

Carlton x EG On-Pack Promotion 2025 Terms & Conditions ("Conditions of Entry")

Schedule			
Promotion:	Carlton x EG On-Pack Promotion 2025 (Carlton's Most Valuable Pack (MVP))		
Promoter:	CUB Pty Ltd ABN 76 004 056 106, 58 Queens Bridge Street, Southbank, VIC 3006, Australia. Ph: 1800 244 054 For any inquiries regarding this Promotion, please contact the Promoter at ConsumerRelations@asahi.com.au or on 1800 244 054		
Promotional Period:	Start date: 23/06/25 at 09:00 am AEST End date: 21/09/25 at 11:59 pm AEST		
Eligible entrants:	Entry is only open to Australian residents who are 18 years and over.		
How to Enter:	<p>To enter the Promotion, the entrant must complete the following steps during the Promotional Period:</p> <ul style="list-style-type: none"> a) purchase a specially marked Carlton Dry 24-pack (bottles or cans), Carlton Draught 24-pack (bottles or cans), Carlton Dry Mid 3.5% 24-pack (bottles) or 30-pack (cans) from any Dan Murphy's or BWS store within Australia that stocks and sells the specially marked cartons (includes online) (while stocks last) ("Participating Venues"). Purchases are available exclusively through these stores and can also be made via Uber Eats, Doordash, Menulog and Milkrun; and b) visit www.carlton-mvp-promo.com.au, follow the prompts to the Promotion entry page; and fully complete and submit the online entry form with the unique code featured inside the carton and their personal details (first name, last name, date of birth, email address, mobile number, full address and postcode of residence). <p>Instant Prize winners will be notified immediately upon entry form submission which prize they have won (listed below) subject to verification. All valid entries (including Instant Prize winners) will also be entered into the draw.</p> <p>Proof of Purchase: The entrant must retain proof of purchase. The proof of purchase required is the carton featuring the unique code used to enter and an original receipt.</p> <p>The entrant must fill out the online entry form for every entry.</p>		
Entries permitted:	<p>Multiple entries permitted subject to the following:</p> <ul style="list-style-type: none"> a) limit one (1) entry can be submitted per qualifying transaction; b) limit one (1) entry permitted per person each day; c) maximum of five (5) entries permitted per person throughout the entire Promotional Period; and d) each entry must be submitted separately and in accordance with the entry instructions above. 		
Total Prize Pool:	Up to AUD \$464,220.00		

Prize Description	Number of this prize	Value (per prize)	Winning Method
Draw Prize: The prize is \$30,000 paid by direct deposit to the winner's nominated Australian bank account in their name.	1	AUD\$30,000.00	Draw: computerised random selection - 29/09/25 at 12:00 pm AEST
Instant Win Prize 1: The prize is a \$500 True Rewards travel gift card, redeemable at Webjet or Flight Centre.	Up to 200	AUD\$500.00	Instant Win
Instant Win Prize 2: The prize is a \$100 pre-paid digital Visa card.	Up to 500	AUD\$100.00	Instant Win
Instant Win Prize 3: The prize is a \$25 BWS or Dan Murphy's eGift Card, depending on the winner's retailer of purchase. NT and NSW residents will receive a \$25 pre-paid digital Visa card (which can be spent anywhere).	Up to 2500	AUD\$25.00	Instant Win
Instant Win Prize 4: The prize is a \$20 AFL Store	Up to 11086	AUD\$20.00	Instant Win

