

BEGA “BACK TO SCHOOL” PROMOTION

TERMS & CONDITIONS

1. Information on how to enter and the prizes form part of these Terms & Conditions. Participation in this promotion is deemed acceptance of these Terms & Conditions.

ELIGIBILITY

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.

PROMOTIONAL PERIOD

4. Entries into the promotion open at 12:01am AEDT on 11/01/2027 and close at 11:59pm AEDT on 21/02/2027 (“**Promotional Period**”). No entries will be accepted after this time.

PROMOTIONAL COMPONENTS

5. This promotion involves two (2) components as below:
 - **Component 1:** An instant prize component with all valid entries receiving the chance to win an Instant Prize (defined below).
 - **Component 2:** A major prize component with all valid entries received during the Promotional Period being placed into six (6) separate weekly draws.
6. There are eight hundred (800) Instant Prizes (defined below) and sixty (60) Major Prizes (defined below) to be won.

PARTICIPATING RETAILERS

7. A “**Participating Retailer**” is any Coles, Woolworths or independent supermarket in Australia that advertises the promotion and stocks the Eligible Product (defined below) during the Promotional Period.

HOW TO ENTER

8. To be eligible to enter, individuals must, during the Promotional Period, purchase any two (2) Bega natural cheese products from the list below (“**Eligible Products**”) from a Participating Retailer and obtain a purchase receipt (“**Qualifying Transaction**”). If a purchase receipt is not automatically handed to the entrant, it is the responsibility of the entrant to request such material from a member of staff.
9. Eligible Products are:
 - Bega Farmer's Tasty Natural Cheese Slices
 - Bega Strong & Bitey Vintage Natural Cheese Slices
 - Bega Colby Natural Cheese Slices
 - Bega Lactose Free Farmer's Tasty Natural Cheese Slices
 - Bega Protein Tasty Natural Cheese Slices
 - Bega Country Light Tasty Natural Cheese Slices
 - Bega Country Light Vintage Natural Cheese Slices
 - Bega Extra Thick Toastie Natural Cheese Slices
 - Bega Stringers (Original, Cheddar and Lactose Free)

10. To enter, individuals must then complete the following steps during the Promotional Period:
- Visit www.begabacktoschool.com.au;
 - Follow the prompts to the promotion entry page;
 - Input the requested details (including their full name, valid email address and mobile phone number);
 - Upload a photo of their purchase receipt for the Qualifying Transaction made during the Promotion Period;
 - Submit the fully completed online entry form; and
 - Follow the prompts to see whether they have been deemed a provisional instant prize winner.

LIMIT ON ENTRIES

11. Multiple entries are permitted, subject to the following: (a) only one (1) entry is permitted per Qualifying Transaction regardless of the number of Eligible Products purchased in excess of two (2); (b) a maximum of one (1) entry per person per day; and (c) each entry must be submitted separately and in accordance with entry requirements.

COMPONENT 1: INSTANT PRIZES

12. Instant winners will be notified immediately on screen upon entry as to whether they have won an Instant Prize (defined below). All provisional instant winners are subject to verification which may take up to seven (7) days. Upon verification, winners will be sent their prize to the nominated email address listed on the promotional entry form.
13. There are eight hundred (800) \$50 E-Gift Cards awarded as a digital prepaid Mastercard (each a **"Prepaid Card"** or an **"Instant Prize"**). Instant Prizes will be awarded based on predetermined timestamps during the Promotional Period selected by a computerised random system at KollwitzOwen, SE251, 10-20 Gwynne Street, Cremorne VIC 3121. The first valid entry received on or after a selected winning timestamp will win (subject to verification) an Instant Prize. A maximum of one (1) Instant Prize will be awarded in respect of each select winning time.
14. ACT winners of any Instant Prizes will be published (first initial, surname and postcode) at www.begabacktoschool.com.au on 01/03/2027.
15. Instant Prizes are limited to one per person, except in respect of entrants residing in South Australia, who are eligible to win one Instant Prize per entry.
16. Quality control errors will not invalidate an otherwise valid prize claim. Unless otherwise due to fraud or ineligibility under these Terms & Conditions, all prize claims in excess of the advertised prize pool will be honoured. Any instant win prizes that are part of the advertised total prize pool and that are won but remain unclaimed will be awarded in the unclaimed prize draw.

