

Hard Rated x Cheeky Facts 'The Pub' Pint Giveaway Promotion Terms & Conditions ("Conditions of Entry")

Schedule								
Promotion:	Hard Rated x Cheeky Facts'The Pub' Pint Giveaway Promotion							
Promoter:	CUB Pty Ltd ABN 76 004 056 106, Level 19, 2 Southbank Boulevard, 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 time/date: 09:00 am AEST on 18/09/26 End time/date: 10:00 pm AEST on 26/09/26, or once all Codes available for a day have been redeemed or have been exhausted (whichever occurs first)							
Eligible entrants:	Entry is only open to Australian residents who are 18 years of age or over.							
How to Enter:	To enter the Promotion, the entrant must complete the following steps during the Promotional Period: a) visit 'The Pub' activation on the Melbourne Cricket Ground Concourse at Yarra Park ("Activation"); and b) participate in the Hard Rated 'Cheeky Facts' activity as directed by the promotional staff ("Activity").							
Activity:	- There will be a box at the Activation with a small designated viewing hole. Inside the box, a slideshow of 19 cheeky facts and AFL statistics will be displayed on a continuous loop of approximately 20 minutes. At approximately 20-minute intervals, a promotional code word will appear on the screen. - An entrant may look through the designated viewing hole to look for the promotional code word (the "Code"). - An entrant who is viewing the slideshow at the time the Code appears must memorise the Code, head over to the bar at the Activation and present the Code to the bar staff. If the Code has not already been redeemed, the entrant will receive one (1) pint or can of Hard Rated, subject to the availability and responsible service of alcohol requirements. - The prize must be claimed and consumed at the Activation on the day on which the Code is obtained, and during the Activation's operating hours. The prize must not be removed from the licensed area. No substitute prize or rain-check will be provided. If the prize is not claimed and consumed within these requirements, the prize will be forfeited. - If the Code has already been redeemed, the entrant will not receive a prize and will have no further entitlement in respect of that Code. - A Code may only be redeemed once per day. Once a Code has been validly redeemed, it cannot be redeemed again on the same day.							
Entries permitted:	The entrant is eligible to win one (1) prize throughout the Promotional Period.							
Total Prize Pool:	Up to AUD\$4,320.00							
<table><tr><th>Prize Description</th><th>Number of this prize</th><th>Value (per prize)</th></tr><tr><td>The prize is a 1 x Can 375mL or Pint 425mL of Hard Rated drink (4.5%).</td><td>270</td><td>Up to AUD\$16.00</td></tr></table>			Prize Description	Number of this prize	Value (per prize)	The prize is a 1 x Can 375mL or Pint 425mL of Hard Rated drink (4.5%).	270	Up to AUD\$16.00
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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. 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.
6. 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>. Entry and continued participation in this Promotion is subject to the Participating Venue's liquor serving policy.
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.
12. 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. 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.
14. 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).
15. 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.

16. 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.
17. 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.
18. 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).
19. 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.
20. 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.
21. Failure by the Promoter to enforce any of its rights at any stage does not constitute a waiver of these rights.
22. A Participating Venue will not offer this Promotion as an inducement directed at encouraging patrons to gamble and/or consume alcohol in line with relevant State gambling and liquor authorities.