

Asahi F.C. 2026 On Premise Promotion Terms & Conditions ("Conditions of Entry")

Schedule	
Promotion:	Asahi F.C. 2026 On Premise 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 13/07/26 End time/date: 11:59 pm AEST on 24/08/26
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: - purchase a 400ml Asahi Super Dry from any venue displaying advertising for this Promotion (excludes online) ("Participating Venues"); and - visit the promotional website by scanning the Near Field Communication ("NFC") Patch (provided by the venue staff); follow the prompts to the Promotion entry page, confirm the pre-populated unique code associated with the NFC Patch & qualifying purchase and fully complete and submit the online entry form with their personal details as requested. Instant Prize winners will be notified on screen upon entry form submission, subject to verification. All entries (including the Instant Prize winners) will also be entered into the Major Prize Draw. The entrant must fill out the online entry form for every entry. Entry to this Promotion is via mobile smartphone device with compatible NFC technology only. Participants must ensure their device is NFC-enabled and that NFC functionality is activated prior to entry. The Promoter accepts no responsibility for entries not received due to device incompatibility, NFC technology failure, or network issues. Devices without NFC capability are ineligible for entry into this promotion. <u>Proof of Purchase:</u> The entrant must retain proof of purchase. The proof of purchase required is an NFC Patch (provided by venue staff) linked to the unique code for the qualifying transaction required to enter the Promotion. <u>Refer a Friend - Bonus Entry:</u> Entrants have the opportunity to receive bonus entries into the Major Prize Draw only by referring friends during the Promotional Period. To refer a friend, the entrant must complete the following steps: - after completing a valid entry into the Promotion, select the "Refer a Friend" option on the promotional website; - this will allow the entrant to open their mobile messaging application with a pre-populated message containing a referral link to a promotional video page; - using their own mobile device and messaging service, the entrant must select a contact and send the message.

	To be eligible for the referring entrant to receive one (1) bonus entry, the referred friend must, during the Promotional Period: a) receive the message from the entrant and click the referral link; b) be directed to the promotional video page and enter their mobile number to unlock the video content; and c) complete a valid entry into the Promotion in accordance with these Terms and Conditions. Once the referred friend has completed the entry process, the Promoter will verify eligibility by matching the mobile number entered on the promotional video page with the mobile number used to submit the referred friend's entry. If the numbers match, the referring entrant will be awarded one (1) bonus entry into the draw. The referred friend will receive a standard entry into the Promotion upon completing the entry process and will not receive any additional entries as a result of being referred. There is no limit to the number of friends an entrant may refer; however, a bonus entry will only be awarded for each referred friend who completes a valid entry into the Promotion using the same mobile number entered to unlock the video content. Entrants may receive a maximum of five (5) bonus entries in total through referrals.
Entries permitted:	Multiple entries permitted subject to the following: a) maximum of one (1) entry permitted per qualifying transaction; b) limit one (1) entry permitted per person per day; c) limit five (5) purchase entries and five (5) bonus entries per person throughout the Promotional Period; and d) each entry must be completed separately and in accordance with the entry instructions above.
Winner Determination:	<u>Major Prize Draw:</u> ● The draw will take place at Plexus, Level 9, 628 Bourke Street, Melbourne VIC 3000 at 12:00 pm AEST on 31/08/26. ● The first valid entry drawn will be the winner of the Draw 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. <u>Minor Prizes:</u> ● Instant Prize winners will be notified immediately if they have won on screen upon entry form submission, subject to verification. ● Quality control errors will not invalidate an otherwise valid prize claim. ● Instant win game materials void if stolen, forged, mutilated or tampered with in any way.

