

Hard Rated x AFL Gather Round Consumer Promotion Terms & Conditions ("Conditions of Entry")

Schedule							
Promotion:	Hard Rated x AFL Gather Round Consumer 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 AEDT on 19/03/26 End time/date: 11:59 pm AEDT on 30/03/26						
Eligible entrants:	Entry is only open to VIC 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: <ol style="list-style-type: none"> a) visit @hardratedau (located at www.instagram.com/hardratedau) and look out for clues shared by the Promoter indicating the locations of hidden yellow footies featuring QR codes at various locations in and around the MCG (Richmond); b) to enter the draw, locate one of the hidden yellow footies and scan its QR code, follow the prompts to the Promotion entry page; and fully complete and submit the online entry form with their personal details (as requested); and c) to claim a gift (while stocks last), take a selfie (photograph including oneself) with a yellow footy sticker featuring a QR code and present the selfie to the bartender at the London Tavern (238 Lennox St, Richmond VIC 3121) between Thursday 19/03/26 and Sunday 22/03/26, and Thursday 26/03/26 and Sunday 29/03/26, during normal business hours (opening to closing). <p>The first 20 people to present their selfie to the bartender each day during the dates and times outlined in step c) will be eligible to receive a gift, subject to verification and while stocks last.</p> <p>The entrant must fill out the online entry form for every entry.</p>						
Entries permitted:	Multiple entries permitted subject to the following: <ol style="list-style-type: none"> a) maximum of one (1) entry per person is permitted per QR code; b) limit one (1) entry permitted per person per day; and c) each entry must be completed separately and in accordance with the entry instructions above. <p>The entrant is eligible to receive a maximum of one (1) gift.</p>						
Winner Determination:	<u>Major Prize Draw:</u> <ul style="list-style-type: none"> ● The draw will take place at CUB Pty Ltd, 58 Queens Bridge Street, Southbank VIC 3006, Australia at 12:00 pm AEDT on 01/04/26 using computerised random selection. ● The first valid entry drawn will be the winner of the Major 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:	AU\$7,880.00						
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 40%;">Prize Description</th> <th style="width: 30%;">Number of this prize</th> <th style="width: 30%;">Value (per prize)</th> </tr> </thead> <tbody> <tr> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table>		Prize Description	Number of this prize	Value (per prize)			
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<p>Major Prize: The prize is a trip to Adelaide, SA for the winner and one (1) friend (aged 18 years or over) which includes the following:</p> <ul style="list-style-type: none"> • return economy class flights from Melbourne to Adelaide, SA; • three (3) nights twin share accommodation at the Oval Hotel at Adelaide Oval; and • two (2) general admission adult tickets to four (4) 2026 AFL Gather Round matches as determined by the promoter (see match schedule below). 	1	Up to AU\$5,000.00
<p>Gift: A pint of Hard Rated Lemon (4.5%).</p>	160 (20 per day)	AU\$18.00
<p>Further Prize Details:</p>	<p>Major Prize Conditions:</p> <p><i>Travel Conditions</i></p> <ul style="list-style-type: none"> • Travel must be taken between 09/04/26 and 12/04/26 and coincide with the 2026 AFL Gather Round Match. Prize cannot be taken during Australian school holidays, public holidays or other peak periods. 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 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 any requisite 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, 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. <p>Gather Round Tickets Prize Conditions:</p> <ul style="list-style-type: none"> • This prize includes tickets for the winner and their companion to attend the following 2026 AFL Gather Round matches as outlined below: <ul style="list-style-type: none"> ○ Thursday 9 April 2026, 7:10pm – Adelaide vs Carlton ○ Friday 10 April 2026, 7:10pm – Collingwood vs Fremantle ○ Saturday 11 April 2026, 12:45pm – Essendon vs Melbourne ○ Saturday 11 April 2026, 7:05pm – Hawthorn vs Western Bulldogs • If the winner is unwilling or unable to attend the Gather Round matches, they forfeit the prize and the Promoter is not obliged to offer a substitute prize. • The Gather Round match tickets are subject to the organiser’s terms and conditions, including any applicable age restrictions. The Promoter and event organisers hereby expressly reserve the right to eject any winner and their companion for any inappropriate behaviour, including but not limited to intoxication, whilst participating in any element of the prize. • All costs associated with travel to and from the Gather Round matches will be the responsibility of the winner and their companion. 	

