

COMPETITION TERMS AND CONDITIONS

(NEW ZEALAND)

1. These terms and conditions relate to the “Good As Gold Campaign” (“**Promotion**”). Information on how to enter and prizes forms part of, and entry into the Promotion is deemed to be acceptance of, these terms and conditions.
2. The promoter is Fonterra Brands (New Zealand) Limited, trading as Lactalis New Zealand (“**Promoter**”).
3. The Promotion commences on Monday 16 November 2026 at 7:00am and closes on Sunday 20 December 2026 at 11:59pm (“**Promotional Period**”). Entries received outside of the Promotional Period will not be accepted.

Conditions of Entry

4. All entrants into the Promotion:
 - a. must be 18 years or older and immediately verify their age upon request by the Promoter or the Promoter may disqualify them;
 - b. must be a resident of New Zealand;
 - c. agree that the Promoter may photograph, film, publish, reproduce, use and communicate their image, likeness, entry, photographs, videos and other content submitted for promotional, marketing, advertising and publicity purposes in connection with the Promotion, without further compensation, approval or notice, and grant the Promoter a non-exclusive, royalty-free licence to do so throughout Australia and New Zealand for a period of 24 months from the date of the draw.
5. Employees (and their immediate families) of the Promoter, Lion NZ Limited and Uno Loco Limited, and any agencies or companies associated with the Promotion, are not eligible to enter.

Prizes

6. 20 prize winners will be drawn.
7. Each winner will receive a NZD 500 Prezzy Card. The total prize pool is valued at NZD 10,000.
8. Use of each Prezzy Card is subject to the terms and conditions of the card issuer, including any conditions relating to expiry dates, fees, transaction limits, participating merchants and other usage restrictions. Winners are responsible for complying with all applicable Prezzy Card terms and conditions.

How to enter

9. To be eligible to enter into this Promotion, an entrant must, during the Promotion Period:
 - a. purchase any Mainland Burger and Steinlager Pure Gold from any participating venue (“**Combo**”);
 - b. scan the QR code and complete all the required online prompts, which will

include providing an email address and proof of purchase of a Combo; and

- c. receive confirmation from the Promoter that they have entered in the Promotion.
- 10. Entries are limited to 1 entry per person per day. Entries must use a Combo purchased on different dates. Multiple Combos purchased on the same date cannot be used to make multiple entries. The Promoter may immediately disqualify any entrant who, in the Promoter's opinion, attempts to circumvent this restriction.
- 11. This Promotion is conducted on licensed premises only and the requirement to purchase a Combo is an offer made only on licensed premises relating to the buying of alcohol. Entrants must not purchase alcohol to excess for the purpose of obtaining entries. The Promoter reserves the right to disqualify any entrant whose entry pattern, in the Promoter's opinion, suggests excessive or irresponsible alcohol consumption.
- 12. Entries are deemed to be received when receipt has been confirmed on the Promotion webpage.

Draw and Winner Notification

- 13. The prize winners will be randomly drawn at 12:00pm on 12 January 2027, at 109 Fanshawe Street Auckland.
- 14. Winners will be notified by the email used to submit their entry.
- 15. If a winner cannot be contacted or does not accept the prize within five days of notification, the prize is forfeit and the Promoter may redraw the prize.
- 16. The Promoter's decision is final and no correspondence will be entered into.
- 17. Prizes will be awarded to the person named in the entry to the Promotion.
- 18. Winners may be required to provide further information in order for the prizes to be given. You have the right to refuse to provide these details, but this may mean we cannot issue you your prize and therefore by doing so, you automatically forfeit your prize and a new winner will be selected.

General Terms

- 19. The Promoter reserves the right to change these terms and conditions without prior notice.
- 20. Prizes cannot be varied and are not transferable or redeemable for cash. The Promoter reserves the right to substitute a prize of equal or greater value if the original prize becomes unavailable for any reason beyond the Promoter's control. In the event that a winner does not take an element of the prize at the time stipulated by the Promoter, then that element of the prize will be forfeited by the winner.
- 21. If the winner is not able to be contacted within a reasonable time period following the draw, that winner shall forfeit the prize and the Promoter may choose to draw another winner, and so on until a winner is contacted to accept the prize.
- 22. Unless expressly stated in these terms and conditions, all other expenses become the responsibility of the winner including meals, taxes, transport, insurance and any other ancillary costs of any nature.
- 23. The Promoter reserves the right to request the winner to provide proof of identity, proof of residency at the nominated prize delivery address and/or proof of entry

validity. In the event that such proof is not provided by the winner or is not suitable to the Promoter, then that winner shall forfeit their rights to any prizes.

24. The Promoter reserves the right to verify the validity of entries and to disqualify any entry (including the winning entry) which, in the Promoter's opinion includes objectionable content, profanity or potentially insulting, inflammatory or defamatory statements.
25. The Promoter may disqualify any entry or individual (including any prize winner) who tampers with the entry process, submits an entry not in accordance with the terms and conditions, breaches these terms and conditions, or who has, in the opinion of the Promoter, engaged in conduct which is unlawful, improper, fraudulent, misleading, deceptive or generally damaging to the goodwill or reputation of the Promoter or Promotion.
26. The Promoter is not responsible for any problems or technical malfunction of any web site, telephone network or lines, computer systems, servers, providers, computer equipment, software, technical problems or traffic congestion on the Internet or at any web site, or any combination thereof.
27. The Promoter assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorised access to, or alteration of entries.
28. If for any reason the Promotion is not capable of running as planned for reasons including infection by computer virus, bugs, tampering, unauthorised intervention, fraud, technical failures or any other cause beyond the control of the Promoter, which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Promotion, the Promoter reserves the right in its sole discretion to cancel, suspend or modify the Promotion.
29. The Promoter takes no responsibility for lost, damaged, misdirected, late or illegible entries or any entries that for whatever reason, are not received by the Promoter or are incomplete.
30. The winner of any prize agrees to co-operate with all reasonable media editorial requests relating to the prize, including being interviewed, photographed or filmed. The winner permits having their name, image and/or voice appear in connection with the Promotion, the Promoter or the advertising or marketing thereof, in any media whatsoever throughout the world.
31. To the maximum extent permitted by law, the Promoter and its related companies shall not be liable for any loss, damage, or personal injury whatsoever by or to any person in connection with the Promotion or with winning or benefiting from a prize.
32. These terms and conditions are governed by the laws of New Zealand. The parties submit to the non-exclusive jurisdiction of the courts of New Zealand.

Personal information

33. All entries become the property of the Promoter. The Promoter collects personal information from entrants to conduct the Promotion – without this personal information you may not be able to enter into the Promotion. All personal information will be held by the Promoter for the purposes of the Promotion and may be shared with partners of the Promoter solely for the purposes of the Promotion. Please refer to the Promoter's Privacy Statement (<https://www.mainlanddairy.com/en/privacy>) for more information on the collection, use disclosure and storage of your personal information by the Promoter, and how you can access or request correction of your personal information.

Alcohol Responsibility

34. This Promotion involves the purchase of an alcohol product as a condition of entry. Entrants must not purchase alcohol in excess for the purpose of obtaining entries to this Promotion. The Promoter may refuse entry or disqualify any person who, in the Promoter's opinion, is purchasing alcohol irresponsibly.