Tooheys State of Origin 2026 Promotion Terms & Conditions ("Conditions of Entry")

Schedule	
Promotion:	Tooheys State of Origin 2026 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 enquiries regarding this Promotion, please contact the Promoter via lionau-enquiries@lionco.com or 13 15 13
Promotional Period:	**Start time/date:** 09:00 am AEST on 20/04/26 **End time/date:** 11:59 pm AEST on 02/08/26
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 any specially marked case of Tooheys (outlined below) (“Promotional Carton”), to share, from any store within Australia which sells the Promotional Carton (includes their respective online stores) ("Participating Venues"); and b) visit https://ifeellikeatooheys.com.au (or scan the QR code found on the Promotional Carton), 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, date of birth, email address, mobile number and postcode), select the retailer of purchase from the dropdown list, enter the unique code found on the Promotional Carton and (optional) select the tick box to consent to receipt of marketing from the Promoter. **Promotional Cartons:** • Tooheys New 30 cans • Tooheys New 24 bottles • Tooheys Ultra 24 bottles The winners will be notified on screen upon entry form submission and prompted to select their preferred prize, subject to verification. The entrant will only be given a limited time period (e.g. 2 minutes) to select their preferred prize. If the winner does not select a prize within the allotted time, they will forfeit the opportunity to choose and will instead receive the Digital Vault Pays-enabled Prepaid Mastercard prize option (either $100 for prize 1 or $20 for prize 2). **Proof of Purchase:** The entrant must retain proof of purchase. The proof of purchase required is the unique code featured within the Promotional Carton. The entrant must fill out the online entry form for every entry.
Entries permitted:	Multiple entries permitted subject to the following: a) limit one (1) entry permitted per Promotional Carton; b) limit one (1) entry permitted per person per day; c) maximum of ten (10) entries permitted per person throughout the Promotional Period; d) only one (1) unique code per entry is permitted; e) the same unique code cannot be used more than once; f) unrecognised codes will be deemed invalid; and g) each entry must be completed separately and in accordance with the entry instructions above.
Winner Determination:	Instant Win: ● The probability of winning a prize is 1 in 6. ● Winners will be notified immediately if they have won on screen upon entry form submission and prompted to select their preferred prize, subject to verification.

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	● 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. Any instant win prizes that are won but not claimed will be awarded in the unclaimed prize draw. ● Instant win game materials void if stolen, forged, mutilated or tampered with in any way. ● The maximum number of Promotional Cartons that will be distributed during the Promotion is 334,000
Total Prize Pool:	Up to AU$2,376,680.00

Prize Description	Number of this prize	Value (per prize)
Prize 1: The prize is the winner's choice of either of the following options: **Option 1:** a $160 Westpac NSW Blues Jersey voucher, redeemable at Tooheys merch site (whilst stocks of NSW Blues Jerseys last). If the allocation of Westpac NSW Blues Jersey has been exhausted, winners will receive a $160 Tooheys Merch Voucher, redeemable for any Tooheys merchandise item of their choosing. OR **Option 2:** a $100 Digital Vault Pays-enabled Prepaid Mastercard®.	Up to 1250	Up to AU$160.00 (depending on winner's choice)
Prize 2: The prize is the winner's choice of either of the following options: **Option 1:** a $40 Westpac NSW Blues Beanie voucher, redeemable at Tooheys merch site (whilst stock of NSW Blues Beanies last). If the allocation of Westpac NSW Blues Beanie has been exhausted, winners will receive a $40 Tooheys Merch Voucher, redeemable for any Tooheys merchandise item of their choosing. OR **Option 2:** a $20 Digital Vault Pays-enabled Prepaid Mastercard.	Up to 54417	Up to AU$40.00 (depending on winner's choice)

Further Prize Details:	***Digital Vault Pays-enabled Prepaid Mastercard Conditions:*** 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.

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	Westpac NSW Blues Jersey Voucher, Westpac NSW Blues Beanie Voucher and Tooheys Merch Voucher (each a "Voucher"): • The Voucher will awarded in the form of a unique code to be sent to the winner's email address. • The code is redeemable for the applicable prize won (as outlined above). Not redeemable for cash once chosen and cannot be used for payment of credit or trade accounts. Must be redeemed before expiry date 30/11/26. Purchases exceeding available balance require difference paid by another method. We reserve the right to change any terms contained in these Terms of Use at any time. • Any ancillary costs associated with redeeming a Voucher are not included. Any unused balance of a Voucher will not be awarded as cash. Redemption of a Voucher is subject to any terms and conditions of the issuer including those specified with the Voucher.
Unclaimed Prizes:	An unclaimed prize draw will be held for unclaimed instant win prizes. The unclaimed prize draw will take place at Roilti Pty Ltd, 51A/23 Norton Street, Leichhardt NSW 2040, Australia at 12:00 pm AEST on 03/09/26. The winner(s) of the unclaimed prize draw will be contacted via email within seven (7) days. The draw conductor may select additional reserve entries in case an invalid entry or entrant is drawn. For the sake of clarity, only instant win prizes that are won but not claimed will be entered into the unclaimed prize draw. Any unwon instant win prizes will **not** be entered into the unclaimed prize draw. If there are no prize winner(s) or winner(s) for this Promotion cannot be found, this information will be published at https://ifeellikeatooheys.com.au.

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. 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.
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

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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. No part of a prize is exchangeable, redeemable for cash or any other prize or transferable, unless otherwise specified in writing by the Promoter.
10. 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.
11. 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.
12. 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.
13. 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 is bound by the Australian Privacy Principles in accordance with the Privacy Act 1988 (Cth) and its privacy policy which is located at https://www.lionco.com/legal/privacy-policy. The Promoter's privacy policy contains information about how the entrant may access, update and seek correction of the personal information the Promoter holds about them and how the entrant may complain about any potential breach by the Promoter of the Australian Privacy Principles or any other Australian privacy laws and how such complaints will be dealt with. 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. Personal information collected from entrants will not be disclosed to any entity located outside of Australia.
14. 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 their 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. 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. If a winner is under the age of 18, a nominated parent or legal guardian of the winner will be required to sign the legal release on the winner's behalf.
15. 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.
16. 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).
17. 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.
18. 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

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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. The Promoter reserves the right to disqualify any individual who provides false information, fails to provide information, conspires with others to gain an unfair advantage or is otherwise involved in any conduct that involved manipulating, interfering or tampering with this Promotion or otherwise preventing the conduct of the Promotion as intended by the Promoter.

19. 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.
20. The winners 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.
21. 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.
22. Failure by the Promoter to enforce any of its rights at any stage does not constitute a waiver of these rights.
23. Authorised under: ACT Permit No. TP 25/02777, NSW Authority No. TP/04447 and SA Permit No. T25/2088

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