

IBA Johnnie Walker Retailer Incentive Promotion Terms & Conditions ("Conditions of Entry")

Schedule	
Promotion:	IBA Johnnie Walker Retailer Incentive Promotion
Promoter:	Diageo Australia Limited ABN 33 004 167 720, Level 7, 99 Macquarie Street, Sydney, NSW 2000, Australia. Ph: 02 7227 8880 For any inquiries regarding this Promotion, please contact the Promoter at Diageo.Australia.Customer.Service.Centre@diageo.com or 02 7227 8880
Promotional Period:	Start time/date: 09:00 am AEST on 20/10/25 End time/date: 11:59 pm AEDT on 31/01/26 Entries made from 01/10/25 onwards will be eligible for inclusion in this Promotion, provided the below requirements are met.
Eligible entrants:	Entry is only open to IGA, Cellarbrations and The Bottle-O retail stores within Australia (each an "Eligible Store"). Eligible Stores must be within the Promoter's trading terms throughout the Promotional Period and must not have overdue monies owing in order to be eligible to claim any prize. No employee/person is eligible to win a prize if their store does not meet these requirements.
How to Enter:	To enter the Promotion, the Eligible Store must complete the following steps during the Promotional Period: <ul style="list-style-type: none"> a) purchase the required number of cases of each Participating Product (outlined below) from the PowerBi Platform; b) achieve at least a 10% growth of NIV (Net Invoice Value) across the total Johnnie Walker Brand (Bottles or Premix) compared with the same period last year (01/10/24 to 31/01/25); and c) maintain a display featuring any of the glass or premix Participating Products for at least eight (8) consecutive weeks. <ul style="list-style-type: none"> o Glass: Off-location display or two incremental facings on shelf. o Premix: Off-location floor stack or display featuring a minimum of five (5) mixed cases. <p>Participating Products:</p> <ul style="list-style-type: none"> • 4 cases of Johnnie Walker Black 700ml • 4 cases of Black Ruby 700ml AND/OR 4 cases of Double Black 700ml AND/OR 4 cases of Black 1L • 12 cases of Red & Cola 4.6% 6-pack AND/OR Cube • 8 cases of Red & Cola 4.6% 10-pack • 8 cases of Black & Cola 6% 4-pack AND/OR 10-pack <p>Bonus Entries: Up to five (5) bonus entries can be earned, with one (1) bonus entry awarded for each of the following purchases during the Promotional Period:</p> <ul style="list-style-type: none"> • 2 cases of Green Label 700ml • 2 cases of Gold Label 700ml • 1 case of 18 Year Old 700ml • 1 case of Blue Label 700ml • 12 cases of Red & Cola 6.5% 4-pack and/or 10-pack.
Entries Permitted:	Multiple entries permitted – Eligible Stores will receive one (1) entry into the draw for each Entry Method successfully completed.

