

Vodka Cruiser Every Case Wins x EG '25 On-Pack Promotion Terms & Conditions ("Conditions of Entry")

Schedule	
Promotion:	Vodka Cruiser x EG '25 On-Packer 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 on 1800 244 054</p>
Promotional Period:	<p>Start date: 24/09/25 at 09:00 am AEST</p> <p>End date: 30/01/26 at 11:59 pm AEDT</p>
Eligible entrants:	Entry is only open to Australian residents who are 18 years and over.
How to Enter or Claim:	<p>To enter or to claim a gift in the Promotion, the entrant must complete the following steps during the Promotional Period:</p> <ol style="list-style-type: none"> purchase any specially marked Vodka Cruiser case from any participating BWS or Dan Murphy's store within Australia which stocks and sells the specially marked cases, while stocks last (includes their respective online stores) ("Participating Venues"); visit winwithcruiser.com.au (or scan the QR code advertised in store), follow the prompts to the Promotion entry page; and fully complete and submit the online entry form with the requested personal details and the unique code found on inside the specially marked case; and tap the 'gift' icon to receive their gift OR tap the 'draw' icon to go into the draw (and forfeit their right to the gift). <p>*Purchases made via Uber Eats, Doordash, Menulog and MILKRUN through the abovementioned stores are also eligible provided a specially marked case is delivered.</p> <p>Proof of Purchase: The entrant must retain proof of purchase. The proof of purchase required is an original receipt and the unique code found on the specially marked case.</p> <p>The entrant must fill out the online entry form for every entry/claim.</p>
Entries permitted:	<p>Multiple entries permitted subject to the following:</p> <ol style="list-style-type: none"> maximum of one (1) entry or claim permitted per specially marked case purchased; limit one (1) entry or claim permitted per person per day; only one (1) unique code per entry/claim is permitted; limit five (5) entries or claims per person in total; the same unique code cannot be used more than once; unrecognised codes will be deemed invalid; and each entry/claim must be submitted separately and in accordance with the entry instructions above.
Winner Determination:	<p><u>Draw:</u></p> <ul style="list-style-type: none"> The draw will take place at Roilti, 23 Norton Street, Suite 51A Leichardt, NSW 2040, Australia at 12:00 pm AEDT on 02/02/26 using computerised random selection. The first valid entry drawn will be the winner of the prize specified below. The Promoter may draw reserve winners in case of ineligible or invalid entries. 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. For the sake of clarity, only entrants who opted out to receive the gift will be entered into the draw.
Total Prize Pool:	<p>Draw Prize: Up to AUD \$12,000.00</p> <p>Gifts: Up to AUD\$787,000.00</p>

Prize Description		Number of this prize/gift	Value (per prize)
Draw Prize: The prize is a trip to Bali, Indonesia for the winner and a friend (aged 18 years or over) which includes: <ul style="list-style-type: none"> • return economy class flights for 2 people from the winner's nearest capital city to Bali, Indonesia; • return private transfers for 2 people from the airport to accommodation; • 7 nights' minimum 4-star villa (or similar) accommodation for 2 people in Canggu, Bali; • \$250 per person allowance for travel insurance; and • \$1,350 spending money to put towards meals, drinks, allowance, etc – for the winner only (at the winner's own discretion). 		1	Up to AUD\$12,000.00 depending on date and exact point of departure
Gift: The gift is a \$10 Digital Vault Pays-enabled Prepaid Mastercard®. 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. We will not give you 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 EML Payment Solutions Limited (ABN 30 131 436 532) AFSL 404131 pursuant to license by Mastercard. See www.vaultps.com.au/terms for terms and conditions. Mastercard and the circles design are registered trademarks of Mastercard International Incorporated.		Up to 78,700	AUD\$10.00
Draw Prize Conditions	<ul style="list-style-type: none"> • Travel must be taken by 04/03/27. Prize cannot be taken during Australian school holidays, public holidays or other peak periods. the winner is unavailable or unwilling to travel on the aforementioned date/s required by the Promoter, they will forfeit their right to the prize and will not be awarded cash or any other alternative in lieu. • All bookings must be made a minimum of 90 days in advance of requested departure dates. • Travel itinerary will be determined by the Promoter in its absolute discretion. • Prize is subject to the standard terms and conditions of individual prize and service providers. • The winner and his/her travel 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. • Further 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 charges and all other ancillary costs, unless otherwise specified in the prize description, are not included. • The winner may be required to present their credit card at check in. • The \$1,350 spending money will be paid by direct deposit to the winner's nominated Australian bank account in their name. The winner must provide their Australian bank account details to the Promoter in order for the prize to be awarded. 		
Winner notification:	The Draw Prize winner will be contacted by email within seven (7) days of the draw and published at winwithcruiser.com.au by 09/02/26.		

Unclaimed Prizes:	<p>Draw Prize must be claimed by 03/03/26 at 12:00 pm AEDT. In the event of an unclaimed Draw Prize, the prize will be drawn on 04/03/26 at 12:00 pm AEDT at Roilti, 23 Norton Street, Suite 51A Leichardt, NSW 2040, Australia. The Promoter may draw reserve winners in case of ineligible or invalid entries.</p> <p>The winner of the unclaimed prize draw will be notified by email within seven (7) days of the unclaimed prize draw and published at winwithcruiser.com.au by 11/03/26.</p>
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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. References to 'prize' in the below clauses equally apply to 'gift'.
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. All reasonable attempts will be made to contact the Draw Prize winner.
6. If the Draw Prize 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.
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. 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. Purchase receipt(s) must clearly specify: (a) the store of purchase as an eligible store; (b) the required product/s or service/s to be purchased for entry; and (c) that the purchase was made during the Promotional Period and prior to entry.
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. 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.

13. 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.
14. The Promoter may collect your personal information directly or through its agents or contractors including EndeavourGroup Limited (ABN 77 159 767 843) (Endeavour Group). The Promoter will use your/your companion's personal information to conduct and manage the competition. The Promoter may disclose your/your companion's personal information to its related companies, agents and contractors including Endeavour Group to assist in conducting this competition, communicating with you/your companion 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.
15. 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:
 - a) how to seek access to the personal information the Promoter holds about them and seek correction of the information; and
 - b) how to complain about a privacy breach and how the Promoter will deal with such a complaint.
16. If entrants have marked the "opt-in" box on their entry relating to Endeavour Group collecting their personal information, entrants consent to the storage of their 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 entrants via electronic messaging.
17. The Endeavour Group Privacy Policy can be found at <https://www.danmurphys.com.au/help/help-centre/articles/360000043536-Privacy-Policy> (Dan Murphy's) and www.bws.com.au/help/privacy-policy (BWS). 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.
18. For the purposes of public statements and advertisements, the Promoter may only publish the winner's surname, initial and postcode of residence.
19. 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.
20. 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.
21. 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).
22. 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.
23. 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.

24. 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.
25. 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).
26. 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.
27. Unless otherwise specified, a prize is a single event for the winner (and where relevant their guest) and cannot be separated into separate events or components.
28. 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.
29. Failure by the Promoter to enforce any of its rights at any stage does not constitute a waiver of these rights.
30. Authorised under: ACT Permit No. TP 25/01084, NSW Authority No. TP/03949 and SA Permit No. T25/818.