible Customers will not receive notice prior to expiry. Card expiry and balance can be found on your mobile device in the Vault Payments app. The digital Vault Pays-enabled Prepaid Mastercard is issued by Vault Payment Solutions Group Pty Ltd pursuant to an intermediary authorisation between Vault and Flexewallet Pty Ltd AFSL 448066. See www.vaultps.com.au/terms for terms and conditions. Mastercard and the circles design are registered trademarks of Mastercard International Incorporated. ● **All Other States (excluding NT and NSW):** Discount codes are valid until 27/10/26.
Winner notification:	The Instant Prize winners will be notified on screen upon entry form submission, subject to verification. Instant Prize winners will also be sent an email verifying their winner notification and will be provided with instructions on how to redeem their prize. The Draw Prize winner will be contacted in writing and via phone within seven (7) days of the draw and published at www.thecarltondraftpromo.com.au by 05/10/26.
Unclaimed Prizes:	Draw Prize must be claimed by 12:00 pm AEDT on 29/10/26. In the event of any unclaimed Draw Prize, an unclaimed prize draw will take place at the same time and place as the original draw on 30/10/26. The winner of the unclaimed prize draw will be contacted in writing via email within seven (7) days and published at www.thecarltondraftpromo.com.au by 06/11/26. The draw conductor may select additional reserve entries in case an invalid entry or entrant is drawn. If there are no prize winner/s or winner/s for this Promotion cannot be found, this information will be published at www.thecarltondraftpromo.com.au.

1. The entrant agrees and acknowledges that they have read these Conditions of Entry (and the Schedule) and that entry into the Promotion is deemed to be acceptance of these Conditions of Entry (and the Schedule). Any capitalised terms used in these Conditions of Entry have the meaning given in the Schedule, unless stated otherwise.
2. The Promotion commences on the Start Date and ends on the End Date ("Promotional Period"). Where applicable, entries are deemed to be received at the time of receipt by the Promoter and not at the time of transmission or deposit by the entrant. Records of the Promoter and its agencies are final and conclusive as to the time of receipt.
3. Valid and eligible entries will be accepted during the Promotional Period.
4. Employees (and their immediate family members) of the Participating Stores, agencies/companies directly associated with the conduct of this Promotion, the Promoter, businesses involved in determination of winner/s for the Promotion, businesses involved in the management of the Promotion, any organisation benefiting from the Promotion, the Promoter's distributors, suppliers, subsidiary companies/businesses and associated companies and agencies are not eligible to enter. "Immediate family member" means any of the following: spouse, ex-spouse, de-facto spouse, child or step-child (whether natural or by adoption), parent, step-parent, grandparent, step-grandparent, uncle, aunt, niece, nephew, brother, sister, step-brother, step-sister or 1st cousin.
5. All reasonable attempts will be made to contact the Draw Prize winner.
6. If the Draw Prize winner chooses not to take their prize (or is unable to), or does not take or claim a prize within a reasonable time, as specified by the Promoter, they will forfeit the prize and the Promoter is not obliged to offer a substitute prize.

© 2025 Plexus Services Pty Ltd. Do not reproduce or amend without authority.

7. Where entry is allowed by purchase or subscription, the cost of the product or service is no greater than the cost would be without the opportunity to participate in the Promotion.
8. The Promoter supports the responsible service of alcohol and encourages consumers to enjoy alcohol responsibly. Entrants will be refused service of alcohol or provision of an alcohol beverage if it would breach any laws, codes or policies including those of the relevant liquor licensee relating to the responsible service of alcohol. Legal aged consumers are advised to consider the safe drinking levels recommended in the National Health and Medical Research Council Australian Guidelines to Reduce Health Risks from Drinking Alcohol. A full version of these Guidelines is available at https://www.nhmrc.gov.au/about-us/publications/australian-guidelines-reduce-health-risks-drinking-alcohol. Please refer to the GL4001 'Liquor promotion guidelines' and GL4003 'Intoxication guidelines' at liquorandgaming.nsw.gov.au.
9. Entrants must keep their proof of purchase specified in the 'How to Enter' section for each entry as proof of purchase ("Proof of Purchase"). If an entrant fails to produce the Proof of Purchase for a specific entry or each entry, as and when requested by the Promoter, the Promoter has the right to invalidate the entrant's respective entry/entries for which Proof of Purchase cannot be provided and/or all entries submitted by that entrant and/or forfeit the entrant's right to a prize.
10. Tickets or rights for alcohol prizes will not be distributed by or to any person under 18, nor can a person under 18 dispense or collect an alcohol prize. Entrants will be refused service of alcohol or provision of an alcoholic beverage prize if it would breach any relevant laws or codes including those relating to the responsible service of alcohol. The Promoter supports the responsible service of alcohol.
11. No part of a prize is exchangeable, redeemable for cash or any other prize or transferable, unless otherwise specified in writing by the Promoter.
12. If a prize (or portion of a prize) is unavailable the Promoter reserves the right to substitute the prize (or that portion of the prize) to a prize of equal or greater value and specification, subject to any written directions of a regulatory authority.
13. No entry fee is charged by the Promoter to enter the Promotion. Where entry is allowed online, there is no additional cost to enter the Promotion other than any cost paid by the entrant to access the website or social media platform of entry via their Internet service provider.
14. Each prize will be awarded to the person named in the entry and any entry that is made on behalf of an entrant or by a third party will be invalid. If there is a dispute as to the identity of an entrant or winner, the Promoter reserves the right, in its sole discretion, to determine the identity of the entrant or winner.
15. Entrants consent to the Promoter using their name and image in any promotional or advertising activity. The Promoter may collect your personal information directly or through its agents or contractors including Endeavour Group Limited (ABN 77 159 767 843) ("Endeavour Group"). The Promoter will use the entrant's personal information to conduct and manage the Promotion. The Promoter may disclose entrants' personal information to its related companies, agents and contractors including Endeavour Group to assist in conducting this Promotion, communicating with entrants or storing data. This may include disclosures to organisations outside Australia including in places such as the Philippines, New Zealand, the UK and the Netherlands. By entering, the entrant consents to receive email or SMS messages from the Promoter without any functional unsubscribe facility if they relate primarily to the conduct of this Promotion. The Promoter's Privacy Policy (see www.asahi.com.au/privacy) includes information about
    a) how to seek access to the personal information the Promoter holds about them and seek correction of the information; and
    b) how to complain about a privacy breach and how the Promoter will deal with such a complaint.
16. If entrants have marked the "opt-in" box on their entry relating to Endeavour Group collecting their personal information, entrants consent to the storage of their personal information on the Endeavour Group database and Endeavour Group may use this information for future promotional and marketing purposes regarding their products and services including contacting entrants via electronic messaging.
17. The Endeavour Group Privacy Policy can be found at https://www.danmurphys.com.au/help/help-centre/articles/360000043536-Privacy-Policy (Dan Murphy's) and www.bws.com.au/help/privacy-policy (BWS). The Endeavour Group Collection Statement can be found here for Dan

