“SARA LEE x AVENGERS: DOOMSDAY GIVEAWAY” PROMOTION

TERMS AND CONDITIONS

[DRAFT FOR APPROVAL]

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 aged 18 years or over.

3. Employees (and their immediate families) of the Promoter**,** Participating Retailers (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. A participating retailer is any Woolworths, Coles or independent supermarket in Australia that stocks Participating Products (defined below) featuring the promotional packaging (each a “Participating Retailer”).

5. Entries into the promotion open on 16/11/2026 and close at 11:59pm AEDT on 11/12/2026 (“**Promotional Period**”).

6. To be eligible to enter, individuals must purchase, a Participating Product (defined below) from a Participating Retailer during the Promotional Period **(“Qualifying Transaction”)**. It is the entrant’s responsibility to request a purchase receipt at the time of making a Qualifying Transaction if one is not automatically provided to them.

   Participating Sara Lee products include the following Avengers themed products:

   Sara Lee French Vanilla Cheesecake 400g (**Thor**)
   Sara Lee Chocolate Bavarian 375g (**Doctor Doom**)
   Sara Lee Strawberry Cheesecake 410g (**Captain America**)
   Sara Lee Lemon Cheesecake 410g (**Invisible Woman**)

   (each a “**Participating Product**”).

7. To enter, individuals must then undertake the following steps during the Promotional Period:
   a) visit http://saraleeavengerspromotion.com.au/;
   b) follow the prompts to the promotion entry page and input the requested details including their first name, last name, postcode, contact number, date of birth and a valid email address;
   c) upload their purchase receipt when prompted;
   d) check the box confirming that they are an Australian resident aged 18 years or over and that they consent to these Terms and Conditions and the Promoter’s Privacy Policy; and then
   e) submit the fully completed entry form.

8. Multiple entries permitted, subject to the following: (a) only one (1) entry permitted per Qualifying Transaction regardless of the number of Participating Products purchased in excess of one (1) in the Qualifying Transaction; and (b) each entry must be submitted separately and in accordance with entry requirements.

9. Only one (1) Minor Draw prize is permitted per person (excluding SA residents).

10. Entrants must retain 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 Participating Product purchased, the Participating Retailer and that the purchase was made during the Promotional Period but prior to entry.

11. 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.

12. Incomplete or indecipherable entries will be deemed invalid.

13. 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.

14. There will be four (4) minor draws (each a "**Minor Draw**") and one (1) major draw ("**Major Draw**") conducted for this promotion. Entries open at 12:00am AEDT and close at 11:59pm AEDT on the dates specified in the table below.

    Draws will take place 11:00am AEDT at KollwitzOwen, Suite 251, 10-20 Gwynne Street, Cremorne, 3121, VIC on the dates specified in the table below. Un-drawn entries in each Minor Draw will be entered into any subsequent Minor Draws and all entries (including winners in a Minor Draw) will be entered into the Major Draw. The Promoter may draw additional reserve entries and record them in order in case an invalid entry or ineligible entrant is drawn. Winners will be notified in writing by email within two (2) business days of the relevant draw. Winners will be published (first initial, surname and postcode) online at http://saraleeavengerspromotion.com.au/ on the dates listed in the table below

Draw	**Entries Open**	**Entries close**	**Draw date**	**Publication date**
Minor Draw 1	16/11/2026	22/11/2026	23/11/2026	27/11/2026
Minor Draw 2	23/11/2026	29/11/2026	30/11/2026	04/12/2026
Minor Draw 3	30/11/2026	06/12/2026	07/12/2026	11/12/2026
Minor Draw 4	07/12/2026	11/12/2026	14/12/2026	18/12/2026
Major Draw	16/11/2026	11/12/2026	14/12/2026	18/12/2026

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

16. The first eighteen (18) valid entries drawn in Minor Draw 1 and 2 and the first seventeen (17) valid entries drawn in Minor Draw 3 and 4 will each win a HOYTS double pass to see Avengers: Doomsday valued at $35.71 each. Each double pass is valid for use until 28/02/2027 or for the life of the film, whichever is first.

17. The first valid entry drawn in the Major Draw will win a HOYTS Private Screening Cinema Experience of Avengers: Doomsday, comprising either: (a) a HOYTS LUX experience for up to forty (40) guests (including the winner), including a forty-five (45) minute pre-show function, a forty-five (45) minute drinks package and four (4) canapé items, followed by 600ml water and popcorn in the cinema, an alternate-set main meal, drinks throughout the film and an alternate-set dessert; or (b) if the winner is not located near a HOYTS LUX location, a traditional cinema experience for up to sixty (60) guests (including the winner), including a house beverage on arrival and, for each guest, a Candy Bar Trio comprising a 600ml drink, medium popcorn and Choc Top, together with Maltesers. The prize is valued at up to $4,680.

