

TERMS & CONDITIONS

Schedule to Terms & Conditions of entry

Promotion name:	Button Heart Honey Love Challenge
Eligible States / Territories:	All States in Australia and Worldwide
Promotion period:	Start: 20 March 2026, 9:00AM End: 22 June 2026, 3:00PM
Website address:	www.buttonheart.com
Promoter:	SOULU PTY LTD ABN: 61 674 924 915 39 Hammond Street Bellingen NSW 2454, Australia
Eligible entrants	<p>Participation in the Promotion is open to individuals who meet the applicable entry requirements and eligibility criteria.</p> <p>Where the Promotion is conducted within Australia, entry is open to residents of all eligible states and territories, subject to compliance with relevant laws and regulations.</p> <p>For global participation, entrants are responsible for ensuring that their participation is permitted under the laws of their local jurisdiction.</p> <p>Participants under the age of 18 years must obtain prior consent from a parent or legal guardian to participate.</p> <p>The Promoter may request evidence of such consent at any time, and reserves the right to verify eligibility.</p> <p>The Promoter reserves the right to refuse or disqualify any entry that does not comply with these Terms and Conditions or applicable legal requirements.</p>
Details of prizes	<p>The best entry or entries, as determined by the judging panel in accordance with the stated criteria, may be selected as the winner(s) of the Promotion.</p> <p>1. Prize Description, Value and Quantity</p> <p>The Promotion is intended to award:</p> <ul style="list-style-type: none">• One (1) Major Prize; and

- Additional Gifts of Appreciation that may be provided by participating sponsors and partners during the Promotion Period.

2. Major Prize (1 Winner)

The selected winner may receive public recognition as the creator of the winning honey brand name and/or key visual label design associated with the future Button Heart Honey product range.

The Promoter may, at its discretion, use, adapt, or develop the submitted brand name and/or design for commercial purposes, including product development, branding, and market launch activities.

The selected winner may be invited to participate in a potential commercial opportunity related to the Button Heart Honey product range (including physical and digital products), subject to the terms of a separate written agreement with the Promoter.

3. Important Conditions – Commercial Opportunity

- a) Any commercial participation opportunity is entirely discretionary and subject to separate negotiation and agreement.
- b) Any arrangement may include revenue share, royalty participation, or other forms of commercial recognition linked to product performance.
- c) Participation in the Promotion does not create any ownership rights, partnership rights, or entitlement to compensation.
- d) No guaranteed income, payment, or financial return is created by entry or selection.
- e) The value of any potential commercial arrangement cannot be determined at the time of the Promotion, and no fixed prize value is assigned to such opportunity.

4. Gifts of Appreciation (Multiple)

During the Promotion Period, additional Gifts of Appreciation may be offered by participating sponsors and partners.

These may include, but are not limited to:

- Holiday or accommodation packages
- Travel or experiential offers
- Brand vouchers or promotional benefits
- Product packages and merchandise
- Digital rewards or exclusive offers

	<p>The quantity, nature, and value of such Gifts of Appreciation may vary depending on sponsor participation and availability, and may be announced or updated during the Promotion Period.</p> <p>These items are provided as appreciation-based rewards and may be subject to the individual terms and conditions of the respective sponsoring partner.</p> <p>5. Travel / Event Conditions</p> <p>Where any prize involves travel, events, or physical participation:</p> <ul style="list-style-type: none"> a) Winners and participants may be required to sign a waiver, release, or indemnity agreement in favour of the Promoter and associated parties prior to participation. b) Additional eligibility requirements, health conditions, or safety requirements may apply. c) Where a participant is under 18 years of age, such documents must be signed by a parent or legal guardian.
Total number of prizes	The total number of prizes is 20.
Total prize value	<p>Total prize pool (inc GST): AUD 50,000.00</p> <p>The total prize pool includes estimated values of sponsor-provided gifts, promotional benefits, and non-cash components, which may vary depending on availability and participation.</p>
Method of entry	<p>To enter the Promotion, participants must complete the following steps during the Promotion Period:</p> <ul style="list-style-type: none"> • Visit the official campaign website or designated entry platform. • Unlock a Digital Button Heart Honey collectible by completing the purchase process as outlined on the entry page. <p>The payment is for access to the digital collectible product and associated experience and does not constitute payment for a chance to win.</p> <p>Entry into the skill-based Promotion is provided as an additional engagement opportunity.</p> <ul style="list-style-type: none"> • After unlocking the Digital Button Heart, participants must submit their creative entry through the online entry form, which includes: <ul style="list-style-type: none"> a) A proposed honey brand name for the Button Heart Honey product b) A label design using the provided template or guidelines c) An optional short description explaining the inspiration behind the design

- As part of the creative entry process, participants may be invited to visit one or more partnering brand or supporter websites and answer simple questions relating to those partners.