© 2025 Plexus Services Pty Ltd. Do not reproduce or amend without authority.

Murphy's www.danmurphys.com.au/help/help-centre/articles/360000505355-My-Dan-Murphy-s-Collection-Statement and here for BWS www.bws.com.au/help/collection-statement.

18. For the purposes of public statements and advertisements, the Promoter may only publish the winner's surname, initial and postcode of residence.
19. The Promoter reserves the right to refuse to allow a winner to take part in any or all aspects of a prize, if the Promoter determines in its absolute discretion, that a winner is not in the physical or mental condition necessary to be able to safely participate in or accept the prize.
20. It is a condition of accepting the prize that a winner may be required to sign a legal release as determined by the Promoter in its absolute discretion, prior to receiving a prize.
21. If a prize is provided to the Promoter by a third party, the prize is subject to the terms and conditions of the third party prize supplier. The terms and conditions which apply to the prize at the time it is issued to the winner will prevail over these Conditions of Entry in the event of any inconsistency. To the extent permitted by law the Promoter accepts no responsibility or liability for any delay or failure by the third party to deliver the prize, any delay or failure relating to the prize itself or failure by the third party to meet any of its obligations in these Conditions of Entry or otherwise.
22. Any guarantee or warranty given is in addition to any relevant statutory guarantees and warranties and nothing in these Conditions of Entry restricts, excludes or modifies or purports to restrict, exclude or modify any statutory consumer rights under any applicable law including the Competition and Consumer Act 2010 (Cth).
23. If for any reason any aspect of this Promotion is not capable of running as planned, including by reason of computer virus, communications network failure, bugs, tampering, unauthorised intervention, fraud, technical failure or any cause beyond the control of the Promoter, the Promoter may, in its sole discretion, cancel, terminate, modify or suspend the Promotion and invalidate any affected entries, or suspend or modify a prize, subject to State or Territory regulation.
24. The Promoter reserves the right, at any time, to validate and check the authenticity of entries and entrant's details (including an entrant's identity, age and place of residence). If a winner cannot provide suitable proof as required by the Promoter to validate their entry, the winner will forfeit the prize in whole and no substitute will be offered. Incomplete, indecipherable, inaudible, incorrect and illegible entries, as applicable, will at the Promoter's discretion be deemed invalid and not eligible to win. Entries containing offensive or defamatory comments, or which breach any law or infringe any third party rights, including intellectual property rights, are not eligible to win. The use of any automated entry software or any other mechanical or electronic means that allows an individual to automatically enter repeatedly is prohibited and may render all entries submitted by that individual invalid.
25. The Promoter reserves the right to disqualify entries in the event of non-compliance with these Conditions of Entry. If there is a dispute concerning the conduct of the Promotion or claiming a prize, the Promoter will resolve the dispute in direct consultation with the entrant. If the dispute cannot be resolved the Promoter’s decision, acting reasonably, will be final.
26. The Promoter and its associated agencies and companies will not be liable for any loss (including, without limitation, indirect, special or consequential loss or loss of profits), expense, damage, personal injury or death which is suffered or sustained (whether or not arising from any person's negligence or wilful misconduct) in connection with this Promotion or accepting or using any prize (or recommendation). For the sake of clarity, this clause shall not apply where the Promoter (or its associated organisations) has contributed to or caused such loss, expense, damage, personal injury or death and shall not apply to any liability which cannot be excluded by law (in such case each organisation’s liability is limited to the minimum allowable by law).
27. The winner(s) will participate in and co-operate as required with all reasonable marketing and editorial activities relating to the Promotion, including (but not limited to) being recorded, photographed, filmed or interviewed and acknowledges that the Promoter may use any such marketing and editorial material without further reference or compensation to them.
28. The Promoter accepts no responsibility for any tax implications and the entrant must seek their own independent financial advice in regards to the tax implications relating to the prize or acceptance of the prize.
29. Failure by the Promoter to enforce any of its rights at any stage does not constitute a waiver of these rights.
30. Authorised under: ACT Permit No. TP 25/03042, NSW Authority No. TP/03949 and SA Permit No. T25/2311.

© 2025 Plexus Services Pty Ltd. Do not reproduce or amend without authority.