Hellmann's x NFL Consumer Promotion Terms & Conditions ("Conditions of Entry")

Schedule	
Promotion:	Hellmann's x NFL Consumer Promotion
Promoter:	Unilever Australia Ltd (ABN 66 004 050 828) of 219 North Rocks Rd, North Rocks, NSW 2151, Australia. Ph: 1800 061 027. For any enquiries regarding this Promotion, please contact the Promoter on 1800 061 027.
Promotional Period:	**Start date:** 02/11/26 at 12:01 am AEDT **End date:** 13/12/26 at 11:59 pm AEDT
Eligible entrants:	Entry is only open to Australian residents who are 18 years and over.
How to Enter:	To enter the Promotion, the entrant must complete the following steps during the Promotional Period: a) purchase any Hellmann's product from any Coles, IGA, Drakes Supermarkets or Metcash affiliated store or Woolworths Supermarket located in Australia displaying advertising material for this Promotion (including online) ("**Participating Stores**"); and b) visit www.winwithhellmanns.com.au, follow the prompts to the Promotion entry page, fully complete and submit the online entry form with their personal details (first name, last name, email address, mobile number and state/territory of residence), select the retailer where they purchased the product from and upload a copy of the receipt for the qualifying transaction. 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, instant prize winners will be sent their instant prize. Each valid entry (including instant prize winners) will also be entered into the Major Prize Draw (defined below). **Proof of Purchase:** The entrant must retain proof of purchase. The proof of purchase required is an original or copied receipt for the qualifying transaction. The entrant must fill out the online entry form for every entry.
Entries Permitted:	Multiple entries permitted subject to the following: a) only one (1) entry can be submitted per qualifying transaction; and b) each entry must be completed separately and in accordance with the entry instructions above.
Major Prize Draw	• The Major Prize Draw will take place at Anisimoff Legal, Level 3/162 Collins Street, Melbourne VIC 3000 at 12:00 pm AEDT on 15/12/26, in the presence of an independent scrutineer. • The draw conductor may draw additional reserve entries and record them in order in case an invalid entry or ineligible entrant is drawn. • The first valid entry drawn will win the Major Prize outlined below.
Total Prize Pool:	Up to AUD$69,775.00
Instant Prizes:	Instant win prizes will be allocated according to the Participating Store where the entrant made their qualifying transaction (each a "**Group**"). • For Coles entries ("**Group A**") there will be a total of fifty (50) 'winning times' randomly selected during the Promotional Period (each a "**Winning Moment**"). • For Woolworths ("**Group B**"), there will be a total of seventy-five (75) 'winning times' randomly selected during the Promotional Period (each a "**Winning Moment**"). • For IGA/Drakes Supermarkets/Metcash affiliated entries ("**Group C**"), there will be a total of one (1) 'winning time' randomly selected for Group C each day during the Promotional Period (each a "**Winning**

	Moment") for a total of forty-two (42) Winning Moments for Group C entries during the Promotional Period. Each Winning Moment will be selected by a computerised random system prior to the commencement of the Promotional Period. The first valid entry from each Group received on or after a Winning Moment will win the corresponding instant prize (see details below). Each instant prize winner will be awarded one (1) of the following instant prizes, depending on the Participating Store where the instant winner made their qualifying transaction: • **Group A (Coles):** One (1) x DAZN NFL Game Pass Subscription valued at AUD$159.50 each (available only via the DAZN application and on select devices, see instant prize conditions below) and one (1) $120 NFL Shop Voucher to be used at NFLShop.com.au; • **Group B (Woolworths):** One (1) x NFL Madden 2026 (Xbox or PS5 Game, depending on the winner's choice) valued at AUD$180 each, and • **Group C (IGA/Drakes Supermarkets/Metcash affiliated):** One (1) x $150 NFL Shop Voucher to be used at NFLShop.com.au.
Major Prize:	The first valid entry drawn from the Major Draw will win one (1) trip for the winner and one (1) companion to attend Super Bowl LXI at SoFi Stadium in Inglewood, California, USA on Sunday February 14, 2027, valued at up to AUD$36,000 (depending on exact date and point of departure). Travel must be taken between 12th – 19th February 2027. Prize includes: • Two (2) x return premium economy airfares from the winner's nearest Australian capital city to Los Angeles, USA • All airline and airport taxes • Return private transfers for two (2) adults from the airport to accommodation • Seven (7) x nights twin room (or similar) 4-star accommodation in West Hollywood with breakfast and resort fees included • AUD$750.00 Uber Voucher for winners to use to make their way to/from SoFi Stadium • Two (2) x tickets to Super Bowl LXI (ticket category to be determined by the National Football Leage (NFL) in its sole discretion, subject to availability). • AUD$2,500 spending money (winner only), awarded in the form of an electronic funds transfer ("**EFT**") into the winner's nominated Australian bank account in the winner's name. The Promoter will not be responsible for incorrect details being provided, a banking institution rejecting an EFT payment, or any costs associated with locating any lost monies.
Instant Prize Conditions:	DAZN NFL Game Pass Subscription Prize: The subscription starts from the date of activation and ends on 31/07/27. Users will need to go to dazn.com/redeem and the pass will only work for customers who are not already active paid users of NFL Game Pass. For the avoidance of doubt, once the DAZN NFL Game Pass Subscription has expired, this will auto-renew and the Coles prize instant winners will be charged unless the Subscription is soft cancelled before the renewal date.The exact value of the DAZN subscription may be changed by DAZN during the promotional period and is out of the hands of the promoter. o The prize will be awarded in the form of a unique code which will be sent to the winner via email (along with the specific redemption instructions). o The prize is only available on the following devices: Smart TVs and streaming devices: • Amazon Fire TV Stick and Fire TV Cube; • Apple TV;

