"IBA WOODFORD RESERVE STEP UP YOUR STYLE" PROMOTION

TERMS AND CONDITIONS

1. Information on how to enter and the prizes form part of these Terms and Conditions. Participation in this promotion is deemed acceptance of these Terms and Conditions.

2. Entry is only open to Australian residents aged 18 years and over.

3. Employees (and their immediate families) of the Promoter, Participating Store (defined below) and agencies associated with this promotion are ineligible to enter. Immediate family 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 cousin.

4. Entries into the promotion open at 9:00am AEDT on 19/10/2026 and close at 11:59pm AEDT on 08/11/2026 ("**Promotional Period**").

5. A participating store is any online or in-store Cellarbrations, The Bottle-O, IGA Liquor, Porters Liquor and Thirsty Camel (all states excluding WA & VIC) that stocks the Eligible Products (defined below) and displays material relating to the promotion during the Promotional Period ("**Participating Store**").

6. To be eligible to enter, individuals must, during the Promotional Period, purchase any Woodford Reserve 700ml, 1L or 1.75L product (each an "**Eligible Product**") at a Participating Store ("**Qualifying Transaction**"). In the event that a purchase receipt is not provided to an entrant for their Qualifying Transaction, it is the entrant's responsibility to request such materials.

7. To enter, individuals must then, during the Promotional Period, visit stepupyourstyle.woodfordreserve.com, follow the prompts to the promotion entry page, input the requested details (including but not limited to their first name, last name, valid email address, date of birth, postcode and phone number), upload a photo of their purchase receipt and submit the fully completed entry form.

8. Upon submitting their entry, entrants will be notified instantly on screen, in writing, whether or not they have provisionally won an instant prize. All provisional instant winners are subject to verification. Upon verification, winners will be sent their instant prize. ACT winners of any instant prizes will have their details published (first initial, surname and postcode) online at stepupyourstyle.woodfordreserve.com on 10/11/2026.

9. Multiple entries permitted, subject to the following: (a) only one (1) entry permitted per Qualifying Transaction (regardless of the amount of Eligible Products purchased in that Qualifying Transaction in excess of one (1)); (b) each entry must be submitted separately and in accordance with entry requirements; (c) only one (1) entry permitted per person per day (based on phone number); and (d) a maximum of five (5) entries permitted per person.

10. Entrants must retain their original purchase receipt(s) for all entries as proof of purchase. Failure to produce the proof of purchase for all entries when requested may, in the absolute discretion of the Promoter, result in invalidation of ALL of an entrant's entries and forfeiture of any right to a prize. Purchase receipt(s) must clearly specify the Eligible Product purchased, the Participating Store of purchase and that the purchase was made during the Promotional Period but prior to entry.

11. The Promoter reserves the right, at any time, to verify the validity of entries and entrants (including an entrant's identity, age and place of residence) and reserves the right, in its sole discretion, to disqualify any individual who the Promoter has reason to believe has breached any of these Terms and Conditions, tampered with the entry process or engaged in any unlawful or other improper misconduct calculated to jeopardise fair and proper conduct of the promotion. Errors and omissions may be accepted at the Promoter's discretion. Failure by the Promoter to enforce any of its rights at any stage does not constitute a waiver of those rights. The Promoter's legal rights to recover damages or other compensation from such an offender are reserved.

12. Incomplete or indecipherable entries will be deemed invalid.

13. If there is a dispute as to the identity of an entrant, the Promoter reserves the right, in its sole discretion, to determine the identity of the entrant.

14. The Promoter's decision is final and no correspondence will be entered into.

15. There will be a maximum of up to one thousand four hundred and eighty-nine (1,489) $100 Digital Vault Pays-enabled Prepaid Mastercard® to be won throughout the Promotional Period ("**Instant Prize**").

16. Prizes will be awarded randomly throughout the Promotional Period, and the instant win prizes will be allocated based on independent probabilities and in accordance with a ratio of 33.33%.

17. The odds of winning an instant prize are one in three (1 in 3).

18. 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.

19. The Promoter encourages consumers to enjoy responsibly. Legal aged consumers are advised to consider the safe drinking levels recommended in the National Health & Medical Research Council Australian Alcohol Guidelines that are available at www.nhmrc.gov.au. Entry and continued participation in this promotion is subject to the licensee's liquor serving policy.

20. The total maximum prize pool is valued at up to $148,900.

21. Subject to the unclaimed prize draw clause, if for any reason a winner does not take a prize by 5:00pm AEDT 07/12/2026, then the prize will be forfeited and will not be redeemable for cash.

22. If any prize is unavailable, the Promoter, in its discretion, reserves the right to substitute the prize with a prize to the equal value or specification, subject to any written directions from a regulatory authority.

23. Prizes, or any unused portion of a prize, are not transferable or exchangeable and cannot be taken as cash, unless otherwise specified.

24. A draw for any instant win prizes that are won, but remains unclaimed, may take place on 08/12/2026 at 10:00am AEDT at Roilti Pty Ltd, 51A/23 Norton Street, Leichhardt NSW 2040 subject to any directions from a regulatory authority. For the avoidance of doubt, any instant win prizes that are simply unwon will not be awarded within the unclaimed prize draw. Winners, if any, will be notified by email and phone within five (5) business days of the draw and any ACT winners will have their details will be published (first initial, surname and postcode) online at stepupyourstyle.woodfordreserve.com on 11/12/2026.

25. In the event of war, terrorism, state of emergency, government lockdown, pandemic or any other kind of disaster or unforeseeable event beyond the Promoter's reasonable control, the Promoter reserves the right to cancel, terminate, modify or suspend the promotion or suspend, substitute or modify a prize, subject to any written directions from a relevant regulatory authority.