These activities form part of the skill-based and engagement-based components of the Promotion.

- Submit the completed entry through the campaign submission page before the Promotion closing date.

Once submitted, entries will be reviewed by the judging panel in accordance with the judging criteria set out in these Terms and Conditions.

Participants may optionally share their entry online or invite others to participate; however, sharing is not required for a valid entry.

Only entries submitted through the official campaign entry process will be eligible for judging.

1. Promoter

This Promotion is conducted by:

SOULU Pty Ltd
ABN: 61 674 924 915
39 Hammond Street
Bellingen NSW 2454
Australia

Website: www.buttonheart.com

The Promoter reserves the right to appoint authorised partners, agencies, or campaign operators to assist in administering the Promotion.

2. Promotion Period

The Promotion commences:

20 March 2026 – 9:00 AM (AEST)

and closes:

22 June 2026 – 3:00 PM (AEST)

Entries received outside this period **may not be accepted**.

The Promoter reserves the right to extend or modify the Promotion Period where reasonably required, including for operational or regulatory reasons.

3. Global Eligibility

Entry into the Promotion is open to participants worldwide, except where participation is restricted or prohibited by local laws.

Participants are responsible for ensuring that their participation complies with any laws or regulations applicable in their country of residence.

Participants must be 18 years or older, or have parental/guardian consent to enter.

The following persons are not eligible to participate:

- Employees of the Promoter
- Directors or officers of the Promoter
- Contractors or campaign partners directly involved in administering the Promotion
- Immediate family members of any of the above

The Promoter reserves the right to exclude any jurisdiction where participation would require registration, permits, or regulatory approvals not obtained by the Promoter.

4. Nature of the Promotion

This Promotion is a skill-based creative competition.

Chance plays no part in determining the winner.

All eligible entries will be judged based on merit in accordance with the criteria set out in these Terms & Conditions.

Because the competition is skill-based, no lottery, prize draw, or game of chance is conducted.

5. How to Enter (Summary Section)

To enter the Promotion, participants must complete the following steps during the Promotion Period:

- a) Visit the official campaign website.
- b) Unlock a Digital Button Heart Honey Collectible through the campaign purchase process.

The purchase relates solely to the digital collectible product and associated experience and does not constitute payment for a chance to win.

Participation in the creative competition is offered as an additional engagement opportunity.

- c) Submit a creative entry including:

	<ul style="list-style-type: none"> • A proposed Button Heart Honey brand name • A product label design using the provided campaign template or guidelines • An optional description explaining the concept or inspiration behind the submission
<p>Maximum number of entries</p>	<p>Entry Limits</p> <p>Each uniquely personalised and numbered Button Heart Cause Crusader digital collectible provides one (1) valid entry into the Promotion.</p> <p>Each entry must correspond to a valid digital identification number issued through the official campaign system.</p> <p>Participants may submit one (1) entry per valid digital collectible. Multiple entries using the same identification number will not be accepted and may be disqualified.</p> <p>Participants must not:</p> <ul style="list-style-type: none"> • use multiple identities • use automated systems, bots, or scripts • attempt to manipulate, interfere with, or unfairly increase entries • engage in any conduct that undermines the integrity of the Promotion <p>The Promoter reserves the right to:</p> <ul style="list-style-type: none"> • verify the validity of all entries and identification numbers • request proof of eligibility or authenticity • disqualify any participant or entry that breaches these Terms and Conditions
<p>Determination of winners</p>	<p>This Promotion is a game of skill, and chance plays no part in determining the winner.</p> <p>All eligible entries will be assessed by a judge or panel of judges appointed by the Promoter.</p> <p>Judging will be conducted based on the criteria set out in these Terms and Conditions, including creativity, originality, and alignment with the campaign objectives.</p> <p>Judging will take place at:</p> <p>10:30 AM (AEST) on 26 June 2026 at:</p> <p>SOULU Pty Ltd 39 Hammond Street</p>