	• Chromecast; • Roku; • Nvidia Shield TV; • Samsung; • LG; • Sony; • Panasonic; • Hisense; • Philips; and • Android TVs. Mobile phones and tablets • Amazon Fire Tablet; • Android Phone or Tablet; and • iPhone or iPad. Gaming consoles • Microsoft Xbox Consoles; and • Sony PlayStation Consoles. • **NFL Shop Voucher Prize:** Any ancillary costs associated with redeeming the NFL Shop Voucher are not included in the prize. Any unused balance of the NFL Shop Voucher will not be awarded as cash. Redemption of the NFL Shop Voucher is subject to any terms and conditions of the issuer including those specified on the NFL Shop Voucher which can be redeemed at NFLShop.com.au. • **NFL Madden 2026 Game Prize:** The prize will be awarded in the form of a unique code sent to the winner via email.
Major Prize Conditions:	• Major Prize must be taken to coincide with Super Bowl LXI on 14th February 2027. 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. All bookings and documentation regarding the Major Prize must be made via Free-2-Travel Holidays Pty Ltd or their agents. Redeeming the Major Prize is conditional on acceptance of the terms and conditions of travel as detailed by Free-2- Travel Holidays Pty Ltd and the airline carriers in accordance with normal travel practices. No portion of the Major Prize is redeemable for cash. The Major Prize is non refundable. 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. Winner is responsible for any amendments fees issued by airlines or suppliers once booking is confirmed and ticketed. Winner is responsible for any additional taxes and/or resort fees associated with the chosen accommodation, unless otherwise stated. Visas, valid passports, additional spending money, meals (other than those included) and any other ancillary costs, including but not limited to insurance and any applicable insurance excesses, not listed in the Major Prize descriptions above are the responsibility of the winner and his/her nominated traveling companion as incurred. It is the winner's responsibility to organise transport to/from the airport departure/return point. The Promoter recommends that the winner and their companion(s) take out travel insurance. Any such insurance will be at the winner's (and their companion's) own cost. • The winner and their travel companion must depart from and return to the same departure point and travel together. The winner may be required to provide their credit card at the time of accommodation check in. Itinerary to be determined by the Promoter and Free-2-Travel in their absolute discretion. Frequent Flyer points do not form part of the Major Prize. Major Prize is subject to the standard terms and conditions of the individual prize and service providers. • The Super Bowl LXI tickets are subject to the event venue and ticket terms and conditions, including any applicable age restriction. The Promoter and event organisers hereby expressly reserve the right to eject the

	winner (and/or his/her companion) for any inappropriate behaviour, including but not limited to intoxication, whilst participating in any element of the Major Prize. • A USA Visa (ESTA) will be required upon entry into the USA. The winner and their companion must complete the USA Visa application (and have it approved and the Visa issued) prior to departure. • During the entire duration of the prize, a nominated parent/guardian must accompany any person under 18 years of age. • The Major Prize winner may, in their absolute discretion, allocate the Major Prize to any relative or friend who is aged 18 years or older. The winner must notify the Promoter of any transfer (in writing) and must not issue the Major Prize without the Promoter's approval. Approval of the transfer is at the Promoter's sole discretion and the Promoter is not liable for any errors in the transfer of the Major Prize to any other individual. Winners or any individual that has been transferred the Major Prize, must not re-sell, give away or otherwise re-distribute any Major Prize they receive. In the event that the Major Prize winner transfers the Prize to a relative or a friend, such person shall also comply with these Conditions of Entry (and Schedule). • **Uber Voucher**: Any ancillary costs associated with redeeming the voucher 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 with the voucher
Winner notification:	The Major Prize winners will be contacted by email within one (1) day of the draw and their details (first initial, last name and postcode) will be published at www.winwithhellmanns.com.au by 18/12/26. The Instant Prize winners will be notified on screen upon entry form submission, subject to verification. Winners of an instant prize will have their details published (first initial, surname and postcode) at www.winwithhellmanns.com.au every Wednesday with the first publication date on 11/11/26 and the last publication date on 16/12/26.
Unclaimed Prizes:	Prizes must be claimed by 04/01/2027 at 11:59 am AEDT. A draw for the Major Prize, if unclaimed, or any instant prizes that are won but are not claimed will take place on 05/01/27 at the same time and place as the original draw, subject to any directions from a regulatory authority. The winners, if any, will be notified by email on the same day and their details (first initial, last name and postcode) will be published at www.winwithhellmanns.com.au by 12/01/27. The unclaimed prize draw winner must claim the prize by 24/01/27.

