GNBC x EG Oct' 26 On-Packer Promotion Terms & Conditions ("Conditions of Entry")

Schedule	
Promotion:	GNBC x EG Oct' 26 On-Packer 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:** 05:00 pm AEST on 21/09/26 **End time/date:** 11:59 pm AEDT on 27/12/26
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 Great Northern Original or Great Northern Super Crisp (24 bottles/30 cans) (each a "**Case**") from any BWS or Dan Murphy's store within Australia that stocks and sells the specially marked cases, while stocks last (includes their respective online stores) ("**Participating Venues**")*; and b) visit the promotional website (by scanning the QR code found on the case), follow the prompts to the Promotion entry page; and fully complete and submit the online entry form with their personal details (as requested), provide the requested purchase information and the unique code found inside the specially marked Case. *Purchases made via Uber Eats, Doordash, Menulog and MILKRUN through the abovementioned stores are also eligible provided a specially marked case is delivered. The winners will be notified on screen upon entry form submission, subject to verification and will receive an email confirmation. **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:	Tier 1 Instant Win: ● There will be 187 predetermined 'winning moments' during the Promotional Period. The first valid entry received after each predetermined 'winning moment' will be declared a Tier 1 Instant Win prize winner, subject to verification.

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	● Any unclaimed Tier 1 Instant Win Prizes will be awarded in the unclaimed prize draw. **<u>General Instant Win Conditions:</u>** ● Instant win prizes to be won are outlined below. ● 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. ● The maximum number of promotional on packs that will be distributed during the Promotion is 1,079,000.
Total Prize Pool:	AUD$1,032,135.25

Prize Description	Number of this prize	Value (per prize)
Tier 1 Instant Win Prizes		
Prize 1: The prize is a Pryml Predator HD330 Inflatable Fishing Kayak.	3	AUD$1,299.00
Prize 2: The prize is an Oztrail Fast Frame 4P Tent.	5	AUD$439.99
Prize 3: The prize is a JBL Extreme 4 Portable Speaker.	5	AUD$429.00
Prize 4: The prize is a Weber® Baby Q® Premium (Q1200N) Gas Barbecue (LPG) (colour: red).	5	AUD$399.00
Prize 5: The prize is a YETI CROSSROADS® 27L BACKPACK.	4	AUD$350.00
Prize 6: The prize is a GNBC YETI Roadie® 24 Hard Cooler.	5	AUD$350.00
Prize 7: The prize is a Fishing Pack which includes: 1 x Samaki Fishing rod and reel, 1 x Xbraid fishing line and 1 x Versus Tackle Box.	5	AUD$339.97
Prize 8: The prize is an Oztrail Off Road Wagon.	5	AUD$179.99
Prize 9: The prize is a Great Northern Drink Bottle.	50	AUD$64.95
Prize 10: The prize is a Great Northern Beach Towel.	25	AUD$49.99
Prize 11: The prize is a Great Northern BBQ Kit which includes: 1 x Great Northern Basting Brush, 1 x Great Northern Tongs and 1 x Great Northern Spatula.	25	AUD$32.95
Prize 12: The prize is a Great Northern Hat (1 size only).	50	AUD$29.95
Tier 2 Instant Win Prizes		
Prize 1: The prize is a $50 YETI® e-gift card.	Up to 1,000	AUD$50.00
Prize 2: The prize is a $20 Great Northern Brewing Co Merch e-voucher, redeemable for Great Northern merchandise at https://greatnorthern.com.au/merch.	Up to 25,000	AUD$20.00
Prize 3: 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 discount voucher code, redeemable for any Great Northern case purchase at Dan Murphy's/BWS (based on where the qualifying purchase was made) by 26/01/27.	Up to 20,933	AUD$10.00

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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 Dan Murphy's/BWS e-gift card (based on where the qualifying purchase was made).	Up to 20,000	AUD$10.00
Prize 5: The prize is a $10 OzTrail e-voucher.	Up to 5,000	AUD$10.00

Further Prize Details:	***E-Gift Card and E-Voucher Prize:*** ● Any ancillary costs associated with redeeming an e-gift card/e-voucher are not included. Any unused balance of an e-gift card /e-voucher will not be awarded as cash. Redemption of an e-gift card/e-voucher is subject to any terms and conditions of the issuer including those specified on the e-gift card/e-voucher. ***OzTrail E-Voucher Prize Conditions*** ● Available for use on the www.oztrail.com website. ● Valid to date 27th February, 2027. ● Minimum purchase total to be greater or equal to the value of the voucher redeemed. ***Great Northern Brewing Co Merch E-Voucher Prize:*** ● Great Northern Brewing Co merch e-voucher must be redeemed at www.greatnorthern.com.au/merch/all at checkout. **E-voucher must be redeemed by 27/02/27**. Max 1 e-voucher code redeemable per transaction. E-voucher cannot be used in conjunction with any other offer. Discount code does not apply to shipping costs. If transaction is under e-voucher amount, any remaining value will be lost. We reserve the right to end this offer at any time. ***Digital Vault Pays-enabled Prepaid Mastercard Prize:*** ● 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.
Winner notification:	The winners will be notified on screen upon entry form submission, subject to verification and Tier 1 Instant Prizes 1-7 winners will be published on the promotional website within seven (7) days of being determined. Winners will also be sent an eDM verifying their winner notification and will be provided with instructions on how to redeem their prize.
Unclaimed Prizes:	A second chance draw will be held for unclaimed Tier 1 Instant Win Prizes. The draw will be held at Roilti, 23 Norton Street, Suite 51A Leichardt, NSW 2040, Australia on 05/01/27 at 12:00 pm AEDT. The winner(s) will be notified in writing and Tier 1 Instant Prizes 1-7 winners will be published on the

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	promotional website by 12/01/27 (if applicable). 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 on the promotional website.

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 Venues, 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. If any 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.
6. 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.
7. 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.
8. 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.
9. The value of the prizes is accurate and based upon the recommended retail value of the prizes (inclusive of GST) at the date of publication. The Promoter accepts no responsibility for any variation in the value of the prizes after that date.
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.

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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. 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 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.
17. For the purposes of public statements and advertisements, the Promoter may only publish the winner's surname, initial and postcode of residence.
18. 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.
19. 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.
20. 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.
21. 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).
22. 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.
23. 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

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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.

24. 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.
25. 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).
26. 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.
27. 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.
28. Failure by the Promoter to enforce any of its rights at any stage does not constitute a waiver of these rights.
29. Authorised under: ACT Permit No. TP 26/00522, NSW Authority No. TP/00044 and SA Permit No. T26/393.

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