26. Entrants consent to the Promoter using their name, likeness, image and/or voice in the event they are a winner (including photograph, film and/or recording of the same) in any media for an unlimited period without remuneration for the purpose of promoting this promotion (including any outcome), and promoting any products manufactured, distributed and/or supplied by the Promoter.

27. Quality control errors will not invalidate an otherwise valid prize claim. Unless otherwise due to fraud or ineligibility under these Terms and Conditions, all prize claims in excess of the advertised prize pool will be honoured. Any instant win prizes that are part of the advertised total prize pool and that are won but remain unclaimed will be awarded in the unclaimed prize draw.

28. If this promotion is interfered with in any way or is not capable of being conducted as reasonably anticipated due to any reason beyond the reasonable control of the Promoter, including but not limited to technical difficulties, unauthorised intervention or fraud, the Promoter reserves the right, in its sole discretion, to the fullest extent permitted by law: (a) to disqualify any entrant; or (b) subject to any written directions from a regulatory authority, to modify, suspend, terminate or cancel the promotion, as appropriate.

29. Any cost associated with accessing the promotional website is the entrant's responsibility and is dependent on the Internet service provider used.

30. The use of any automated entry software or any other mechanical or electronic means that allows an entrant to automatically enter repeatedly is prohibited and will render all entries submitted by that entrant invalid.

31. Nothing in these Terms and Conditions limits, excludes or modifies or purports to limit, exclude or modify the statutory consumer guarantees as provided under the Competition and Consumer Act, as well as any other implied warranties under the ASIC Act or similar consumer protection laws in the States and Territories of Australia ("**Non-Excludable Guarantees**"). Except for any liability that cannot by law be excluded, including the Non-Excludable Guarantees, the Promoter (including its respective officers, employees and agents) excludes all liability (including negligence), for any personal injury; or any loss or damage (including loss of opportunity); whether direct, indirect, special or consequential, arising in any way out of the promotion.

32. Except for any liability that cannot by law be excluded, including the Non-Excludable Guarantees, the Promoter (including its respective officers, employees and agents) is not responsible for and excludes all liability (including negligence), for any personal injury; or any loss or damage (including loss of opportunity); whether direct, indirect, special or

consequential, arising in any way out of: (a) any technical difficulties or equipment malfunction (whether or not under the Promoter's control); (b) any theft, unauthorised access or third party interference; (c) any entry or prize claim that is late, lost, altered, damaged or misdirected (whether or not after their receipt by the Promoter) due to any reason beyond the reasonable control of the Promoter; (d) any variation in prize value to that stated in these Terms and Conditions; (e) any tax liability incurred by a winner or entrant; or (f) use/taking of the prize.

33. All promotion entries and any accompanying material submitted to the Promoter will become the property of the Promoter on receipt and will not be returned.

34. By submitting their promotion entry and any accompanying material, entrants agree:
    a. that all intellectual property rights associated with the promotion, including the brands associated with the promotion, are owned by Promoter and/or the Promoter affiliated parties, and entrants have no right to use any intellectual property associated with the promotion except in connection with the promotion entry and accompany material;
    b. to assign to the Promoter any and all intellectual property rights associated with the promotion entry and accompanying materials, with full title guarantee, such that Promoter has the full and exclusive right to use, reproduce, or publish such promotion entry and accompanying materials; and
    c. to waive all moral rights in and to their promotion entry and accompanying materials otherwise arising in connection with your entry to which entrants may now or at any time in the future be entitled under copyright, right of publicity, right of privacy, and other intellectual property laws applicable in the jurisdiction in which the promotion occurs.

35. Entrants agree that the Promoter may, but is not required to, make their entry available on its website http://www.brown-forman.com/ and any other media, whether now known or invented in the future, and in connection with any publicity of the promotion. Entrants agree to grant the Promoter a non-exclusive, worldwide, irrevocable licence, for the full period of any intellectual property rights in the promotion entry and any accompanying materials, to use, display, publish, transmit, copy, edit, alter, store, re-format and sub-licence the Promotion entry and any accompanying materials for such purposes. Entrants agree that, by submitting their promotion entry, they waive any and all claims against Promoter or the Promoter affiliated parties for right of publicity or right of privacy relating to Promoter's public reference or publication of the name or other identifying information of an entrant.

36. The Promoter collects personal information ("**PI**") in order to conduct the promotion. By providing the Promoter with your PI, you consent that any or all of the PI submitted by you may be held and used by the Promoter and other companies within the Promoter's group of companies (details of which are available at http://www.brown-forman.com/) or the Promoter's agents, partners or licensees, to contact you in relation to the promotion and to further promote, to consider ways of improving, and to send you information about, Woodford Reserve's products and services by email (if the opt-in tick box is selected at the time of entry) and as otherwise set out in the Promoter's privacy policy, which is available https://legal.brown-forman.com/privacy-policy/english. Your PI will be handled in accordance with the Promoter's privacy policy which contains information about how to access and correct PI that the Promoter holds about you, and how complaints can be made and will be resolved. If you do not provide all of the requested information you may be ineligible for the promotion and/or the Promoter may be unable to contact you with additional offers. Entrants PI may be transferred to any country where the Promoter group companies or its service providers have facilities and PI will be retained as permitted by applicable law. If in the future, you do not wish to receive further communications from the Promoter and would prefer to be removed from its databases, if you simply wish to make corrections to your PI or if you have a complaint, please write to: privacy@b-f.com.

37. The Promoter is Brown-Forman Australia (ABN 87 000 064 086) of Level 1, 51 Foveaux Street Surry Hills, NSW 2010 ("**Promoter**").

NSW Authority TP/03385. ACT Permit No. TP26/01842. SA Permit No. T26/1417.