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. The Promoter is solely responsible for the preparation of these Conditions of Entry and for the administration, operation and fulfilment of the Promotion, including ensuring that the Promotion and these Conditions of Entry comply with all applicable laws and regulations. None of the NFL Entities (defined in clause 5) is responsible for the preparation, administration, operation or fulfilment of the Promotion.

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 Stores, 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. Employees, officers, directors, agents and representatives of the NFL Enterprises LLC and its related entities includes but not limited to NFL Properties LLC, National Football League, its member professional football clubs, NFL Ventures, Inc., NFL Ventures, L.P., NFL Enterprises LLC, NFL International LLC, NFL Productions LLC, NFL Players Association, NFL Players Incorporated (collectively "**NFL Entities**") and each of their respective affiliates, owners, subsidiaries, shareholders, officers, directors, agents, members, representatives and employees, both individually and collectively) and each of their respective parents, affiliates, subsidiaries, advertising and promotion agencies (hereafter collectively, "Released Parties"), and each such individual's immediate family members (mother, father, sister, brother, any child, husband, wife and their respective spouses, regardless of where they reside) and those living in their same households, whether or not related, are not eligible to participate or win a prize.

6. The winner of the Major Prize is determined by chance.

7. All reasonable attempts will be made to contact the Major Prize winner.

8. Subject to the unclaimed prize draw, 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.

9. Where entry is allowed by purchase, the cost of the product is no greater than the cost would be without the opportunity to participate in the Promotion.

10. 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 to be purchased for entry; and (c) that the purchase was made during the Promotional Period and prior to entry.

11. 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.

12. No part of a prize is exchangeable, redeemable for any other prize or transferable, and cannot be taken as cash, unless otherwise specified in writing by the Promoter.

13. If a prize (or part of the prize) is unavailable the Promoter reserves the right to substitute the prize (or that part of the prize) with a prize to the equal or greater value and/or specification, subject to any written directions of a regulatory authority.

14. 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.

15. 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.

16. 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. 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 www.unilevernotices.com/privacy-notices/australia-english.html) 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.

17. For the purposes of public statements and advertisements, the Promoter may only publish the winners' surname, initial and postcode of residence.

18. It is a condition of accepting a prize that the Major Prize 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 the prize.

19. The NFL Entities are suppliers of certain prizes in this Promotion, but are not the promoter of this Promotion. To the extent permitted by applicable law, each entrant releases and holds harmless the NFL Entites from and against any and all claims, liabilities, losses, damages, costs and expenses arising out of or relating to the Promotion, participation in the Promotion, or the acceptance, possession, use or misuse of any prize. The NFL Entities and each of their respective subsidiaries, affiliates, shareholders, officers, directors, agents, members, representatives and employees will have no liability or responsibility for any claim arising in connection with participation in this Promotion or any prize awarded. The NFL Entities have not offered or sponsored this Promotion in any way.

20. 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.

21. 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) ("**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.

22. 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.

23. 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.

24. 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) 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. 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. 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.

25. 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 and no further correspondence will be entered into.

26. 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.

27. Except for any liability that cannot by law be excluded, including the Non-Excludable Guarantees, 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 wilful misconduct) arising in any way in connection with: (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; (f) if the attendance at Super Bowl LXI in February 2027 is delayed, postponed or cancelled for any reason beyond the reasonable control of the Promoter; (g) this Promotion; or (h) 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).

28. The winners 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 for an unlimited period without further reference or compensation to them.

29. Unless otherwise specified, a prize is a single event for the winner (and where relevant their guest) and cannot be separated into separate events or components.

30. Failure by the Promoter to enforce any of its rights at any stage does not constitute a waiver of these rights.

31. Authorised under: ACT Permit No. TP26/ 01355, NSW Authority No. TP/02893 and SA Permit No. T26/ 1045.