COMPONENT 2: MAJOR PRIZES

17. There will be six (6) weekly draws (each a **"Weekly Draw"**) conducted for this promotion. Entries into each Weekly Draw open at 12:01am AEDT and close at 11:59pm AEDT on the dates indicated in the table below. All Weekly Draws will take place at 11:00am AEDT at KollwitzOwen, SE251, 10-20 Gwynne Street, Cremorne VIC 3121 on the date indicated in the table below. 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 via telephone and email within two (2) business days of each Weekly Draw and their details (first initial, surname and postcode) published at www.begabacktoschool.com.au on the dates indicated below. All non-winning entries in each Weekly Draw will be entered into any subsequent Weekly Draws.

Draw	Date Entries Open	Date Entries Close	Date of prize draw	Winners published
Weekly Draw 1	11/01/2027	17/01/2027	18/01/2027	21/01/2027
Weekly Draw 2	18/01/2027	24/01/2027	25/01/2027	28/01/2027
Weekly Draw 3	25/01/2027	31/01/2027	01/02/2027	04/02/2027

Weekly Draw 4	01/02/2027	07/02/2027	08/02/2027	11/02/2027
Weekly Draw 5	08/02/2027	14/02/2027	15/02/2027	18/02/2027
Weekly Draw 6	15/02/2027	21/02/2027	22/02/2027	25/02/2027

18. The first ten (10) valid entries drawn in each Weekly Draw will each win a choice of either a \$1,000 canteen credit, \$1,000 cash or \$1,000 in a Prepaid Card.
19. Major prizes will be awarded as per the choice of each Major Prize winner as follows:
 - a) Major prize value to be direct deposited to the winner's nominated school canteen bank account, or
 - b) Major prize value to be direct deposited to the winner's nominated school canteen app account, or
 - c) Major prize value to be issued as a Prepaid Card.

PREPAID CARDS

20. Any ancillary costs associated with redeeming a Prepaid Card are not included. Any unused balance of the Prepaid Card will not be awarded as cash. Redemption of a Prepaid Card is subject to any Terms & Conditions of the issuer including those specified on the Prepaid Card.
21. Prepaid Cards are issued by EML Payment Solutions Limited ABN 30 131 436 532 AFSL 404131 and distributed by TCN Group Pty Ltd ABN 87 626 501 568 ("TCN") pursuant to license by Mastercard. Mastercard and the circles design are registered trademarks of Mastercard International Incorporated. Redemption of the Prepaid Card is subject to the standard Terms & Conditions, which can be found at <https://card.gift/terms-and-conditions/mastercard>. **The Prepaid Card is valid for a period of three years from the date of issue.**

CANTEEN CREDIT

22. If a Major Prize winner chooses to take the prize as a canteen credit, the winner must provide the Promoter with the necessary information to enable funds transfer to the relevant school canteen bank account or canteen app.
23. Major Prize winners are responsible for managing canteen orders and credit account directly with their school canteen or via their nominated canteen app account.
24. Major Prize winners are responsible for any fees or charges imposed by the school canteen, canteen's bank account or nominated canteen app in relation to receiving a prize.

UNCLAIMED PRIZE DRAW

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. Prizes must be claimed by 08/03/2027 (for the original winners) and 24/03/2027 (for the winners of the unclaimed prize draw), if any.
27. A draw for any unclaimed prizes, including any Instant Prize that is won but remains unclaimed, will take place on 10/03/2027 at the same time and place as the original Weekly Draws, subject to any directions from a regulatory authority. Winners, if any, will be notified by email and phone within two (2) business days of the draw. Winners of any Major Prize and ACT winners of any Instant Prize will have their details (first initial, surname and postcode) published at www.begabacktoschool.com.au on 12/03/2027.

PRIZE DELIVERY

28. The Promoter takes no responsibility for an incorrect nominated school canteen bank account or canteen app account or email address being provided when entering the promotion or during the verification process, and once dispatched the Promoter is not liable for any prize that has

been lost, stolen, damaged or tampered with in any way. 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.

