

“HONEST EGGS CO. - GOLDEN EGG” PROMOTION

TERMS AND CONDITIONS

1. Information on how to enter and the prize(s) 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 NSW, VIC and QLD residents aged 18 years or over.
3. Employees (and their immediate families) of the Promoter, Participating Stores and Cafes (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 1st cousin.
4. Entries into the promotion open on 23/07/2026 at 12:00am AEST and close at 11:59pm AEST on 30/9/2026 ("**Entry Period**"). Purchases made on or after 13/07/2026 and prior to 11:59pm AEST on 30/9/2026 will be treated as valid Qualifying Transactions for entry purposes ("**Qualifying Purchase Period**"), provided the corresponding entry is submitted during the Entry Period. For the purposes of this promotion, a "Week" means the seven (7) day period commencing 12:00am AEST each Thursday and ending 11:59pm AEST the following Wednesday (inclusive).
5. A "**Participating Store**" is any store in NSW, VIC, or QLD that stocks Honest Eggs Co. products. A "**Participating Café**" is any café in VIC that displays advertising material relating to this promotion and uses Honest Eggs Co. for their breakfast menu.
6. To be eligible to enter, individuals must, during the Qualifying Purchase Period, complete one of the following steps, and submit a valid entry during the Entry Period:
 - Purchase any 300g, 450g, 500g, 600g, 700g or 800g whole carton of Honest Eggs Co. from a Participating Store;OR
 - Purchase any Honestly Just Products (Spaghetti, Linguine, Fettuccine, Rigatoni)OR
 - Purchase an egg based breakfast meal featuring Honest Eggs Co. at a Participating Café. For clarity this includes egg based breakfast menu items only (such as eggs benedict or scrambled eggs on toast) and includes All Day Breakfast where relevant, however does NOT include menu items where Honest Eggs Co are simply an ingredient in the menu item, such as Pancakes or salads etc.

Each receipt a "**Qualifying Transaction**".

7. To enter, individuals must then visit goldeneggpromo.com.au, follow the prompts to the promotion entry page, input the requested details, upload a photo of their purchase receipt, and submit the fully completed entry form during the Entry Period. Entrants will be notified instantly if they are a provisional instant winner or not.
8. Multiple entries are permitted across the Entry Period, subject to the following: (a) each entrant may submit a maximum of one (1) entry per calendar day, regardless of the number of Qualifying Transactions made or Honest Eggs Co. products purchased by that entrant on that day; (b) where an entrant makes more than one Qualifying Transaction on the same day, only the first entry submitted that day will be treated as valid, and any subsequent

entries submitted that day will be deemed invalid and disregarded; and (c) each entry must be submitted separately and in accordance with these entry requirements, with a valid Qualifying Transaction receipt corresponding to that entry; (d) Each Qualifying Transaction may only be used to support one (1) entry. Once a Qualifying Transaction has been used as part of a valid entry, it cannot be used again to support any other entry, whether submitted on the same day or a different day.

9. 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 store of purchase and that the purchase was made during the Qualifying Purchase Period but prior to entry. If a purchase receipt is not automatically handed to the individual, it is their responsibility to request one from a member of staff.
10. 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.
11. Incomplete or indecipherable entries will be deemed invalid.
12. 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.
13. Provisional Instant winners will be notified immediately online, and their names will be published online at goldeneggpromo.com.au from 24/07/2026.
14. The Promoter's decision is final and no correspondence will be entered into.
15. There will be fifty (50) "winning times" randomly selected throughout the Entry Period, comprising five (5) winning times randomly selected within each Week of the Entry Period. The "winning times" will be selected by a computerised random system at Roilti, Suite 51A/23 Norton St, Leichhardt NSW 2040 ("Selected Winning Time"). The first valid entry received on or after each "Selected Winning Time" will win (subject to verification) the Instant Prize allocated to that Selected Winning Time and as defined in clause 16. A maximum of one (1) Instant Prize will be awarded in respect of each Selected Winning Time, and a maximum of five (5) Instant Prizes will be awarded in respect of each Week.
16. Instant win prizes: Fifty (50) x \$325.50 Unyoked vouchers.
17. Any ancillary costs associated with redeeming the voucher are not included. Any unused balance of the voucher will not be awarded as cash. Redemption of the voucher is subject to any terms and conditions of the issuer including those specified on the voucher and at <https://www.unyoked.co/gift>
18. Subject to the unclaimed prize draw clause, if for any reason a winner does not take / redeem a prize within 14 days of notification, then the prize will be forfeited.

19. If a prize is unavailable, the Promoter, in its discretion, reserves the right to substitute the prize with a prize to the equal value and/or specification, subject to any written directions from a regulatory authority.
20. Total prize pool value is \$16,275.
21. Prizes, or any unused portion of a prize, are not transferable or exchangeable and cannot be taken as cash, unless otherwise specified.
22. A draw for any prizes that are won but remain unclaimed may take place on 16/10/2026 at 2:00pm AEST at Roilti, Suite 51A/23 Norton St, Leichhardt NSW 2040, subject to any directions from a regulatory authority. Winners, if any, will be notified by email or by phone within seven (7) business days and their names will be published online at goldeneggpromo.com.au from 20/10/2026.
23. 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.
24. 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.
25. Any cost associated with accessing the promotional website is the entrant's responsibility and is dependent on the Internet service provider used.
26. Quality control errors will not invalidate an otherwise valid prize claim.
27. 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 that are won, but remain unclaimed, will be awarded in the unclaimed prize draw.
28. 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.
29. 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.

30. The Promoter collects personal information ("**PI**") in order to conduct the promotion and may, for this purpose, disclose such PI to third parties, including but not limited to agents, contractors, service providers, prize suppliers and, as required, to Australian regulatory authorities. Entry is conditional on providing this PI. The Promoter will also use and handle PI as set out in its Privacy Policy, which can be viewed at https://drive.google.com/file/d/1HygiQAaKZzHRmy736n5i9khUsxU_nzf1/view?usp=sharing. In addition to any use that may be outlined in the Promoter's Privacy Policy, the Promoter may, for an indefinite period, unless otherwise advised, use the PI for promotional, marketing, publicity, research and profiling purposes, including sending electronic messages or telephoning the entrant. The Privacy Policy also contains information about how entrants may opt out, access, update or correct their PI, how entrants may complain about a breach of the Australian Privacy Principles or any other applicable law and how those complaints will be dealt with. All entries become the property of the Promoter. Unless otherwise indicated by the Promoter, the Promoter may disclose PI to entities outside of Australia (a list of the countries in which such overseas recipients are likely to be located is available on request — see the Promoter's Privacy Policy for contact details), and cannot guarantee that any overseas recipient will not breach the Australian Privacy Principles. By entering the promotion entrants consent to the overseas transfer on these terms as permitted by the Australian Privacy Principles and agree that the Promoter is not liable in this regard.
31. The Promoter is Honest Eggs Co Pty Ltd (ABN 18 611 757 601) of 6/347 Bay Road, Cheltenham, VIC 3192, telephone 0415670378 ("**Promoter**").
- NSW Authority No. TP/05139
32. This promotion and these Terms and Conditions are governed by the laws of Victoria, Australia. Entrants submit to the non-exclusive jurisdiction of the courts of Victoria and courts competent to hear appeals from those courts in relation to any dispute arising out of or in connection with this promotion.