

Trade Incentive: B2B - Paramount/Asahi Promotion Terms & Conditions ("Conditions of Entry")

Schedule		
Promotion:	Trade Incentive: B2B - Paramount/Asahi Promotion	
Promoter:	CUB Pty Ltd ABN 76 004 056 106, 58 Queens Bridge Street, Southbank, VIC 3006, Australia. Ph: 1800 244 054 For any enquiries regarding this Promotion, please contact the Promoter via consumerrelations@asahi.com.au or 1800 244 054	
Promotional Period:	Start date: 16/07/25 at 09:00 am AEST End date: 31/12/25 at 11:59 pm AEDT	
Eligible entrants:	Entry is only open to Paramount Liquor (PL) Wholesale liquor customers in NSW, QLD, SA and VIC (each an “Eligible Venue”). Only an authorised owner or manager (aged 18 years or over) of an Eligible Store may enter on behalf of the business. Eligible Venues must be within the Promoter’s trading terms throughout the Promotional Period and must not have overdue monies owing in order to be eligible to claim any prize. No employee/person is eligible to win a prize if their venue does not meet these requirements.	
How to Enter:	To enter the Promotion, the Eligible Venue must, during the Promotional Period purchase either: a) a participating case or keg of Asahi*; b) a select bottle of Nikka*; or c) a select case of Strangelove*. *See Annexure A below for full list of eligible products (“Eligible Purchase”). Entries will be automatically submitted upon purchase. PL will review the total number of Eligible Purchase/s each Eligible Venue has purchased from the Promoter during the Promotional Period. Each Eligible Purchase corresponds to the following entries into the draw: <ul style="list-style-type: none">• A case of Asahi corresponds to one (1) entry;• A keg of Asahi corresponds to five (5) entries;• A Bottle of Nikka corresponds to two (2) entries; and• A Case of Strangelove corresponds to one (1) entry.	
Entries permitted:	Maximum one (1) prize per Eligible Venue (excl SA).	
Winner Determination:	<u>Draws:</u> <ul style="list-style-type: none">• Entries will be divided into the following State groups: NSW, VIC, QLD & SA. (each a ‘Group’).• The draws will take place at Plexus, Level 4, 411 Collins Street, Melbourne VIC 3000 at 12:00pm AEDT on 02/01/26 using computerised random selection.• The first valid entry drawn from each Group will be the winner of the prize specified below.• The draw conductor may select additional reserve entries in case an invalid entry or entrant is drawn.• 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.	
Total Prize Pool:	Up to AU\$80,000.00 (Nationally) Up to AU\$20,000.00 (per Group)	
Prize Description		Number of this prize
		Value (per prize)

<p>The prize is a trip to Japan for the winner and one (1) friend (aged 18 years or over) which includes the following:</p> <ul style="list-style-type: none"> • For winners from SA, return economy class flights from Adelaide to Melbourne, VIC (departing on 24/04/26 and returning on 01/05/26); or • For winners from QLD, return economy class flights from Brisbane to Sydney, NSW (departing on 24/04/26 and returning on 01/05/26); • For winners from SA, one (1) night single share with breakfast included, 4-star rated accommodation in Melbourne. • For winners from QLD, one (1) night single share with breakfast included, 4-star rated accommodation in Sydney. • For VIC and SA winners, economy class flights from Melbourne to Osaka, Japan (departing on 25/04/26); • For VIC and SA winners, economy flights from Tokyo, Japan to Melbourne, VIC (departing on 30/04/26); • For QLD and NSW winners, economy class flights from Sydney to Osaka, Japan (departing on 25/04/26); • For QLD and NSW winners, economy class flights from Tokyo, Japan to Sydney (departing on 30/04/26); • return private transfers from airport to accommodation; • return private transfers from accommodation to all scheduled activities; • two (2) nights twin share 4 star accommodation in Osaka; • an Asahi brewery tour in Osaka; • three (3) nights twin share 4 star accommodation in Tokyo; • a trip to a Nikka Distillery in Tokyo; • a Nikka pop up bar experience in Tokyo; and • an Asahi HQ experience in Tokyo. 	<p>4 (1 per Group)</p>	<p>Up to AUD\$20,000.00 depending on date and exact point of departure</p>
<p>Prize Conditions</p>	<p>Travel Prize Conditions:</p> <ul style="list-style-type: none"> • Travel must be taken from as per the dates provided in the prize description above. If the winner is unavailable or unwilling to travel on the dates required by the Promoter, they will forfeit their right to the prize and will not be awarded cash or any other alternative in lieu. • Travel itinerary will be determined by the Promoter in its absolute discretion. • Asahi HQ experience to be determined by the Promoter. • Prize is subject to the standard terms and conditions of individual prize and service providers. • The winner and their companion must depart from and return to the same departure point and travel together. • Subject to the terms and conditions of the participating prize provider(s), if for any reason the winner does not, once the prize has been booked, take the prize (or an element of the prize) at the time stipulated, then the prize (or that element of the prize) will be forfeited and will not be redeemable for cash. • The prize is subject to booking and flight availability. • The winner and their companion are responsible for ensuring that they have valid passports, and any requisite visas, vaccinations and travel documentation. • Frequent flyer points will not be awarded and do not form part of the prize. • Spending money, meals, taxes (excluding airline and airport taxes), insurance, passports, visas, vaccinations, transport to and from departure point, transfers, items of a personal nature, in-room 	