GENERAL TERMS

29. Total prize pool value is up to AUD\$100,000.
30. Entrants must retain their original 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 products purchased, store of purchase and that the purchase was made during the promotional period but prior to entry.
31. Entries must be received during the Promotion Period and in accordance with these Terms & Conditions. Entries will not be accepted in any other way or form or at any other time.
32. Incomplete and indecipherable entries will be deemed invalid. The Promoter will also invalidate any entry which (in its opinion) breaches these Terms & Conditions or any other content guidelines published by the Promoter as part of the entry process for the Promotion. Once submitted, an entrant cannot alter or delete an entry.
33. 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 person who the Promoter has reason to believe has breached any of these Terms & Conditions, tampered with the entry process or engaged in any unlawful or other improper misconduct calculated to jeopardise the fair and proper conduct of the promotion.
34. 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.
35. 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.
36. The Promoter's decisions in connection with the Promotion are final and no correspondence will be entered into.
37. 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 of the equal value and/or specification, subject to any written directions from a regulatory authority.
38. Prizes, or any unused portion of a prize, are not transferable or exchangeable and cannot be taken as cash, unless otherwise specified.
39. 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.
40. The Promoter accepts no responsibility for any tax implications that may arise from the prize winnings. Independent financial advice should be sought. Where the operation of this Promotion results in, for GST purposes, supplies being made for non-monetary consideration, entrants agree to follow the Australian Taxation Office's stated view that where the parties are at arm's length, goods and services exchanged are of equal GST inclusive market values.

41. Any cost associated with accessing the promotional website is the entrant's responsibility and is dependent on the internet service provider used.
42. Entrants can only enter in their own individual capacity. Entering under a false name/s may invalidate **all** entries. Multiple entries under different names may also invalidate **all** entries at the Promoter's discretion.
43. 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.
44. 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.

LIABILITY

45. Nothing in these Terms & Conditions limits, excludes or modifies or purports to limit, exclude or modify the statutory consumer guarantees 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.
46. 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 & Conditions; (e) any tax liability incurred by a winner or entrant; or (f) use/taking of a prize.

PRIVACY

47. Entrants' personal information will be collected by the Promoter. Personal information will be stored on the Promoter's database. The Promoter may use this information for future marketing purposes regarding its products, including contacting the entrant electronically. The Promoter is bound by the Australian Privacy Principles in accordance with the Privacy Act 1988 (Cth) and its privacy policy which is located at <https://www.mainlanddairy.com/en/privacy>. The Promoter's privacy policy contains information about how an entrant may access, update and seek correction of the personal information the Promoter holds about them and how an entrant may complain about any potential breach by the Promoter of the Australian Privacy Principles or any other Australian privacy laws and how such complaints will be dealt with. The Promoter collects personal information about entrants to enable them to participate in this Promotion and may disclose an entrant's personal information to third parties including its contractors and agents, prize suppliers and service providers to assist in conducting this Promotion and to the State and Territory lottery departments as required under the relevant lottery legislation. If an entrant does not provide their personal information as requested, they may be ineligible to enter or claim a prize in the Promotion. Personal information collected from entrants will not be disclosed to any entity located outside of Australia.

48. Any part of these Terms & Conditions which are void or not enforceable by law will be automatically severed from these Terms & Conditions, where possible, to ensure that the remaining provisions of the Terms & Conditions remain in effect. The Promoter may vary these Terms & Conditions from time to time as required for compliance with law or for the purposes of correcting any error or omission. As such, it is the responsibility of every entrant to ensure that they review these Terms & Conditions at the time of entry and all other material times.
49. These Terms & Conditions are governed by and must be construed in accordance with the laws of Victoria, Australia.

PROMOTER

50. The Promoter is Fonterra Brands (Australia) Pty Ltd (ABN 80 095 181 669) of Level 2, 40 River Boulevard, Richmond VIC 3121, part of the Lactalis Group

PERMITS

Permits ACT TP26/01664. SA T26/1283. Authority NSW TP/05247.