	<p>Gift Conditions: The winner will receive their pint instantly upon presenting their selfie to the bartender, subject to verification and availability. Redemption must occur at London Tavern (238 Lennox St, Richmond VIC 3121) between Thursday 19/03/26 and Sunday 22/03/26, and Thursday 26/03/26 and Sunday 29/03/26, during normal business hours (opening to closing).</p>
Winner notification:	The winner of the draw prize will be contacted via phone and email and published at cubpromos.com.au/conditions on the day of the draw.
Unclaimed Prizes:	Draw Prize must be claimed by 11:00 am AEDT on 04/04/26. In the event of any unclaimed prize, an unclaimed prize draw will take place at the same time and place as the original draw on 04/04/26. The winner of the unclaimed prize draw will be contacted via phone and email and published at cubpromos.com.au/conditions on the day of the draw. The draw conductor may select additional reserve entries in case an invalid entry or entrant is drawn.

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. References to 'prize' in the below clauses equally apply to 'gift' for the purposes of these Conditions of Entry (as applicable) and references to 'winner' refer to draw winners and gift claimants (as applicable).
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), 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 winner.
6. If the 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. Entry and continued participation in the Promotion is dependent on the entrant following and acting in accordance with the Instagram Terms of Use, (<http://instagram.com/legal/terms/>). Any questions or comments regarding the Promotion must be directed to the Promoter, not to Instagram. The entrant releases Instagram and its associated companies from all liabilities arising in respect of the Promotion. Entrants acknowledge that the Promotion is in no way sponsored, endorsed or administered by, or associated with Instagram.
8. 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.
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. 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.

12. 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.
13. 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.
14. For the purposes of public statements and advertisements, the Promoter may only publish the winner's surname, initial and postcode of residence.
15. 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.
16. 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.
17. 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.
18. 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).
19. 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.
20. 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.
21. All material submitted on entry (e.g. photo(s), comment(s) and sound/video recording(s)) must NOT: (a) be in breach of any laws, regulations and rights, e.g. any laws regarding intellectual property (copyright, trademarks, etc), defamation and

privacy; (b) be defamatory, obscene, derogatory, pornographic, sexually inappropriate, contain nudity, aggressive, violent, abusive, harassing, threatening, objectionable or discriminate/vilify any section of the community with respect to race, ethnicity, nationality, religion, origin, sexual preference, mental illness, disability or gender or unsuitable for publication; or (c) contain viruses. Entrants warrant that they own or have the right to license the copyright in any entry submitted by them into this Promotion, for the purposes of this Promotion, that no rights have been granted to any third party in respect of any such entry which would prevent the entry being used as contemplated by this Promotion, and that the use by the Promoter of any such entry will not breach any laws or infringe the rights of any person (including without limitation with respect to privacy, intellectual property and defamation). Entrants must obtain prior consent from any person or from the owner(s) of any property that appears in their entry. By entering, all entrants license and grant the Promoter, its affiliates and sub-licensees an exclusive, royalty-free, perpetual, worldwide, irrevocable, and sub-licensable right to use, reproduce, modify, adapt, publish and display their entry (including any portion of their entry) for any purpose, including but not limited to future promotional, marketing or publicity purposes, in any media, without compensation, restriction on use, attribution or liability. Entrants agree that their entry is their original work and does not infringe the rights of third parties, or that they have obtained full prior consent from any person who has jointly created or has any rights in the aforementioned material. Entrants consent to any use of their entry that may otherwise infringe their moral rights. Entrants are responsible for all materials they submit on entry. The Promoter will not be liable for any entries, to the extent permitted by law. The Promoter reserves the right to remove, request removal or decline to publish any entry or portion of an entry for any reason whatsoever, including if in breach of these Terms and Conditions. The Promoter will have no liability to entrants if it exercises this right and entrants must comply with any request made by the Promoter pursuant to this paragraph. The entrant warrants and represents that any material sent or provided by the entrant to the Promoter will not infringe any copyright, trademarks or other intellectual property rights of any third party (including moral rights) and that the entrant has all rights to use the materials and has obtained all necessary consents to comply with any relevant privacy and/or confidentiality requirements. Entrants agree to indemnify the Promoter for any breach of the Terms and Conditions including this clause.

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, a 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 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.