

Hard Rated Hard Pass AFL GF Promotion Terms & Conditions ("Conditions of Entry")

Schedule	
Promotion:	Hard Rated Hard Pass AFL GF Promotion
Promoter:	<p>CUB Pty Ltd ABN 76 004 056 106, 58 Queens Bridge Street, Southbank, VIC 3006, Australia. Ph: 1800 244 054</p> <p>For any enquiries regarding this Promotion, please contact the Promoter via consumerrelations@asahi.com.au or 1800 244 054</p>
Promotional Period:	<p>Start time/date: 9:00 am AEST on 08/09/25</p> <p>End time/date: 11:59 pm AEST on 18/09/25</p>
Eligible entrants:	Entry is only open to Australian residents who are 18 years of age or over.
How to Enter:	<p>To enter the Promotion, the entrant must complete the following steps during the Promotional Period:</p> <ol style="list-style-type: none"> visit hardrated.com.au, follow the prompts to the Promotion entry page and fully complete and submit the online entry form with their personal details (as requested), the AFL team they support and (optional) select the tick box to opt in to receive marketing from the Promoter; and (optional) play the virtual 'Hard Pass' game as prompted ('Game'). <p>Game: The entrant must follow the instructions prompted on screen in order to play the game. The Minor Prize winner will be notified on screen upon Game completion. For the sake of clarity, the Game is for entertainment purposes only and the Game results do not affect the entrant's chance of winning any prize in this Promotion.</p> <p>Individuals who complete the online entry form will receive an entry into the Major Draw. For the sake of clarity, the Game is an optional step, and the entrant will still receive an entry into the Major Draw regardless of whether they play the Game.</p>
Entries permitted:	<p>Multiple entries permitted subject to the following:</p> <ol style="list-style-type: none"> limit one (1) entry permitted per person per day; and each entry must be completed separately and in accordance with the entry instructions above. <p>The entrant is eligible to win a maximum of one (1) Minor Prize. This prize limit does not apply to SA residents.</p>
Winner Determination:	<p><u>Minor Prize (via Game):</u></p> <ul style="list-style-type: none"> There will be a total of twelve (12) pre-determined 'winning moments' during the Promotional Period with one (1) pre-determined 'winning moment' each day. The first valid entry received after a pre-determined 'winning moment' will win the Minor Prize, subject to verification. 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 Minor Prizes that are part of the advertised total prize pool will be awarded in the unclaimed prize draw. Instant win game materials void if stolen, forged, mutilated or tampered with in any way. <p><u>Major Prize:</u></p> <ul style="list-style-type: none"> All entries (including the Minor Prize winners) will then be collected for the purposes of the Major Draw. The Major Draw will take place at Plexus, Level 4, 411 Collins Street, Melbourne VIC 3000 at 12:00 pm AEST on 19/09/25 using computerised random selection. The first valid entry drawn will be the winner of the Major Prize specified below.

	<ul style="list-style-type: none">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\$2,640.00											
<table><tr><th>Prize Description</th><th>Number of this prize</th><th>Value (per prize)</th></tr><tr><td>Major Prize: The prize is 2 x adult general admission tickets to the 2025 AFL Grand Final at Melbourne Cricket Ground on 27/09/25.</td><td>1</td><td>AU\$1,200.00</td></tr><tr><td>Minor Prize: The prize is either: NT & NSW: a \$120 Hard Rated merch store voucher OR All Other States (excluding NT & NSW): the winner’s choice of a 24-pack Hard Rated product. Options include: Hard Rated Lemon, Hard Rated Lemon Lime OR Hard Rated Orange.</td><td>12 (1 per day)</td><td>Up to AU\$120.00</td></tr></table>				Prize Description	Number of this prize	Value (per prize)	Major Prize: The prize is 2 x adult general admission tickets to the 2025 AFL Grand Final at Melbourne Cricket Ground on 27/09/25.	1	AU\$1,200.00	Minor Prize: The prize is either: NT & NSW: a \$120 Hard Rated merch store voucher OR All Other States (excluding NT & NSW): the winner’s choice of a 24-pack Hard Rated product. Options include: Hard Rated Lemon, Hard Rated Lemon Lime OR Hard Rated Orange.	12 (1 per day)	Up to AU\$120.00
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Further Prize Details:	<p>Major Prize</p> <ul style="list-style-type: none">This prize includes tickets to the 2025 AFL Grand Final at Melbourne Cricket Ground, taking place on 27/09/25. If the winner is unwilling or unable to attend this event, they forfeit the prize and the Promoter is not obliged to offer a substitute prize.The 2025 AFL Grand Final tickets are subject to the organiser’s terms and conditions, including any applicable age restrictions. The Promoter and event organisers hereby expressly reserve the right to eject any winner and/or their companion for any inappropriate behaviour, including but not limited to intoxication, whilst participating in any element of the prize.All costs associated with travel to and from the 2025 AFL Grand Final will be the responsibility of the winner and their companion.AFL Authorised GF Promotion code: GFAFL25/147 <p>Hard Rated Merch Store Voucher</p> <p>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 with the voucher.</p>											
Winner notification:	<p>The Major Prize winner will be contacted via email and phone on the same day as the draw and published at cubpromos.com.au/winners by 22/09/25.</p> <p>The Minor Prize winners will be notified on screen upon Game completion, subject to verification.</p>											
Unclaimed Prizes:	<p>The Major Prize must be claimed by 11:30 am AEST on 23/09/25. In the event of any unclaimed prize, an unclaimed prize draw will take place at the same time and place as the original draw on 23/09/25. The winner of the unclaimed prize draw will be contacted via email and phone and published cubpromos.com.au/winners on the same day.</p> <p>The Minor Prizes must be claimed by 11:30 am AEDT on 20/10/25. In the event of any unclaimed prize(s), an unclaimed prize draw will take place at the same time and place as the Major Prize draw on 20/10/25. The winner(s) of the unclaimed prize draw will be contacted via email and phone within seven (7) days.</p>											

	<p>The draw conductor may select additional reserve entries in case an invalid entry or entrant is drawn.</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>
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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 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. All reasonable attempts will be made to contact each winner.
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. 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.
8. Tickets or rights for alcohol prizes will not be distributed by or to any person under 18, nor can a person under 18 dispense or collect an alcohol prize. Entrants will be refused service of alcohol or provision of an alcoholic beverage prize if it would breach any relevant laws or codes including those relating to the responsible service of alcohol. The Promoter supports the responsible service of alcohol.
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.
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 directly or through its agents or contractors. 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.

14. For the purposes of public statements and advertisements, the Promoter may only publish the winner's surname, initial and postcode of residence.
15. It is a condition of accepting the prize that a winner and their travel companion may be required to sign a legal release as determined by the Promoter in its absolute discretion, prior to receiving a prize.
16. 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.
17. 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).
18. 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.
19. 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. 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.
20. 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.
21. 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).
22. 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.
23. Unless otherwise specified, a prize is a single event for the winner (and where relevant their companion) and cannot be separated into individual events or components.
24. 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.
25. Failure by the Promoter to enforce any of its rights at any stage does not constitute a waiver of these rights.