	● To redeem the prize, the winner must surrender their win notification to staff at the same Participating Venue of entry on the same date as their qualifying purchase. ● Venue staff must select the ‘Redeem’ button on the winner’s NFC compatible device for the prize to be claimed. ● 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. ● The maximum number of promotional NFC patches that will be distributed during the Promotion is 210,000.
Total Prize Pool:	Up to AUD\$498,700.00

Prize Description	Number of this prize	Value (per prize)
Major Prize: The prize is a trip to Melbourne, Manchester and Tokyo for the winner and a companion (aged 18 years or over), including the following: Melbourne, Victoria Travel Details: ● return economy class flights for the winner and their companion from the winner’s nearest Australian capital city to Melbourne, VIC (only provided if the winner does not reside in Melbourne, VIC) and returning from Manchester, U.K.to the winner’s nearest Australian capital city; ● return private transfers from airport to Melbourne accommodation; ● three (3) nights’ twin share 4-star accommodation (or similar) with breakfast included; and ● AUD\$2,000 spending money (paid by direct deposit) – to be awarded to the winner only; and ● a football or cultural experience in Melbourne for two (2) people (valued at AUD\$1,000 in total) Tokyo, Japan Travel Details: ● one way economy class flights for the winner and their companion from Melbourne, VIC to Tokyo, Japan; ● return private transfers from airport to Tokyo accommodation; ● four (4) nights’ twin share 4-star accommodation (or similar) with breakfast included; and ● a football or cultural experience in Tokyo valued at AUD\$1,000). Manchester, United Kingdom, Travel Details: ● one way economy class flights for the winner and their companion from Tokyo, Japan to Manchester, United Kingdom; ● return private transfers from airport to Manchester accommodation; ● four (4) nights’ twin share 4-star accommodation (or similar) with breakfast included; and	1	Up to AUD\$32,200.00 depending on date and exact point of departure

a football or cultural experience in Manchester (valued at AUD\$1,000).		
Minor Prize 1: The prize is a custom Asahi F.C. branded Soccer Jersey (size options: L or XL, subject to availability).	600	AUD\$80.00
Minor Prize 2: The prize is a custom Asahi F.C. branded scarf.	3000	AUD\$40.00
Minor Prize 3: The prize is a custom Asahi F.C. branded soccer ball.	2400	AUD\$40.00
Minor Prize 4: The prize is a \$15 Digital Vault Prepaid Gift Card, redeemable only at the Participating Venue of entry.	10,500	AUD\$15.00
Minor Prize 5: The prize is an Asahi F.C. branded key ring.	4,500	AU\$10.00
Further Prize Details:	Major Prize - If the winner and their companion reside in Melbourne they will depart from Melbourne (Tullamarine Airport) to Tokyo, followed by Manchester and then board return flights back to Melbourne on the dates set by the Promoter in its absolute discretion. - For the sake of clarity, if the winner resides outside of Melbourne, the travel prize includes return economy class airfare for the winner and one (1) companion, departing from the Australian capital city closest to the winner's place of residence to Melbourne (outbound flight) and returning from Manchester to the Australian capital city closest to the winner's place of residence (return flight). - All travel is subject to availability at all times and may be dependent on select seat class with airlines or specific room category availability with an accommodation partner. Block-out periods (see below) include all Australian school holidays, public holidays and other peak travel or special event periods. 2026 Block out dates include but are not limited to: 1st January – 9th February, 30th March – 27th April, 8th June, 4th – 19th July, 26th September – 11th October, 21st December – 31st December. 2027 Block out dates include but are not limited to: 1st January – 8th February, 25th - 30th March, 11th - 26th April, 14th June, 5th – 18th July, 27th September – 10th October, 20th – 31st December. - Prize must be redeemed and travel taken by 30/9/2027. 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. - 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 charges and all other ancillary costs, unless otherwise specified in the prize description, are not included. - The winner is responsible for any amendment or change fees charged by airlines or suppliers once the booking has been confirmed and ticketed. - The winner is responsible for any additional taxes and/or resort fees associated with the chosen accommodation unless otherwise stated.	

