

## “JIM BEAM FOOTY FINALS TICKETS PROMOTION

### TERMS AND CONDITIONS

1. Information on how to enter and the prize(s) form part of these Terms and Conditions. Participation in this promotion is deemed acceptance of these Terms and Conditions.
2. Entry is only open to Australian residents aged 18 years or over.
3. Employees (and their immediate families) of the Promoter, Participating Stores (defined below) and agencies associated with this promotion are ineligible to enter. Immediate family 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 1<sup>st</sup> cousin.
4. Entries into the promotion open on 30/07/2025 and close at 11:59pm AEST on 10/09/2025 (“**Promotional Period**”).
5. A “**Participating Store**” is any Bottler or Super Cellars liquor store nationally that stocks the Eligible Product (defined below) and advertises the promotion during the Promotional Period.
6. To be eligible to enter, individuals must spend \$25 or more in a single transaction on any Jim Beam product (“**Eligible Product**”) during the Promotional Period and obtain an entry card (featuring a QR Code) and purchase receipt (“**Qualifying Transaction**”). If a purchase receipt is not automatically handed to the individual, it is their responsibility to request one.
7. To enter, individuals must then scan the QR code on the entry card (or also found on point of sale in Participating Stores) or visit [supercellars.com.au/competitions/win-the-ultimate-footy-experience](https://supercellars.com.au/competitions/win-the-ultimate-footy-experience) directly and follow the prompts to the promotion entry page, input the requested details, upload their purchase receipt and submit the fully completed entry form during the Promotional Period.
8. Multiple entries permitted, subject to the following: (a) only one (1) entry permitted per Qualifying Transaction regardless of the amount spent in excess of \$25; and (b) each entry must be submitted separately and in accordance with entry requirements.
9. Only one (1) Weekly Draw Mid Prize (defined below) permitted per person (excluding SA).
10. Entrants must retain a copy of their purchase receipt(s) for all entries as proof of purchase. Failure to produce the proof of purchase for all entries when requested may, in the absolute discretion of the Promoter, result in invalidation of ALL of an entrant's entries and forfeiture of any right to a prize. Purchase receipt(s) must clearly specify the product purchased, store of purchase and that the purchase was made during the Promotional Period but prior to entry.
11. The Promoter, reserves the right, at any time, to verify the validity of entries and entrants (including an entrant's identity, age and place of residence) and reserves the right, in its sole discretion, to disqualify any individual who the Promoter has reason to believe has breached any of these Terms and Conditions, tampered with the entry process or engaged in any unlawful or other improper misconduct calculated to jeopardise fair and proper conduct of the promotion. Errors and omissions may be

accepted at the Promoter's discretion. Failure by the Promoter to enforce any of its rights at any stage does not constitute a waiver of those rights. The Promoter's legal rights to recover damages or other compensation from such an offender are reserved.

12. Incomplete or indecipherable entries will be deemed invalid.
13. If there is a dispute as to the identity of an entrant, the Promoter reserves the right, in its sole discretion, to determine the identity of the entrant.
14. There will be one (1) draw conducted for the entries received each week of the Promotional Period, for a total of six (6) weeks (each a **"Weekly Draw"**), and there will be one (1) draw conducted for all entries received during the Promotional Period (**"Major Draw"**). Subject to the starting and closing time of the Promotional Period, entries into each Weekly Draw will open at 12am AEST and close at 11:59:59pm AEST on the dates outlined in the table below. Non-winning entries in each Weekly Draw will be entered into any subsequent Weekly Draw(s), and all entries (including the Weekly Draw winners) will be entered into the Major Draw. All Weekly Draws and the Major Draw will take place at Independent Liquor Group, 16 Tyrone place, Erskine Park, New South Wales 2759 at 12:00pm (noon) AEST on the dates listed in the table below.

Draw	Entries Open	Entries Close	Draw Date	Publication Date
Weekly Draw 1	30/07/2025	05/08/2025	08/08/2025	12/08/2025
Weekly Draw 2	06/08/2025	12/08/2025	15/08/2025	19/08/2025
Weekly Draw 3	13/08/2025	19/08/2025	22/09/2025	26/08/2025
Weekly Draw 4	20/08/2025	26/08/2025	29/08/2025	02/09/2025
Weekly Draw 5	27/08/2025	02/09/2025	05/09/2025	09/09/2025
Weekly Draw 6	03/09/2025	10/09/2025	12/09/2025	16/09/2025
Major Draw	30/07/2025	10/09/2025	12/09/2025	16/09/2025