	<p>charges and all other ancillary costs, unless otherwise specified in the prize description, are not included.</p> <ul style="list-style-type: none"> • The winner may be required to present their credit card at check in.
Winner notification:	The winners will be contacted in writing within seven (7) days of the draw and published at cubpromos.com.au/winners by 08/01/26.
Unclaimed Prizes:	<p>Prize(s) must be claimed by 12:00pm AEDT on 02/02/26. In the event of any unclaimed prize(s), an unclaimed prize draw will take place at Plexus, Level 4, 411 Collins Street, Melbourne VIC 3000 at 12:00pm AEDT on 03/02/26. The winner(s) of the unclaimed prize draw will be contacted in writing within seven (7) days and published at cubpromos.com.au/winners by 10/02/26.</p> <p>If there are no prize winner(s) or winner(s) for this Promotion cannot be found, this information will be published at cubpromos.com.au/winners.</p>

1. The entrant agrees and acknowledges that they have read these Conditions of Entry (and the Schedule) and that entry into the Promotion is deemed to be acceptance of these Conditions of Entry (and the 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"). Where applicable, 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 Promoter, agencies/companies directly associated with the conduct of this Promotion, businesses involved in determination of winner/s for the Promotion, businesses involved in the management of the Promotion, the Promoter's 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. All reasonable attempts will be made to contact each winning store.
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, they will forfeit the prize and the Promoter is not obliged to offer a substitute 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. 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.
9. The value of the prizes is accurate and based upon the recommended retail value of the prizes (inclusive of GST) at the date of publication. The Promoter accepts no responsibility for any variation in the value of the prizes after that date.
10. No part of a prize is exchangeable, redeemable for cash or any other prize or transferable, unless otherwise specified in writing by the Promoter.
11. 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.
12. No entry fee is charged by the Promoter to enter the Promotion.
13. The prize will either be awarded to the owner or the manager or the Promoter's store representative of the winning store (as determined by the Promoter). Where a winning store has multiple eligible owners and those eligible owners disagree about who is the entrant (or if there is confusion for any reason), the Promoter may decide which of them wins the prize. The Promoter's decision is final in this regard.

14. 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 directly or through its agents or contractors (including Participating Venues). By entering, the entrant consents to the Promoter keeping personal information on its database. The Promoter may use this information to conduct and manage the Promotion and 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://asahi.com.au/privacy>. 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, to communicate with the entrants or in storing data and to the State and Territory lottery departments as required under the relevant lottery legislation. This may include disclosures to organisations outside Australia including in places such as the Philippines, New Zealand, the UK and the Netherlands. If the entrant does not provide their personal information as requested, they may be ineligible to enter or claim a prize in the Promotion. The Promoter's direct marketing communications will, where required by the Spam Act 2003 (Cth), contain a functional unsubscribe functionality that the entrant may use to opt-out of any further such communications and provided that the functional unsubscribe facility complies with the Spam Regulations 2021 (Cth). 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 the Promotion.
16. For the purposes of public statements and advertisements, the Promoter may only publish the winning store's name and postcode of business.
17. 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 its 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.
18. It is a condition of accepting the prize that a winners 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). If 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.
23. The Promoter reserves the right to disqualify entries in the event of non-compliance with these Conditions of Entry. If 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, acting reasonably, 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 willful 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. Unless otherwise specified, a prize is a single event for the winners (and where relevant their companion(s)) and cannot be separated into individual events or components.
27. 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.
28. Failure by the Promoter to enforce any of its rights at any stage does not constitute a waiver of these rights.
29. Authorised under: NSW Authority No. TP/00044 and SA Permit No. T25/1211.

Annexure A:

- Asahi Super Dry 500ml
- Asahi Super Dry 19Lt
- Asahi Super Dry Zero 330ml
- Asahi Super Dry 3.5 330ml
- Asahi Super Dry 49.5Lt
- Asahi Super Dry 330ml
- Nikka Days Blended Whisky 700ml
- Nikka Japanese Whisky from The Barrel 500ml
- Nikka Coffey Gin 700ml
- Nikka Miyagikyo Single Malt 700ml
- Nikka Single Malt Yoichi 700ml
- Nikka Coffey Grain Whisky 700ml
- Nikka Coffey Malt 700ml
- Nikka Coffey Vodka 700ml
- Nikka Taketsuru Pure Malt 700ml
- Strangelove Sparkling Mineral Water 330ml
- Strangelove Dry Ginger Ale 180ml
- Strangelove Bitter Lemon 180ml
- Strangelove Still Mineral Water 350ml
- Strangelove Fancy Lemonade 180ml
- Strangelove Cloudy Pear & Cinnamon 300ml
- Strangelove Hot Ginger Beer 180ml
- Strangelove Lime & Jalapeno 300ml
- Strangelove Sparkling Water 750ml
- Strangelove Soda Water 180ml
- Strangelove Salted White Grapefruit 180ml
- Strangelove Light Tonic 540ml
- Strangelove No 8 Tonic 180ml
- Strangelove Lemon Squash 300ml
- Strangelove Premium Mixer Soda Water 540ml
- Strangelove Guava Sparkling Water 330ml
- Strangelove Grapefruit & Holy Basil 300ml
- Strangelove Sparkling Mineral Water 350ml

- Strangelove Still Mineral Water 330ml
- Strangelove Yuzu 300ml
- Strangelove Tonic No 8 540ml
- Strangelove Still Mineral Water 750ml
- Strangelove Double Ginger 300ml
- Strangelove Pineapple Sparkling Water 330ml
- Strangelove Light Tonic 180ml
- Strangelove Coastal Tonic 180ml
- Strangelove Mandarin 300ml