18. The HOYTS Private Screening Cinema Experience is subject to the following conditions:

- the prize is valid only for a new booking for a screening taking place between 17 December 2026 and 28 February 2027 and is subject to availability;
- the prize and its inclusions are fixed and cannot be amended, exchanged, upgraded or substituted by the prize winner, and any unused guest capacity or individual inclusions have no cash or credit value and will be forfeited;
- the prize is valid at participating HOYTS cinemas in Australia that are able to accommodate the applicable private screening, with the cinema location, session date, session time and film selection subject to availability;
- the prize must be requested and booked in writing by emailing kbrown@hoyts.com.au, and the booking must be confirmed at least seven (7) full business days before the requested screening date;
- once confirmed, a booking is final and cannot be rescheduled by the prize winner, except where required by law or otherwise agreed by HOYTS;
- tickets or admission to the private screening must not be sold or otherwise offered for commercial resale;
- all guests attending the screening are subject to the applicable film classification requirements and the terms and conditions available at hoyts.com.au;
- the prize is valid for an eligible 2D screening only and cannot be used for 3D, Xtremescreen, HOYTS APEX, D-BOX, HOYTS ONYX, HOYTS XTRA, LOUNGE or ScreenX screenings or experiences;
- any alcoholic beverage provided as part of the HOYTS LUX prize may only be supplied to guests aged 18 years or over and is subject to applicable liquor licensing laws, venue conditions and Responsible Service of Alcohol requirements, and where alcohol cannot lawfully be supplied to a guest, an eligible non-alcoholic house beverage will be provided instead;
- any dietary requirements should be advised when the prize booking is made, and HOYTS will endeavour to accommodate reasonable dietary requirements, subject to the menu and facilities available at the applicable cinema; and
- the prize cannot be used in conjunction with any other promotion, discount or offer and does not qualify to earn HOYTS Rewards Points.
- If HOYTS is unable to provide the confirmed screening due to circumstances outside its reasonable control, including cinema

closure or circumstances affecting the safe or lawful operation of the cinema, HOYTS will work with the prize winner to arrange an alternative eligible screening. Any replacement or material change to the Prize will be made in accordance with applicable law and, where required, with the agreement of the prize winner.

19. As a condition of accepting the Major Draw prize, the winner (and their guests) may be required to 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. In the event a winner's guest is under the age of 18, a nominated parent/legal guardian of such person will be required to sign the legal documentation required under this clause on their behalf.

20. In the event of war, terrorism, state of emergency, pandemic or any other kind of disaster or unforeseeable event beyond the reasonable control of the Promoter, 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.

21. Winner/s 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.

22. Any ancillary costs associated with redeeming a prize are not included. Redemption of the prizes are subject to any terms and conditions of the issuer including those specified on the movie tickets.

23. Subject to the unclaimed prize draw clause, if for any reason a winner does not take / redeem 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.

24. The prize/s must be claimed by 10:30am AEDT on 11/01/2027 (for the original winner/s) **and** 10:30am AEDT on 04/02/2027 (for the winner/s of the unclaimed prize draw, if any).

25. 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.

26. The Avengers: Doomsday ticket prizes 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/any winner (and/or his/her companion/s) for any inappropriate behaviour, including but not limited to intoxication, whilst participating in any element of the prize.

27. Total prize pool value is up to $7,179.70.

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

29. A draw for any unclaimed prizes may take place on 11/01/2027 at the same time and place as the original draw, subject to any directions from a regulatory authority. Winners, if any, will be notified in writing by email within two (2) business days of the draw. Winners will be published (first initial, surname and postcode) online at http://saraleeavengerspromotion.com.au/ on 15/01/2027.

30. 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.

31. 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.

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

33. 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.

34. 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 ("**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.

35. 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) if a screening of Avengers: Doomsday (including but not limited to the private screening) is delayed, postponed or cancelled for

any reason beyond the reasonable control of the Promoter; (f) any tax liability incurred by a winner or entrant; or (g) use of a prize.

36. 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 https://saralee.com.au/privacy-policy. 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. The Promoter stores PI on servers located in Australia, including PI stored through its third-party service providers. As the Promoter operates in Australia and internationally, it may disclose PI to its related entities, employees, service providers and professional advisers located overseas, including in New Zealand, the Middle East and Asia, where reasonably necessary for its business operations. Except where an exception applies under the Privacy Act or other relevant legislation, the Promoter will take commercially reasonable steps to ensure that overseas recipients to whom it discloses PI comply with the Australian Privacy Principles stated in the Privacy Act in relation to such PI.

37. The Walt Disney Company and each of its respective parent, affiliates and subsidiaries is not responsible for the promotion, administration or execution of this "Sara Lee X Avengers: Doomsday Giveaway" promotion.

38. The Promoter is Sara Lee Holding Pty Ltd (ABN 33 650 567 641) of 88-90 Railway Crescent, Lisarow, NSW 2250, Australia, telephone 1800 131 946.

ACT Permit No. TP25/XX. **SA Permit No. T25/XX**