

Asahi Paramount Man City Experience Promotion Terms & Conditions ("Conditions of Entry")

Schedule		
Promotion:	Asahi Paramount Man City Experience 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 AEDT on 31/12/26	
Eligible Entrants:	Entry is only open to ACT, NSW, QLD, SA, TAS and VIC organisations who are customers of Paramount Liquor.	
How to Enter:	This is an automatic entry Promotion. To enter, during the Promotional Period an Eligible Store must: a) purchase one or more kegs of Asahi Super Dry (49.5L or 19L) from Paramount Liquor. Proof of Purchase: The Eligible Entrant must retain proof of purchase. The proof of purchase required is an ordering invoice for the qualifying transaction. The Eligible Entrant will automatically receive one (1) entry into the draw for each 19L keg of Asahi Super Dry purchased and two (2) entries into the draw for each 49.5L keg of Asahi Super Dry purchased from Paramount Liquor during the Promotional Period. No registration or online entry form is required.	
Entries permitted:	Multiple entries permitted subject to the following: a) one (1) entry will be issued for each 19L keg of Asahi Super Dry purchased from Paramount during the Promotional Period; b) two (2) entries will be issued for each 49.5L keg of Asahi Super Dry purchased from Paramount during the Promotional Period; and c) each entry must be supported by a valid Proof of Purchase in accordance with the entry instructions above.	
Winner Determination:	<u>Draws:</u> - Entries will be divided into the following State/Territory Groups: NSW/ACT, VIC, SA, QLD and TAS (each a “Group”). - The draws will take place at Plexus, Level 9, 628 Bourke Street, Melbourne VIC 3000 at 12:00 pm AEDT on 11/01/27 using computerised random selection. - The first valid entry drawn from each Group will each win the 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.	
Total Prize Pool:	Total Prize Pool Nationally: Up to AUD\$72,317.50 Total Prize Pool per Group/State: Up to AUD\$14,463.50	
Prize Description		Number of this prize
		Value (per prize)

The prize is a trip to Manchester, United Kingdom (Man City Football Club Experience) for one (1) person (aged 18 years or over), which includes the following: • return economy international airfares from Melbourne to London, UK and returning from Manchester, UK (excluding flights routed through the Middle East and exact departure point to be determined by the Promoter); • return economy airfares for one (1) person from the nearest Australian capital city (excluding WA and NT) to the Melbourne departure point (if required); • all airline and airport taxes in London; • one way group transfer from the airport to the accommodation in London; • 2 nights' 4-star accommodation in London – single share room (or similar) – with breakfast included; • One way group transfer from accommodation to train station in London; • One way train from London to Manchester in standard class (or similar); • One way group transfer from train station in Manchester to accommodation; • 2 nights' 4-star accommodation in Manchester – single share room (or similar) – with breakfast included; and • One way group transfer from accommodation to Manchester airport.	5 (1 per Group)	Up to AUD\$14,463.50
Further Prize Details:	<i>Travel to Manchester, United Kingdom Conditions:</i> • Travel must be taken between 04/05/27 and 09/05/27. 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. • 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 persons must depart from and return to the same departure point. • 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. • 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 nominated individual may be required to present their credit card at check in. • The Promoter recommends that the nominated individual take out travel insurance. Any such insurance will be at their own cost.	

	• The total value of each prize is up to AUD\$14,463.50 (inclusive of GST), based on a departure ex Melbourne, as at the date these Conditions of Entry are published. The value of the prize may vary depending on the winner's departure city and the date of travel. Any difference between the actual and stated value of the prize will not be awarded to the winner. • Airfares depart ex Sydney or Melbourne only. The winner is responsible, at their own cost, for all meals (other than breakfast at the accommodation), beverages, spending money, 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. are not included. • The nominated individual must hold a valid passport with at least six (6) months' validity beyond the intended date of return, and is responsible for obtaining any visa, electronic travel authorisation and/or other documentation required to enter and depart the United Kingdom. The Promoter accepts no responsibility if a winner is unable to travel because they do not hold the required travel documentation. • All travel and accommodation are subject to availability and to the terms and conditions of the relevant airline and accommodation provider. Flights and accommodation must be booked through the Promoter's nominated travel provider. • The prize is not transferable, exchangeable or redeemable for cash. The prize must be taken as offered and as a whole, and any unused portion of the prize is forfeited and will not be awarded as cash or otherwise.
Winner notification:	Eligible Entrants whose names are drawn will be contacted in writing within seven (7) days of the draw and published at https://cubpromos.com.au/conditions/ by 18/01/27. An Eligible Entrant which wins a prize must nominate an individual who will benefit from the prize to the Promoter within seven (7) days of notification.
Unclaimed Prizes:	Prizes must be claimed by 12:00 pm AEDT on 05/02/27. In the event of any unclaimed prizes, an unclaimed prize draw will take place at the same time and place as the original draw on 08/02/27. The winners of the unclaimed prize draw will be contacted in writing within seven (7) days and published at https://cubpromos.com.au/conditions/ by 15/02/27. The draw conductor may select additional reserve entries in case an invalid entry or entrant is drawn. If there are no prize winners or winners for this Promotion cannot be found, this information will be published at https://cubpromos.com.au/conditions/.

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 Paramount, 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>. 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. 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.
11. No part of a prize is exchangeable, redeemable for cash or any other prize or transferable, unless otherwise specified in writing by the Promoter.
12. 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.
13. No entry fee is charged by the Promoter to enter the Promotion.
14. 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.
15. Entrants' personal information, and the personal information of persons nominated by entrants to benefit from the prize, will be collected by the Promoter directly or through its agents or contractors (including Participating Venues). By entering, the entrant consents to the Promoter keeping personal information on its database, and confirms that it has all consents required under this section 15 of any person that it nominates to benefit from any part of any prize awarded. 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://www.asahibeverages.com/privacy-policy>. 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.
16. For the purposes of public statements and advertisements, the Promoter may only publish the name of the winning venue, and its postcode.

17. The Promoter reserves the right to refuse to allow a winner, or any person nominated by a winner, to take part in any or all aspects of a prize, if the Promoter determines in its absolute discretion, that a winner or the nominated person is not in the physical or mental condition necessary to be able to safely participate in or accept the prize.
18. It is a condition of accepting the prize that a winner and any person nominated by the winner may be required to sign a legal release as determined by the Promoter in its absolute discretion, prior to receiving a prize.
19. 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.
20. 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).
21. 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.
22. 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.
23. 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.
24. 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).
25. The winner(s) and any person nominated by a winner 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. Authorised Under: Permit No's: ACT TP 26/01588, SA T26/1222 and NSW Authority No. TP/03949.