Fonterra Brands (Australia) Pty Ltd: Holy Slice Promotion

TERMS AND CONDITIONS

General

1. Information on how to enter, and the terms applying to prizes form part of these terms and conditions ("Terms and Conditions"). Entry and participation in this promotion constitute acceptance of these Terms and Conditions.

2. Entry is only open to foodservice businesses operating in Australia ("Eligible Business"). For the purposes of this competition a 'foodservice business' is deemed to be a business that serves food outside of a customer's home including full-service restaurants and cafes, pubs or clubs, independent pizza restaurants, and independent Quick Service Restaurants but excludes national or global chain quick service restaurant outlets. Authorised representatives for an Eligible Business must be 18 years or over ("Eligible Business Representative").

3. Persons who are employees (and persons sharing the same household with employees) of the Promoter and any of its affiliated companies, agencies or promotional agencies associated with this promotion are not eligible to participate or act as an Eligible Business Representative.

4. The promotion starts at 12:01 am (AEDT) on 1 November 2026 and ends at 11:59 pm (AEDT) on 14 December 2026 ("Promotional Period").

Entry

5. To be eligible to enter the promotion, an Eligible Business must, via an Eligible Business Representative, during the Promotional Period:

a. Purchase as a minimum one (1) unit comprising 1.5kg of Holy Cow™ Natural Cheese Slices (as detailed below), from an authorised foodservice distributor ("Qualifying Transaction");

b. visit www.holycowslices.com ("Website"); and

c. When accessing the Website, navigate to the entry form, fill in the required information and complete all required sections as specified and proceed to submit an entry into the promotion.

Limit On Entries

6. Each 1.5kg packet of Holy Cow™ Natural Cheese Slices purchased constitutes one entry into the promotion.
    a. Multiple packets purchased on a single invoice, or across multiple invoices, will each be counted as separate entries, provided each purchase can be verified by an invoice document or invoice number submitted via the Website.
    b. Where an invoice shows a carton quantity purchased, each carton purchased will constitute 8 entries.

Prizes

7. A total of 25 prizes of $1,000 AUD each, with a total prize pool value of $25,000 AUD, are available as listed below (each a "Prize" and together "the Prizes").

8. The Promoter will engage the services of our agent, RO Digital, who will manage the distribution of the Prizes under the promotion.

9. A prize is valued at $1,000 AUD Prezzee™ Smart eGift Card (accessed through https://prezzee.com.au/en-au/au/store/prezzee-gift-card) ("Prize"). The Promoter is not responsible for any late, lost or stolen Prizes, or gift cards that have been damaged or tampered with in any way. All gift cards are subject to the terms and conditions of the respective issuer.

10. All prizes are non-transferrable and cannot be redeemed for cash. Any ancillary costs associated with redeeming or using a prize are not included. Any unused balance of a gift card will not be awarded as cash. Redemption of a gift card is subject to any terms and conditions of the issuer, including those specified on a gift card.

11. If any of the Prizes are unavailable for any reason, the Promoter reserves the right to substitute the Prize with another item of equal or greater value subject to any applicable regulatory approvals.

Prize Draw

12. At the end of the Promotional Period, a prize draw of Qualifying Transactions will occur on 21 December 2026 at 2.00 pm (AEST) at RO Digital, 20-40 Meagher St, Chippendale, NSW, 2008 ("Prize Draw").

13. On 21 December 2026, the Prizes will all be awarded.

14. The total Prize pool value of all the prizes awarded under this competition is AU$25,000.

15. Prize winners will be notified by email within two business days of the Prize Draw, and their details (e.g., business name and postcode, or first initial, surname, and postcode, as applicable) will be published on the Website on 22 December 2026.

a. The Promoter may draw additional reserve entries and record them in order in case an invalid or ineligible entry is drawn, or a Prize is not taken by the date stipulated ("Reserve Winner"). If the Prize can't be awarded to the entrant drawn or the prize is not claimed, the Promoter may continue this process until the Prize is awarded.

16. The Promoter's decision regarding any aspect of this promotion is final, and no correspondence will be entered into. This is a game of chance.

17. Prizes will be awarded to the Eligible Business or Eligible Business Representative on behalf of the Eligible Business appearing on the winning entries.
18. If any prize is unclaimed or the original winner is deemed ineligible, the Promoter reserves the right to conduct a redraw on 25 January 2027 at 2.00pm (AEDT) at the offices of RO Digital, 20-40 Meagher St, Chippendale, NSW, 2008. Prize winners will be notified by email within two business days of the Prize Draw, and their details (e.g., business name and postcode, or first initial, surname, and postcode, as applicable) will be published on the Website on 28 January 2027.

General

19. Eligible Businesses must retain a copy of the purchase receipt or invoice number ("Proof of Purchase") to claim a Prize. Failure to produce the Proof of Purchase when requested by the Promoter may, at the absolute discretion of the Promoter, result in disqualification of related entries and forfeiture of any right to a Prize.

Proof of Purchase must clearly state the value, place, date, and time of purchase within the Promotional Period. In the event an Eligible Business is disqualified, the Prize will be awarded to a Reserve Winner.

20. The Promoter reserves the right to verify entries and Eligible Businesses (including an Eligible Business's Representative'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 and Conditions, tampered with the entry process, or engaged in any unlawful or other improper misconduct that may jeopardize the fair and proper conduct of the promotion. Failure by the Promoter to enforce any of its rights at any stage does not constitute a waiver of those rights. The Promoter's rights to recover damages or other compensation from a person who breaches these Terms and Conditions are reserved.

21. Eligible Business Representatives must provide, and consent to the Promoter using their (and their respective Eligible Business's) name, likeness, image, and/or voice (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), the Promoter's products, or its business generally.

22. If this promotion is interfered with in any way or is not capable of being conducted as reasonably anticipated due to any circumstances beyond the reasonable control of the Promoter, the Promoter reserves the right, in its sole discretion:

a. to disqualify any otherwise Eligible Business if that business or the Eligible Business's Representative has breached these Terms and Conditions; or

b. subject to any written directions from a regulatory authority, to modify, suspend, terminate, or cancel the promotion, as appropriate.

23. Nothing in these Terms and Conditions limits, excludes, modifies or purports to limit, exclude, or modify the statutory consumer guarantees as provided under the Competition and Consumer Act 2010 (Cth), as well as any applicable rights under 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) is not responsible for, and excludes all liability (including negligence), for any personal injury; any loss or damage (including loss of opportunity) whether direct, indirect, special, or consequential, arising in any way out of, or connected to the promotion, including, but not limited to, where arising out of the following:

a. any technical difficulties or equipment malfunction (whether or not under the Promoter's control);

b. any theft, unauthorized access, or third-party interference;

c. any variation in the value of Prizes to that stated in these Terms and Conditions;

d. any tax liability incurred by any person, Eligible Business, Eligible Business's Representative; or

e. receipt or use of a Prize.

24. The Promoter collects personal information regarding each Eligible Business and Eligible Business Representative ("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://www.anchorfp.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 Eligible Business. The Privacy Policy

also contains information about how an Eligible Business may opt out, access, update, or correct their PI, how an Eligible Business 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 will not disclose PI to any entity outside of Australia.

25. 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.

26. The Promoter is Fonterra Brands (Australia) Pty Ltd (ABN 80 095 181 669) of Level 2, 40 River Boulevard, Richmond VIC 3121, telephone 1300 738 484.