	Bonus entries may also be awarded as set out above.									
Winner Determination:	<p><u>Draws:</u></p> <ul style="list-style-type: none"> • <u>Minor Draws:</u> Entries will be divided into the following State/Territory groups: QLD; ACT/NSW; VIC/TA; SA/NT/WA (each a 'Group'). • The draws will take place at Plexus, Level 4, 411 Collins Street, Melbourne VIC 3000 at 12:00 pm AEDT on 12/02/26 using computerised random selection. • The first two (2) valid entries drawn from each Group will be the winners of the Minor Prize specified below. • <u>Major Draws:</u> All entries (including the Minor Draw winners) will be collected for the purpose of the Major Draw. The Major Draw will take place at Plexus, Level 4, 411 Collins Street, Melbourne VIC 3000 at 12:15 pm AEDT on 12/02/26 using computerised random selection. • The first valid entry drawn from the Major Draw 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\$28,000.00									
<table border="1"> <thead> <tr> <th>Prize Description</th> <th>Number of this prize</th> <th>Value (per prize)</th> </tr> </thead> <tbody> <tr> <td>Major Prize: The prize is \$20,000 (paid by direct deposit).</td> <td>1</td> <td>AU\$20,000.00</td> </tr> <tr> <td>Minor Prize: The prize is a \$1,000 Mastercard gift card.</td> <td>8 (2 per Group)</td> <td>AU\$1,000.00</td> </tr> </tbody> </table>		Prize Description	Number of this prize	Value (per prize)	Major Prize: The prize is \$20,000 (paid by direct deposit).	1	AU\$20,000.00	Minor Prize: The prize is a \$1,000 Mastercard gift card.	8 (2 per Group)	AU\$1,000.00
Prize Description	Number of this prize	Value (per prize)								
Major Prize: The prize is \$20,000 (paid by direct deposit).	1	AU\$20,000.00								
Minor Prize: The prize is a \$1,000 Mastercard gift card.	8 (2 per Group)	AU\$1,000.00								
Further Prize Details:	<p>The prize will either be awarded to the owner or the manager or the Promoter's store representative of the winning store (as determined by the Promoter). Where a winning store has multiple eligible owners and those eligible owners disagree about who is the entrant (or if there is confusion for any reason), the Promoter may decide which of them wins the prize. The Promoter's decision is final in this regard.</p> <p>Major Prize Conditions: The winner must provide their Australian bank account details to the Promoter for the prize to be awarded.</p> <p>Minor Prize Conditions: Any ancillary costs associated with redeeming the gift card are not included. Any unused balance of the gift card will not be awarded as cash. Redemption of the gift card is subject to any terms and conditions of the issuer including those specified with the gift card.</p>									
Winner notification:	The winners will be contacted using the contact details on file with the Promoter, which shall include in writing within seven (7) days of the draw and published at https://www.diageopromotions.com.au/ by 19/02/26.									
Unclaimed Prizes:	Prize(s) must be claimed by 12:00 pm AEDT on 13/03/26. In the event of any unclaimed prize(s), an unclaimed prize draw will take place at the same time and place as the original draw on 16/03/26. The winner(s) of the unclaimed prize draw will be contacted using the contact details on file with the Promoter, which shall include in writing within seven (7) days and published at									

	<p>https://www.diageopromotions.com.au/ by 23/03/26. The draw conductor may select additional reserve entries in case an invalid entry or entrant is drawn.</p> <p>If there are no prize winner(s) or winner(s) for this Promotion cannot be found, this information will be published at https://www.diageopromotions.com.au/.</p>
--	---

1. The entrant agrees and acknowledges that they have read these Conditions of Entry (and Schedule) and that entry into the Promotion is deemed to be acceptance of these Conditions of Entry (and 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"). 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 winning store.
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, or is unavailable, they forfeit the prize and the Promoter is not obliged to substitute the 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 advocates the responsible service and consumption of alcohol. The Promoter encourages consumers to drink responsibly. Legal aged consumers are advised to visit www.drinkwise.org.au to get the facts on standard drinks and responsible drinking.
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, subject to any written directions of a regulatory authority.
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. If there is a dispute as to the identity of a store, the Promoter reserves the right, in its sole discretion, to determine the identity of the store.
13. Entrants' personal information will be collected by the Promoter directly or through the Promoter's agents or contractors. Personal information will be stored on the Promoter's database. The Promoter collects personal information about entrants to run this Promotion and may disclose entrants' personal information to its related entities and to third parties including its contractors and agents, prize suppliers and service providers to assist in conducting this Promotion. This may include disclosures to organisations outside Australia including in places such as and the Philippines. The Promoter may also disclose entrants' personal information to the State and Territory lottery departments as required under the relevant lottery legislation. By entering, entrants consent to receive email or SMS messages from the Promoter without any functional unsubscribe facility if they relate primarily to the conduct of this Promotion. 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 Privacy Policy (see <https://www.diageoprivacycentre.com/en-au>) includes information about: (a) how an entrant can seek access to the

personal information the Promoter holds about them and seek correction of the information; and (b) how to complain about a privacy breach and how the Promoter will deal with such a complaint

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 their 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. It is a condition of accepting the prize that a winning store may be required to sign a legal release as determined by the Promoter in its absolute discretion, prior to receiving a prize.
16. 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.
17. 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).
18. 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.
19. The Promoter reserves the right, at any time, to validate and check the authenticity of entries and store's details. In the event that 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.
20. The Promoter reserves the right to disqualify entries in the event of non-compliance with these Conditions of Entry. In the event that 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 will be final.
21. 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).
22. The store's representative 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.
23. The Promoter accepts no responsibility for any tax implications and the store must seek their own independent financial advice in regards to the tax implications relating to the prize or acceptance of the prize.
24. Failure by the Promoter to enforce any of its rights at any stage does not constitute a waiver of these rights.
25. Authorised under: ACT Permit No. TP 25/02535, NSW Authority No. TP/00104 and SA Permit No. T25/1909.