Kirin Hyoketsu Turn Up the Yes Promotion Terms & Conditions ("Conditions of Entry")

Schedule	
Promotion:	Kirin Hyoketsu Turn Up the Yes Promotion
Promoter:	Lion - Beer, Spirits & Wine Pty Ltd ABN 13 008 596 370, Level 7, 68 York St, Sydney, NSW 2000, Australia. Ph: 02 9320 2200 For any inquiries regarding this Promotion, please contact the Promoter at lionau-enquiries@lionco.com or on 13 15 13
Promotional Period:	**Start date:** 31/03/25 at 09:00 am AEDT **End date:** 27/04/25 at 11:59 pm AEST
Eligible entrants:	Entry is only open to Australian residents who are 18 years and over.
How to Enter:	To enter the Promotion, the entrant must complete the following steps during the Promotional Period: a) spend $20 or more on any Kirin Hyoketsu product/s in one (1) transaction, to share from any select Liquor Barons, Liquor Stax, Star Liquor, Liquor Legends store in Australia and Thirsty Camel store in Victoria displaying advertising for this Promotion ("Participating Venues"); and b) visit www.HyoketsuTurnUpTheYes.com.au, follow the prompts to the Promotion entry page and complete the two-factor authentication; and fully complete and submit the online entry form with their personal details (first name, last name, mobile number, email address and postcode), proof of purchase (original receipt for the qualifying purchase) and (optional) select the tick box to consent to receipt of marketing from the Promoter. The winners of an instant prize will be notified on screen upon entry form submission, subject to verification. Winners will then be prompted to provide their postal address (excluding P.O. boxes) for prize delivery. For the sake of clarity, this is still subject to verification. **Proof of purchase**: The entrant must retain proof of purchase. The proof of purchase required is an original receipt for the qualifying transaction. 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 qualifying transaction; b) limit one (1) entry permitted per person per day; c) limit ten (10) entries per person throughout the Promotional Period; and d) each entry must be submitted separately and in accordance with the entry instructions above.
Total Prize Pool:	Up to AUD $366,120.00

Prize Description	Number of this prize	Value (per prize)	Winning Method
Prize 1: The prize is a pair of Sony WH-1000XM5 Premium Noise Cancelling Wireless Over-Ear Headphones in Silver.	Up to 10	AUD$475.00	Instant Win
Prize 2: The prize is a Fujifilm INSTAX Mini LiPlay 2024 Edition in Misty White.	Up to 80	AUD$249.00	Instant Win
Prize 3: The prize is a Sony ULT FIELD 1 Portable Bluetooth Speaker (Black).	Up to 40	AUD$170.00	Instant Win
Prize 4: The prize is a $50 Vault Pays-enabled Prepaid Mastercard® gift card.	Up to 1000	AUD$50.00	Instant Win

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Prize 5: The prize is a $50 Vault Pays-enabled Prepaid Mastercard® gift card.	Up to 5693	AUD$50.00	Instant Win

Prize Conditions:	Any ancillary costs associated with redeeming the Vault Pays-enabled Prepaid Mastercard are not included. The 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 Vault Pays-enabled Mastercard any unused balance will be forfeited. We will not give you notice prior to expiry. Card expiry and balance can be found on your mobile device in your digital wallet. The Vault Pays-enabled Prepaid Mastercard is issued by EML Payment Solutions Limited (ABN 30 131 436 532) AFSL 404131 pursuant to license by Mastercard. See www.vaultps.com.au/terms for terms and conditions. Mastercard and the circles design are registered trademarks of Mastercard International Incorporated. The prize will be shipped to a registered postal address within 28 days. No P.O. Boxes.
Winner notification:	The instant prize winners will be notified on screen upon entry form submission, subject to verification. The winners of Prizes 1 and 2 will be published at www.HyoketsuTurnUpTheYes.com by 05/05/25.
Unclaimed Prizes:	A second chance draw will be held for unclaimed instant win Prizes 1, 2 and 3. The draw will be held at Pilgrim Communications, Suite 51A/23 Norton St, Leichhardt NSW 2040, Australia on 28/05/25 at 12:00 pm. Any redraw winners will be notified in writing within 7 days of the second chance draw and the winners of prizes 1 or 2 (if any) will be published at HyoketsuTurnUpTheYes.com by 29/05/25.

1. The entrant agrees and acknowledges that they have read these Conditions of Entry (and Schedule) and that entry into the Promotion is deemed to be acceptance of these Conditions of Entry (and 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"). 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. Instant Win:
   a) The probability of winning a prize is 1 out of 3.
   b) Winners will be notified immediately if they have won on screen upon entry form submission, subject to verification.
   c) Quality control errors will not invalidate an otherwise valid prize claim.
   d) 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. Any instant win prizes that are valued at more than $100 will be awarded in the unclaimed prize draw.
   e) Instant win game materials void if stolen, forged, mutilated or tampered with in any way.
6. 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, or is unavailable, they forfeit the prize and the Promoter is not obliged to substitute the prize.
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. 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. Purchase

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receipt(s) must clearly specify: (a) the store of purchase as an eligible store; (b) the required product/s or service/s to be purchased for entry; and (c) that the purchase was made during the Promotional Period and prior to entry.

9. 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://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.
10. The value of the prizes is accurate and based upon the recommended retail value of the prizes (inclusive of GST) at the date of printing. The Promoter accepts no responsibility for any variation in the value of the prizes after that date.
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' personal information will be collected by the Promoter. Personal information will be stored on the Promoter's database. The Promoter may, if the entrant selects the respective tick box on entry, use this information for future marketing purposes regarding its products, including contacting the entrant electronically. The Promoter will handle personal information in accordance with its privacy policy which is located at https://lionco.com/legal/privacy-policy/. The Promoter collects personal information about entrants to enable them to participate in this Promotion and may disclose the entrants' personal information to third parties including its contractors and agents, prize suppliers and service providers to assist in conducting this Promotion and to the State and Territory lottery departments as required under the relevant lottery legislation. If the entrant does not provide their personal information as requested, they may be ineligible to enter or claim a prize in the Promotion.
16. For the purposes of public statements and advertisements, the Promoter may only publish the winner's surname, initial and postcode of residence.
17. 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.
18. 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.
19. 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).
20. 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.

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21. 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). In the event that 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.
22. The Promoter reserves the right to disqualify entries in the event of non-compliance with these Conditions of Entry. In the event that 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 will be final.
23. 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.
24. 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.
25. Failure by the Promoter to enforce any of its rights at any stage does not constitute a waiver of these rights.
26. Authorised under: ACT Permit No. TP 25/00179, NSW Authority No. TP/2606 and SA Permit No. T25/99.

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