



Terms & Conditions

BREWDOG / TILRAY “BAR TAB” PROMOTION

1. Promoter

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. This entity is referred to in these terms as the “Promoter”.

2. Eligibility

Open only to individuals aged **18 years or older** in England, Scotland and Ireland.

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 England, Scotland and Ireland**, excluding the venues listed in section 10.

3. Promotion Activation

The promotion will be honoured beginning July 20, 2026, across participating venues and is not conditional on any team advancing to, reaching or winning any stage of the tournament.

Tournament watch parties may continue through the end of the tournament at participating venues.

This promotion is not affiliated with, sponsored by, endorsed by, or in any way officially connected with any international football governing body, team, federation, league or tournament. References to football, the tournament, participating venues and watch parties are included solely to describe the promotion and related sporting context.

4. Promotional Fund

The Promoter will make available promotional beer credits with an aggregate value of up to **£1,000,000 across all participating territories and venues**.

The promotional fund is not redeemable for cash and is available **only while funds** and stocks **last**, from July 20, 2026 through September 30, 2026, or until **the** £1,000,000 bar tab has been fully redeemed, whichever comes 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, regions, venues, dates or redemption windows, and may apply venue-level or territory-level caps where required for legal, licensing, operational or availability reasons. 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 from July 20, 2026 through September 30, 2026, or until the £1,000,000 bar tab has been fully redeemed, whichever comes first. To redeem the offer, fans must be signed up to the BrewDog Treats loyalty platform and show their BrewDog Treats QR code at a participating BrewDog pub. Eligible fans may redeem two free pints per person. Fans can sign up at brewdog.com/treats and add the Treats QR code to their Apple or Google Wallet. Existing BrewDog Treats customers will automatically receive the offer in their wallets; new customers who sign up will see the two free beers appear in their wallet upon enrolment. This redemption process is separate from the BrewDog Now order-to-table app. Redemptions will be available for a standard serve of BrewDog beer on a first-come, first-served basis while funds and stocks last. Offer is subject to availability, applicable local laws and venue participation; no cash alternative; valid government-issued ID may be required; please drink responsibly. Participants must meet the legal drinking age requirements in the country or

region where redemption takes place. Participating venues may continue watch parties through the end of the tournament. Additional terms, timing, participating locations and redemption details may apply. The Promoter reserves the right to modify or designate specific dates and times for redemption where required for legal, licensing, operational or availability reasons.

6. Drink Limits

To promote responsible drinking:

Maximum of **2 promotional pints per person** 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, venue participation and applicable local laws. This may include BrewDog beers and Tilray group beer products, as determined by the Promoter and participating venue.

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 BrewDog pub while the promotion remains available;

Be signed up to the BrewDog Treats loyalty platform; and

Show their BrewDog Treats QR code at the participating BrewDog pub to redeem two free pints per person. Fans can sign up at [brewdog.com/treats](https://www.brewdog.com/treats) and add the Treats QR code to their Apple or Google Wallet. Existing BrewDog Treats customers will automatically receive the offer in their wallets; new customers who sign up will see the two free beers appear in their wallet upon enrolment. This redemption process is separate from the BrewDog Now order-to-table app.

Customers may redeem this promotion only at participating venues in England, Scotland and Ireland.

The Promoter reserves the right to determine, acting reasonably, whether redemption requirements have been satisfied and whether the offer remains available at the relevant participating venue.

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 redeemable only at participating Tilray-owned BrewDog pubs in England, Scotland and Ireland, excluding franchised BrewDog bars. 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

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.

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.

A BrewDog Treats account is required to participate in the redemption process and to receive or present the Treats QR code. Customers may be required to provide limited personal data for operational and verification purposes connected with the promotion.

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

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 football bodies. This promotion is not affiliated with, sponsored by, endorsed by, or in any way officially connected with any international football governing body, team, federation, league or tournament.

References to football, the tournament, participating venues and watch parties are included solely to describe the promotion and related sporting context.

Governing law and jurisdiction. These terms are governed by the laws of England and Wales, except that any mandatory local consumer protection or licensing laws in Scotland or Ireland will continue to apply where relevant. 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 in England, Scotland and Ireland 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 participating territory or venue where required to comply with applicable law or regulatory guidance.