	• The winner may be required to present their credit card at check in. • The Promoter recommends that the winner and their companion take out travel insurance. Any such insurance will be at the winner's (and their companion's) own cost. • All bookings must be made a minimum of 90 days in advance of requested departure dates. All bookings and documentation regarding the prize must be made via Free-2-Travel Holidays Pty Ltd or their agents. • Redeeming the prize is conditional on acceptance of the terms and conditions of travel as detailed by Free-2-Travel ("F2T") Holidays Pty Ltd and the airline carriers in accordance with normal travel practices. The prize is non-transferable and non-refundable and cannot be exchanged for cash. • The Winner and their companion must be in possession of a valid passport with a minimum of 6 months validity on it prior to departure. • It is the winner's responsibility to organise transport to/from the airport departure/return point. Prize winner. Digital Vault Prepaid Gift Card Prize Conditions (Minor Prize 4) Any ancillary costs associated with redeeming the Digital Vault Prepaid Card ('the Card') are not included. The Card must be activated within 2 months of issue and is valid for 12 months after activation. At expiry of the Card any unused balance will be forfeited. Eligible Customers will not receive notice prior to expiry. Card expiry and balance can be found on your mobile device in the Vault Payments app. The Card is issued by Vault Payment Solutions Group Pty Ltd pursuant to an intermediary authorisation between Vault and Flexewallet Pty Ltd AFSL 448066. See www.vaultps.com.au/terms for terms and conditions. The Card can only be used at the participating venue of entry. Football or Cultural Experience ("Experiences") for two (2) people valued at AUD\$1,000 in total: • The winner will have the option to choose between either a Football or Cultural Experience. • The exact details of the Experiences (i.e. activity, date, time and location) to be held in Melbourne, Tokyo and Manchester will be determined by the Promoter and will be communicated to the winner. If the winner is unwilling or unable to attend the Experiences, they forfeit the prize and the Promoter is not obliged to offer a substitute prize. • Where applicable, the winner and their companion must possess appropriate levels of fitness, health, skill, balance, dexterity and other personal characteristics so as to be able to safely undertake the Experiences. The winner and their companion must immediately withdraw from the Experience if there is a chance they do not satisfy any such required levels of fitness, health, skill, balance, dexterity or other personal characteristics (as disclosed to them). The Promoter may require the winner and their companion to submit information relating to their fitness, health, skill, balance, dexterity or other personal characteristics to take part in the Experiences. Acceptance of the winner and/or their companion following receipt of this information in no way: (a) constitutes a representation or assurance that they are suited to undertake the Experiences; or (b) relieves them of the obligation to assess the requirements of the Experiences and to withdraw if there is any doubt regarding their suitability to participate in the Experiences.
Winner notification:	The Instant Prize winners will be notified on screen upon entry form submission, subject to verification. The Draw Prize winner will be contacted in writing and published at www.asahifc.com.au by 07/09/26.
Unclaimed Prizes:	Draw Prize must be claimed by 11:00 am AEST on 29/09/26. In the event of an unclaimed Draw Prize, an unclaimed prize draw will take place at the same time and place as the original draw on 30/09/26. The winner of the unclaimed prize draw will be contacted in writing via email and published at

	www.asahifc.com.au by 01/10/26. The draw conductor may select additional reserve entries in case an invalid entry or entrant is drawn. If there are no prize winner(s) or winner(s) for this Promotion cannot be found, this information will be published at www.asahifc.com.au.
--	---

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 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 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. 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>. Entry and continued participation in this Promotion is subject to the Participating Venue's liquor serving policy.
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.
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. 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.

15. For the purposes of public statements and advertisements, the Promoter may only publish the winner's surname, initial and postcode of residence.
16. 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.
17. It is a condition of accepting the Draw 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.
18. 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.
19. 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).
20. 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.
21. 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.
22. 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.
23. 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).

24. Unless otherwise specified, the Draw Prize is a single event for the winner (and where relevant their companion) and cannot be separated into individual events or components.
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. 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.
27. Failure by the Promoter to enforce any of its rights at any stage does not constitute a waiver of these rights.
28. 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.
29. Authorised under: ACT Permit No. TP 26/00783, NSW Authority No. TP/03949 and SA Permit No. T26/598.