15. The Promoter may draw additional reserve entries and record them in order in case an invalid entry or ineligible entrant is drawn.
16. Winners will be notified by email and phone within two (2) business days of the relevant draw and will be published on the winners tab (initial, surname and postcode) at [www.supercellars.com.au](http://www.supercellars.com.au) on the dates listed in the above table.
17. The Promoter's decision is final and no correspondence will be entered into.
18. The first valid entry drawn in each Weekly Draw will each win a \$150 NRL Shop voucher redeemable online at <https://www.nrlshop.com/> (**"Weekly Draw Mid Prize"**).
19. The first valid entry drawn from the Major Draw will win a footy Game Day Experience in Sydney for two (2) people valued at up to \$7,400 depending on point of departure (**"Major Prize"**). The Major Prize includes:
  - Two (2) VIP Tickets to an NRL game in Sydney NSW at Accor Stadium on 05/10/2025, inclusive of access to the lounge with a premium view of the game, food and beverages;
  - Two (2) return economy airfares from the winner's nearest Australian capital city to Sydney, NSW (if needed). If the winner is from NSW, flights will be forfeited, and the value of the flights may in the absolute discretion of the Promoter, be offered in make-good form and may include (but not limited too) additional accommodation nights, private transfers or upgrades to hotel rooms, additional activities and/or spending money);

- One (1) night accommodation in a minimum three (3) star hotel for two (2) people (twin/double share) with check in on 05/10/2025 and check out on 06/10/2025; and
- Comprehensive prize management, including liability/publicity paperwork, all bookings, itinerary management, and 24-hour support during the trip.

Spending money, meals, insurance, transport to and from departure point, transfers, items of a personal nature, in-room charges and all other ancillary costs are not included in the Major Prize. Major Prize must be taken to coincide with the selected NRL Game in Sydney NSW with flights departing on 05/10/2025 is subject to booking and flight availability.

20. Frequent flyer points will not form part of the Major Prize. Major Prize is subject to the standard terms and conditions of individual prize and service providers.
21. The winner may select a guest of any age; however, any guest under 18 years of age must travel with their parent or legal guardian. To claim the Major Prize, the winner must respond to the winner notification and confirm that they meet the entry criteria outlined in these Terms & Conditions within 5 days of the draw date. Once the Major Prize has been claimed, the winner and their companion will be required to complete a further prize booking form including liability and publicity waiver within 2 days of the date that they successfully claimed the Major Prize and were verified as the valid winner. The Major Prize is a single event holiday and cannot be separated into different holiday vacations. The winner and their travel companion must meet all travel requirements and conditions of entry for all third-party suppliers (i.e., hotels, airlines, restaurants, events, activity suppliers etc). The winner and their companion must depart from and return to the same departure point and travel together. No compensation or alternative travel plans will be arranged should the winner and/or their companion miss their outbound or return flights or fail to meet any check-in requirements for any reason. These costs will be the responsibility and expense of the winner and their companion. A credit card imprint may be required from the winner at check-in to the hotel for all incidental charges. Once booking is confirmed, no changes are allowed, unless otherwise authorised by the Promoter in its absolute discretion and if permitted will incur a fee of \$165 per person (including GST) plus supplier charges which is payable by the winner. Travel suppliers/airlines to be chosen at the discretion of Mavel Group. Travel itinerary will be determined by the Promoter in its absolute discretion. Should the winner wish to extend their trip, permission must be sought from the Promoter who will decide in its absolute discretion. In the event the Promoter agrees for the winner to extend, all additional expenses to extend will be at the winner's own expense. In the event that an element of the Major Prize is cancelled or postponed for any reason, the winner forfeits the specified element and no cash alternative offer will be granted in lieu of the part of the Major Prize. The winner and their companion agree that they will not sell or otherwise provide their story and/or photographs to any media or other organisation apart from the Promoter or Mavel Group.
22. In the event of war, terrorism, state of emergency, pandemic or any other kind of disaster or unforeseeable event beyond the Promoter's reasonable control, the Promoter reserves the right to cancel, terminate, modify or suspend the promotion or suspend, substitute or modify a prize, subject to any written directions from a relevant regulatory authority.
23. Any ancillary costs associated with redeeming the NRL Shop Voucher are not included. Any unused balance of the NRL Shop Voucher will not be awarded as cash. Redemption of the NRL Shop Voucher is subject to any terms and conditions of the issuer including those specified on the NRL Shop Voucher.

