"SAPPORO PREPARE FOR FUGU 2026" 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 (excluding Northern Territory residents) and New Zealand residents aged 18 years or over.

3. Employees (and their immediate families) of the Promoter, Participating Venues (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 1st cousin.

4. Entries into the promotion open on 14 September 2026 and close at 11:59pm AEDT on 17 January 2027 ("**Promotional Period**").

5. For this promotion, a "**Participating Venue**" is any on-premise or off-premise venue (including online stores in Australia, but excluding online stores in New Zealand) that stocks the Eligible Products (listed below) during the Promotional Period. For New Zealand residents, purchases made online (including any online shopping orders from an online retailer) are not permitted in this promotion and will not be accepted as a valid entry for the purposes of this promotion. For clarity, purchases made online in Australia will constitute a valid entry for Australian residents.

6. To be eligible to enter, individuals must purchase any of the following Sapporo products (each an "**Eligible Product**") from a Participating Venue during the Promotional Period. Depending on the Eligible Product(s) purchased, entrants will receive the number of entries into the draw as listed in the table below:

Eligible Products	**Number of entries into the draw**
Sapporo Premium • 1 x 355mL Bottle (single); • 1 x 500mL can (single); • 1 x 650mL can (single); • 1 x 380mL draught tankard; • 1 x 500mL draught tankard; • 1 x 285mL draught glass; • 1 x 425mL draught glass; and • 1 x 570mL draught glass. Sapporo Premium Black • 1 x 650mL can (single); • 1 x 380mL draught tankard; • 1 x 500mL draught tankard; • 1 x 285mL draught glass; • 1 x 425mL draught glass; and • 1 x 570mL draught glass.	1

Sapporo Premium (Off-premise only) • 4 x 500mL can (4 pack).	4
Sapporo Premium (Off-premise only) • 6 x 355mL Bottle (6 pack).	6
Sapporo Premium (Off-premise only) • 12 x 650mL can (carton). Sapporo Premium Black (Off-premise only) • 12 x 650mL can (carton).	12
Sapporo Premium (Off-premise only) • 4 x 6 x 355mL Bottle (carton); and • 6 x 4 x 500mL can (carton).	24

If the staff member at Participating Venue (both on-premise and off-premise) does not automatically provide the individual with a purchase receipt for their purchase of an Eligible Product, it is the responsibility of the individual to request one.

7. To enter and receive an entry or entries into the draw, individuals must then complete the following steps during the Promotional Period:
   (i) visit https://sapporobeer.com.au/FUGUor scan the QR code on promotional materials for the promotion, and follow the prompts to the promotion entry page;
   (ii) input the requested details;
   (iii) select the Eligible Product purchased in their transaction;
   (iv) upload a copy of their purchase receipt; and
   (v) submit the fully completed entry form.

8. Upon submitting their entry, entrants will be notified instantly on screen, in writing, whether or not they have provisionally won an instant prize. All provisional instant winners are subject to verification. Upon verification, winners will be sent their prize. ACT residents who are the winner of an instant prize will have their names published on https://sapporobeer.com.au/prepareforfugu on 19 January 2027. All valid entrants will also be entered into the Major Prize draw. All claims for instant win prizes must be received by 11:59pm AEDT on 18 February 2027.

   Instant win prizes available to be won:
   - 100 x $100 dining vouchers (in the currency of the winner's country of residence) to be used at select venues, as determined by the Promoter in its absolute discretion.

9. Any ancillary costs associated with redeeming a voucher prize are not included. Any unused balance of the voucher will not be awarded as cash. Redemption of the voucher is subject to any terms and conditions of the issuer including those specified on the voucher.

10. Entry limitations will be as follows:

Instant Win

- Multiple entries permitted, subject to the following: (a) a maximum of one (1) entry for the chance to win an instant prize per transaction, regardless of the number of Eligible Products purchased in that transaction in excess of one (1); (b) only two (2) entries for the chance to win an instant prize per day for transactions completed at an on-premise Participating Venue; and (c) a limit of one (1) instant prize per person applies (note that this limit does not apply to SA residents).

Major Draw

- Multiple entries permitted, subject to the following: (a) the maximum number of entries into the draw permitted per transaction at an off-premise Participating Venue is specified in the table in clause 6, regardless of the number of Eligible Products purchased in that transaction in excess of one (1) (amount of entries into the draw is subject to the Eligible Product(s) purchased in that transaction); (b) only two (2) entries into the draw are permitted per person per day for transactions completed at an on-premise Participating Venue; and (c) each entry submission form must be submitted separately and in accordance with entry requirements.

- For the avoidance of doubt, if an individual purchases multiple Eligible Products in a single transaction, they will only receive the number of entries pursuant to the Eligible Product with the highest amount of entries. For example, if an entrant purchases a four (4) pack as well as a twenty-four (24) pack in a single transaction, the entrant will only be eligible to receive a maximum of twenty-four (24) entries into the draw.

11. 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 of purchase, the venue of purchase and that the purchase was made during the Promotional Period but prior to entry.

12. 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.

13. Incomplete or indecipherable entries will be deemed invalid.

14. 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.

15. The draw for the Major Prizes (defined below) will take place at Immediate Pty Ltd, 111/87 Gladstone Street, South Melbourne VIC 3025 at 10am AEDT on 18 January 2027, in the presence of an independent scrutineer.

