



## Terms & Conditions

### BREWDOG / TILRAY "BAR TAB" PROMOTION

#### 1. Promoter

For the United Kingdom, the promoter is **Tilray Brands UK Ltd**, a private limited company registered in England and Wales with company number 13578781 and registered office at First Floor, Centurion House, 37 Jewry Street, London, England, EC3N 2ER. For the United States, the promoter is **Tilray Brands, Inc.**, a Delaware corporation with head office and registered and records office at 245 Talbot St W, Leamington, ON N8H 4H3, Canada. Together, these entities are referred to in these terms as the "Promoter".

#### 2. Eligibility

- Open only to individuals aged **18 years or older in the UK and 21 years or older in the United States**.
- Valid proof of age may be required.
- Employees of the Promoter, its group companies and their immediate family members are not eligible.
- Promotion valid only at **participating BrewDog or Tilray-owned locations in the UK and United States**, excluding the venues listed in section 10.

#### 3. Trigger Event

The promotion will become active if:

- England advances to finals of the 2026 international men's football tournament, or
- Scotland advances to finals of the 2026 international men's football tournament, or
- The United States advances to finals of the 2026 international men's football tournament,

No benefit is available if none of these teams advances to finals of the tournament.

This promotion is not sponsored, endorsed, administered by, or associated with FIFA, the FIFA World Cup, any national football association, team, player, or tournament organizer. References to the 2026 international tournament, England, Scotland and the United States are included solely to identify the sporting event and teams relevant to the promotion.

#### 4. Promotional Fund

If England, Scotland or the United States is a finalist of that tournament, the Promoter will make available promotional beer credits with an aggregate value of up to **£1,000,000 across all territories**.

The promotional fund is not redeemable for cash and is available **only while funds last or the redemption deadline announced by the Promoter, whichever occurs first**.

**Fund allocation and valuation.** The aggregate promotional fund will be calculated by reference to the menu price or stated promotional credit value of each qualifying drink redeemed, as determined by the Promoter acting reasonably. The Promoter may allocate the promotional fund between participating territories, states, regions, venues, dates or redemption windows, and may apply venue-level or territory-level caps where required for legal, licensing, operational or availability reasons. For redemptions in the United States, the sterling value of the fund may be converted into US dollars using an exchange rate selected by the Promoter acting reasonably at or around the time the promotion is activated. The Promoter may update participating venues, customers and promotional materials to indicate when the promotional fund, or any relevant venue, territory or period allocation, has been exhausted.

#### 5. Redemption Period

Eligible customers may redeem promotional drinks beginning on July 20, 2026. The Promoter reserves the right to modify or designate specific dates and times for redemption.

#### 6. Drink Limits

To promote responsible drinking:

- Maximum of **2 promotional drinks per customer** during the promotion.
- Customers must consume responsibly.
- The Promoter reserves the right to refuse service in accordance with licensing laws.

#### 7. Eligible Products

Only selected draft beer products qualify, subject to availability. This will include BrewDog headliner beers, and Tilray group beer only.

Premium products, spirits, cocktails, packaged products, take-away alcohol, merchandise, food items, and third-party products are excluded unless specifically stated.

## 8. Availability

Promotion subject to product availability at all participating venues.

All redemptions are on a **first-come, first-served basis while the promotional fund lasts**.

No rain checks or substitute compensation will be provided.

This promotion is a conditional sales promotion and does not constitute a lottery or prize competition. No purchase or payment is required to participate.

## 9. Redemption Mechanic and Responsible Service

To redeem the offer, customers must:

- Attend a participating venue during the redemption period; and
- Be wearing a **current or historic England, Scotland or United States football shirt** at the time of redemption.

The Promoter reserves the right to determine, acting reasonably, whether the requirement is satisfied.

Participation is subject to the Promoter's licensing obligations.

The Promoter may refuse service to:

- Intoxicated individuals.
- Persons unable to provide proof of age.
- Anyone whose participation would breach licensing laws or venue policies.

## 10. Venue Exclusions

The promotion is not available at the following locations:

- BrewDog Waterloo Arms
- BrewDog Waverley
- BrewDog Gatwick Airport
- BrewDog Belfast
- BrewDog Edinburgh Airport
- BrewDog Rotterdam
- Any BrewDog bars in Dubai, Thailand, or Australia
- BrewDog bars in Ohio, U.S.

The Promoter reserves the right to exclude additional venues where required for legal, licensing or operational reasons. The promotion is only available where lawful and subject to local licensing laws. A full list of participating venues will be published at [www.brewdog.com](http://www.brewdog.com).

## 11. Fair Use

The Promoter reserves the right to:

- Limit participation where abuse is suspected.
- Void fraudulent claims.
- Remove customers attempting to circumvent drink limits.

## 12. Marketing Communications and Data Protection

Participation in the promotion does not require customers to consent to marketing communications. Any marketing consent is optional and can be withdrawn at any time.

Customers may be required to provide limited personal data for the purposes of administering the promotion, including verifying eligibility, age verification, fraud prevention, and redemption tracking.

Where a BrewDog account is used or created, this is for operational and verification purposes only and is not a condition of participation unless expressly stated for a specific redemption process.

Personal data will be processed in accordance with the applicable BrewDog / Tilray privacy policies, available at [www.brewdog.com](http://www.brewdog.com), and in compliance with applicable data protection laws.

For participants in the United States, additional state-specific privacy rights may apply. Personal data may be processed and transferred between the United Kingdom, the United States and other jurisdictions where the Promoter operates, with appropriate safeguards in place.

## 13. General

The Promoter reserves the right to amend or withdraw the promotion where necessary due to legal, regulatory, operational, or safety reasons. The Promoter will exercise its rights under these terms reasonably, proportionately and in good faith.

**No affiliation with FIFA or football bodies.** This promotion is not sponsored, endorsed, administered by, or associated with FIFA, the FIFA World Cup, any national football association, team, player, or tournament organiser. References to the 2026 international tournament, England, Scotland and the United States are included solely to identify the sporting event and teams relevant to the promotion.

**Governing law and jurisdiction.** For participants in the United Kingdom, these terms are governed by the laws of England and Wales, except that any mandatory local consumer protection or licensing laws in Scotland will continue to apply where relevant. For participants in the United States, these terms are governed by the laws of the state in which the relevant participating venue is located, subject to any mandatory federal, state or local laws that apply to

the promotion. Nothing in this clause limits any mandatory rights a participant may have under applicable consumer protection laws.

**Local law compliance.** The promotion is only available where lawful and is subject at all times to applicable licensing, alcohol, advertising, consumer protection and public safety laws. The Promoter may amend, suspend, restrict or withdraw the promotion in any jurisdiction, state or venue where required to comply with applicable law or regulatory guidance. In certain US states or jurisdictions, the promotion may be modified to comply with applicable law, including by offering discounted products instead of free drinks, limiting participating products, or excluding certain venues.