24. The Promoter encourages consumers to enjoy responsibly. Legal aged consumers are advised to consider the safe drinking levels recommended in the National Health & Medical Research Council Australian Alcohol Guidelines that are available at [www.nhmrc.gov.au](http://www.nhmrc.gov.au).
25. Subject to the unclaimed prize draw clause, if for any reason a winner does not take / redeem a prize (or an element of the prize) at/by the time stipulated by the Promoter, then the prize (or that element of the prize) will be forfeited.
26. If any prize (or part of any prize) is unavailable, the Promoter, in its discretion, reserves the right to substitute the prize (or that part of the prize) with a prize of the equal value and/or specification, subject to any written directions from a regulatory authority.
27. The NRL tickets are subject to the event venue and ticket terms and conditions, including any applicable age restriction. The Promoter and event organisers hereby expressly reserve the right to eject the winner (and/or their companion) for any inappropriate behaviour, including but not limited to intoxication, whilst participating in any element of the prize.
28. Total prize pool value is up to \$8,300.
29. Prizes, or any unused portion of a prize, are not transferable or exchangeable and cannot be taken as cash, unless otherwise specified.
30. A draw for any unclaimed prizes may take place on 22/09/2025 at the same time and place as the original draw, subject to any directions from a regulatory authority. Winners, if any, will be notified by email and phone within two (2) business days of the draw and their names will be published on the winners tabs (initial, surname and postcode) at [www.supercellars.com.au](http://www.supercellars.com.au) on 29/09/2025.
31. Entrants consent to the Promoter using their name, likeness, image and/or voice in the event they are a winner (including photograph, film and/or recording of the same) in any media for an unlimited period without remuneration for the purpose of promoting this promotion (including any outcome), and promoting any products manufactured, distributed and/or supplied by the Promoter.
32. If this promotion is interfered with in any way or is not capable of being conducted as reasonably anticipated due to any reason beyond the reasonable control of the Promoter, including but not limited to technical difficulties, unauthorised intervention or fraud, the Promoter reserves the right, in its sole discretion, to the fullest extent permitted by law: (a) to disqualify any entrant; or (b) subject to any written directions from a regulatory authority, to modify, suspend, terminate or cancel the promotion, as appropriate.
33. Any cost associated with accessing the promotional website is the entrant's responsibility and is dependent on the Internet service provider used.
34. Nothing in these Terms and Conditions limits, excludes or modifies or purports to limit, exclude or modify the statutory consumer guarantees as provided under the Competition and Consumer Act, as well as any other implied warranties under the ASIC Act or similar consumer protection laws in the States and Territories of Australia ("**Non-Excludable Guarantees**"). Except for any liability that cannot by law be excluded, including the Non-Excludable Guarantees, the Promoter (including its respective officers, employees and agents) excludes all liability (including negligence),

for any personal injury; or any loss or damage (including loss of opportunity); whether direct, indirect, special or consequential, arising in any way out of the promotion.

35. Except for any liability that cannot by law be excluded, including the Non-Excludable Guarantees, the Promoter (including its respective officers, employees and agents) is not responsible for and excludes all liability (including negligence), for any personal injury; or any loss or damage (including loss of opportunity); whether direct, indirect, special or consequential, arising in any way out of: (a) any technical difficulties or equipment malfunction (whether or not under the Promoter's control); (b) any theft, unauthorised access or third party interference; (c) any entry or prize claim that is late, lost, altered, damaged or misdirected (whether or not after their receipt by the Promoter) due to any reason beyond the reasonable control of the Promoter; (d) any variation in prize value to that stated in these Terms and Conditions; (e) if the NRL game is delayed, postponed or cancelled for any reason beyond the reasonable control of the Promoter; (f) any tax liability incurred by a winner or entrant; or (g) use / participation in the prizes.
36. As a condition of accepting the Major Prize, the winner (and their companion) must sign any legal documentation as and in the form required by the Promoter and/or prize suppliers in their absolute discretion, including but not limited to a legal release and indemnity form.
37. The Promoter collects personal information ("**PI**") in order to conduct the promotion and may, for this purpose, disclose such PI to third parties, including but not limited to agents, contractors, service providers, prize suppliers and, as required, to Australian regulatory authorities. Entry is conditional on providing this PI. The Promoter will also use and handle PI as set out in its Privacy Policy, which can be viewed at <https://www.suntoryglobalspirits.com/privacy-policy>. In addition to any use that may be outlined in the Promoter's Privacy Policy, the Promoter may, for an indefinite period, unless otherwise advised, use the PI for promotional, marketing, publicity, research and profiling purposes, including sending electronic messages or telephoning the entrant. The Privacy Policy also contains information about how entrants may opt out, access, update or correct their PI, how entrants may complain about a breach of the Australian Privacy Principles or any other applicable law and how those complaints will be dealt with. All entries become the property of the Promoter. Unless otherwise indicated by the Promoter, the Promoter may disclose PI to entities outside of Australia (for a list of the countries, see the Promoter's Privacy Policy), and cannot guarantee that any overseas recipient will not breach the Australian Privacy Principles. By entering the promotion entrants consent to the overseas transfer on these terms as permitted by the Australian Privacy Principles and agree that the Promoter is not liable in this regard.
38. The Promoter is Beam Suntory Australia Pty Ltd (ABN 85 003 953 357) of Level 18, 100 Pacific Highway, North Sydney, 2060, telephone (02) 8977 9700.

ACT Permit No. TP25/01396. SA Permit No. T25/1040