16. The Promoter may draw additional reserve entries and record them in order in case an invalid entry or ineligible entrant is drawn.

17. The Major Prize winners will be notified by email within five (5) business days of the draw and their details will be published (first initial, surname and postcode) on https://sapporobeer.com.au/FUGU on 19 January 2027.

18. The Promoter's decision is final and no correspondence will be entered into.

19. The first three (3) valid entries drawn will each win a trip for two (2) adults to Tokyo, Japan valued at up to AU$12,900.00, depending on the date and point of departure ("**Major Prize**"). Major Prize consists of:
    - Two (2) x return economy airfares from the winner's nearest capital city to Tokyo, Japan;
    - Four (4) nights' twin share (or similar) minimum 4-star rating accommodation with breakfast included;
    - Dining experience for two (2) at a Tokyo Fugu restaurant (as selected by the Promoter in its sole discretion). Includes dinner and beverages up to the value of AU$500. Dining experience will take place on a date confirmed with the winner by the Promoter in advance;
    - AU$2,000.00 spending money (provided to the winner only) to be deposited into the winner's nominated Australian or New Zealand bank account (as applicable) via electronic funds transfer (EFT); and
    - One (1) x AU$100 food and beverage voucher to Sapporo Beer Hall in Tokyo.

20. Additional spending money, additional 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 are not included. Prize must be confirmed and booked a minimum of three (3) months prior to the date of departure. The Major Prize winner and their companion are responsible for ensuring that they have valid passports, and any requisite visas, vaccinations and travel documentation. The Major Prize winner and their companion must depart from and return to the same departure point and travel together. Itinerary to be determined by the Promoter in its absolute discretion. Frequent flyer points will not form part of the prize. Prize is subject to the standard terms and conditions of individual prize and service providers. The Major Prize winner may be required to present their credit card at time of accommodation check in.

21. Prize must be taken by 31 March 2028 and is subject to booking and flight availability. Prize cannot be taken during Australian or New Zealand school holidays, public holidays or during any other peak periods.

22. Winners are responsible for ensuring that all prize delivery details provided are correct. The Promoter will not be liable for any costs associated with re-delivery of a prize, should the delivery details provided by a winner be incorrect.

23. 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. Entry and continued participation in this promotion is subject to the licensee's liquor serving policy. A Participating Venue will not offer this promotion

as an inducement directed at encouraging patrons to consume alcohol in line with relevant state liquor authorities.

24. A Participating Venue will not offer this promotion as an inducement directed at encouraging patrons to gamble in line with relevant state gambling authorities.

25. Subject to the unclaimed prize draw clause, if for any reason a winner does not take 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 to the equal value and/or specification, subject to any written directions from a regulatory authority.

27. The Tokyo Fugu restaurant dining experience prize component is subject to the event venue terms and conditions, including any applicable age restriction. Should the winner and their guest prefer not to attend the dining experience or miss the departure for the dining experience, the dining experience component will be forfeited and no compensation will be provided.

28. For any day/times where an experience is not organised by the Promoter the winner may determine how they use their free time in their discretion. The cost of any activities they partake in during this free time is at the winner's cost.

29. The Promoter and event organisers hereby expressly reserve the right to eject the Major Prize winner (and/or their companion/s) (either from the tour or dining experience, or any other component of the prize) for any inappropriate behaviour, including but not limited to intoxication, whilst participating in any element of the prize.

30. In the event of war, terrorism, state of emergency, government lockdown, 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.

31. Total prize pool value is up to AU$48,700.00.

32. Prizes, or any unused portion of a prize, are not transferable or exchangeable and cannot be taken as cash, unless otherwise specified.

33. The prizes must be claimed by 11:59pm AEDT on 18 February 2027 (for the original winners) and by 11:59pm AEDT on 18 March 2027 (for the winners of the unclaimed prize draw, if any).

34. A draw for any Major Prizes, if unclaimed, or any instant win prizes that are won but are not claimed may take place on 19 February 2027 at the same time and place as the original draw, subject to any directions from a regulatory authority. The unclaimed Major Prize winners (if applicable) and any unclaimed instant prize winners that are ACT residents will have their details published (first initial, surname and postcode) on https://sapporobeer.com.au/FUGU on 22 February 2027.

35. 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.

36. 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.

37. Any cost associated with accessing the promotional website is the entrant's responsibility and is dependent on the Internet service provider used.

38. The use of any automated entry software or any other mechanical or electronic means that allows an entrant to automatically enter repeatedly is prohibited and will render all entries submitted by that entrant invalid.

39. Quality control errors will not invalidate an otherwise valid prize claim. Unless otherwise due to fraud or ineligibility under these Terms and Conditions, all prize claims in excess of the advertised prize pool will be honoured.

40. 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 or any statutory consumer guarantees as provided under consumer protection laws in New Zealand ("**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.

41. 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) any tax liability incurred by a winner or entrant; or (f) use of / taking of the prize.

42. As a condition of accepting the prize, the Major Prize 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.

43. 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

http://coopers.com.au/privacy. 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.

44. The Promoter is Coopers Brewery Limited (ABN 13 007 871 409) of 230 South Road, Regency Park SA 5010, telephone (08) 8440 1800.

NSW Authority TP/03979. ACT Permit No. TP26/00244. SA Permit No. T26/172.