eGift Card.			
Prize Conditions:	<p>Draw Prize Conditions: The winner must provide their Australian bank account details to the Promoter in order for the prize to be awarded.</p> <p>Instant Win Prize 1-3 Conditions:</p> <ul style="list-style-type: none"> Any ancillary costs associated with redeeming a gift card/e-gift card/digital card are not included. Any unused balance of a gift card/e-gift card/digital card will not be awarded as cash. Redemption of a gift card/e-gift card/digital card is subject to any terms and conditions of the issuer including those specified on the gift card/e-gift card/digital card. In the event a resident of NT or NSW is declared the winner of a \$25 BWS or Dan Murphy's eGift Card, a \$25 pre-paid digital Visa card will be provided. Winners will receive an SMS or email with a link to their digital Visa card. Once the winner clicks on the link, they are taken to the True Rewards card portal where they will follow the prompts to add the Visa Card to their digital wallet on their smart device. See here for further details on how the digital Visa card will be issued: https://truerewards.com.au/help-centre/. Full terms and conditions of the digital Visa card are located at https://truerewards.com.au/igo-issuer-visa-gift-cards-terms/. <p>Instant Win Prize 4 Conditions:</p> <ul style="list-style-type: none"> eGift cards should be treated like cash. Lost or stolen cards will not be replaced or refunded. Redeemable online at www.theaflstore.com.au and instore at AFL Stores for merchandise, excluding Ballarat and Traralgon locations. Not redeemable for cash or payment of accounts. Not redeemable for match day tickets. Other exclusions may apply, please see full terms of use for details. No change will be given but the balance may be applied to future purchases. Where the cost of purchases exceeds the available card balance, the card holder will be required to make up the difference between the purchase price and the eGift card balance. eGift cards expire 3 years from the date of issue. Any unused balance will not be refunded or credited when the card expires. 		
Winner notification:	<p>The Instant Prize winners will be notified on screen upon entry form submission, subject to verification. Winners will be sent an SMS verifying their winner notification and will be provided with instructions on how to redeem their prize.</p> <p>The Draw Prize winner will be contacted by email and phone within seven (7) days of the draw. The Draw Prize and Instant Win Prize 1 winners will be published at www.carlton-mvp-promo.com.au by 06/10/25.</p>		
Unclaimed Prizes:	<p>The Draw Prize must be claimed by 30/10/25 at 12:00 pm AEDT. In the event of an unclaimed Draw Prize, the prize will be redrawn on 31/10/25 at 12:00 pm AEDT at Igo Direct Group Pty Ltd, 41 Stubbs Street, Kensington VIC 3031. The winner of the redraw will be notified by email and phone within seven (7) days of the redraw. The winner will be notified publicly (and their details published) at www.carlton-mvp-promo.com.au by 07/11/25.</p> <p>A second chance draw will be held for unclaimed instant win prizes valued at more than \$100. The draw will be held at Igo Direct Group Pty Ltd, 41 Stubbs Street, Kensington VIC 3031 on 31/10/25 at 12:00 pm AEDT. The winner of the redraw will be notified by email and phone within seven (7) days of the redraw. The winners of prizes valued at more than \$250 will be notified publicly (and their details published) at www.carlton-mvp-promo.com.au by 07/11/25.</p> <p>If there are no prize winner/s or winner/s for this Promotion cannot be found, this information will be published at www.carlton-mvp-promo.com.au.</p>		

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. Draw:
 - a) The draw will take place at Igo Direct Group Pty Ltd, 41 Stubbs Street, Kensington VIC 3031 at 12:00 pm AEST on 29/09/25 using computerised random selection.
 - i) The first valid entry drawn will be the winner of the prize specified in the Schedule above.
 - b) The draw conductor may draw additional reserve entries in case an invalid entry or entrant is drawn.
 - c) If a draw is scheduled on the weekend or a public holiday, the draw will be conducted at the same time and location on the following business day. The Promoter will ensure each draw is open for public scrutiny and anyone may witness the draw on request. The winner of a drawn prize is determined by chance.

Instant Win:

- a) Winners will be notified immediately if they have won on screen upon entry form submission, subject to verification.
 - b) Quality control errors will not invalidate an otherwise valid prize claim.
 - c) 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.
 - d) Instant win game materials void if stolen, forged, mutilated or tampered with in any way.
6. All reasonable attempts will be made to contact each winner.
7. 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.
8. 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.
9. 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.
10. 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>.
11. 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.

12. No part of a prize is exchangeable, redeemable for cash or any other prize or transferable, unless otherwise specified in writing by the Promoter.
13. 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.
14. No entry fee is charged by the Promoter to enter the Promotion.
15. 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.
16. 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 your personal information to conduct and manage the competition. The Promoter may disclose your personal information to its related companies, agents and contractors including Endeavour Group to assist in conducting this competition, communicating with you 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, you consent to receive email or SMS messages from the Promoter without any functional unsubscribe facility if they relate primarily to the conduct of this competition. The Promoter's Privacy Collection Notice (see <https://www.asahi.com.au/privacy-collection-notice>) and Privacy Policy (see www.asahi.com.au/privacy) includes information about: how to seek access to the personal information the Promoter holds about you and seek correction of the information; and how to complain about a privacy breach and how the Promoter will deal with such a complaint. If you have marked the "opt-in" box on the entry form relating to Endeavour Group collecting your personal information, you consent to the storage of your 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 you 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**), www.bws.com.au/help/privacy-policy (**BWS**) and www.jimmybrings.com.au/legal/privacy-policy (**Jimmy Brings**). 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. 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.
19. 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.
20. 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).
21. 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.
22. 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.

23. 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.
24. 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 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 each case the Promoter's liability is limited to the minimum allowable by law).
25. 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.
26. 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.
27. Failure by the Promoter to enforce any of its rights at any stage does not constitute a waiver of these rights.
28. Authorised under: ACT Permit No. TP 24/03079, NSW Authority No. TP/03949 and SA Permit No. T24/2355.