	<p>Bellingen NSW 2454 Australia</p> <p>The Promoter reserves the right to:</p> <ul style="list-style-type: none"> • appoint additional or replacement judges if required. • conduct judging remotely or at an alternative location where reasonably necessary. <p>The decision of the judging panel will be final and binding, subject to applicable laws.</p>
<p>Notification of winners</p>	<p>Winner(s) will be notified via email and/or telephone using the contact details provided at the time of entry.</p> <p>Notification is intended to occur on or around 26 June 2026 and no later than 30 June 2026, following completion of the judging process.</p> <p>It is the responsibility of participants to ensure that their contact details are accurate and up to date.</p> <p>The Promoter will not be responsible for any failure to receive notification due to incorrect or incomplete contact information.</p> <p>If a winner cannot be contacted within a reasonable period, or fails to respond within the timeframe specified by the Promoter, the Promoter reserves the right to select an alternative winner in accordance with the judging criteria.</p>
<p>Public announcement of winners</p>	<p>The winner(s) may be published on the Promoter’s website at:</p> <p>www.buttonheart.com</p> <p>Publication is intended to occur on or around 26 June 2026, and no later than 30 June 2026, subject to completion of the judging process and winner verification.</p> <p>The Promoter may also announce the winner(s) via its social media channels or other communication platforms.</p> <p>Publication of winner details will be conducted in accordance with applicable privacy laws.</p>
<p>Unclaimed prize selection</p>	<p>If any prize remains unclaimed by the specified claim deadline, the Promoter reserves the right to award the prize to the next best eligible entrant, as determined by the judging panel based on the original judging criteria.</p>

	<p>Any unclaimed prize determination will take place at:</p> <p>10:30 AM (AEST) on 26 September 2026</p> <p>at:</p> <p>SOULU Pty Ltd 39 Hammond Street Bellingen NSW 2454 Australia</p> <p>The Promoter reserves the right to:</p> <ul style="list-style-type: none"> • verify the eligibility of any selected entrant • appoint alternative judges if required • conduct the determination remotely or at an alternative location where reasonably necessary <p>This process is conducted as part of a skill-based competition, and no element of chance is involved.</p>
<p>Notification of unclaimed prize winners</p>	<p>Selected entrant(s) for any unclaimed prize will be notified via email and/or telephone using the contact details provided at the time of entry.</p> <p>Notification is intended to occur on or before 26 September 2026, following completion of the unclaimed prize determination process.</p> <p>Participants are responsible for ensuring that their contact details are accurate and up to date.</p> <p>The Promoter will not be responsible for any failure to receive notification due to incorrect or incomplete contact information.</p> <p>If a selected entrant cannot be contacted within a reasonable period, or fails to respond within the timeframe specified by the Promoter, the Promoter reserves the right to select an alternative eligible entrant in accordance with the judging criteria.</p>
<p>Public announcement of unclaimed prize winners</p>	<p>The winner(s) of any unclaimed prize may be published on the Promoter’s website at:</p> <p>www.buttonheart.com</p> <p>Publication is intended to occur on or around 24 October 2026, following completion of the unclaimed prize determination and winner verification process.</p>

	<p>The Promoter may also announce the winner(s) via its social media channels or other communication platforms.</p> <p>Publication of winner details will be conducted in accordance with applicable privacy laws.</p>
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Terms & Conditions of Entry

1. Information on how to enter and prize details form part of these Terms & Conditions (“Terms of Entry”). The Terms must be read in conjunction with the Schedule. The Schedule defines the terminology used in these Terms of Entry. Where there is any inconsistency between these Terms and the Schedule, the Schedule prevails. Participation in this Promotion constitutes acceptance of these Terms of Entry.
2. Entry is open only to eligible participants as defined in the Schedule who satisfy the Method of Entry.

Directors, officers, management, employees, suppliers (including prize suppliers) and contractors (and their immediate family members) of the Promoter and its related bodies corporate, and of the agencies and companies associated with this Promotion, including TPAL (Trade Promotions and Lotteries Pty Ltd), are ineligible to enter.

Immediate family includes: spouse, ex-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 first cousin.
3. The Promotion will be conducted during the Promotion Period specified in the Schedule.
4. The time zone applicable to any time stated relates to the state or territory where the Promoter is located, unless expressly stated otherwise.
5. The prize(s) are specified in the Details of Prizes section of the Schedule.
6. The total prize pool is specified in the Total Prize Value section of the Schedule.
7. Any prize value is stated in Australian dollars unless expressly stated otherwise.
8. Prizes involving travel must be taken to coincide with the dates specified in the Details of Prizes section of the Schedule or as otherwise specified by any third-party travel provider.

Any changes to confirmed prize arrangements will be at the expense of the winner(s) and are subject to the prior approval of the Promoter or the relevant third-party provider.
9. Unless otherwise stated, any travel prize does not include travel insurance, travel documentation, meals, taxes not included in the ticket price, transfers, flights, accommodation, or any other costs of a personal nature.

Compliance with any health, insurance, passport, visa, or other government requirements is the responsibility of the winner.

Failure to comply may result in the prize being forfeited.

The Promoter makes no representation as to the safety, conditions, or other circumstances that may exist in connection with the travel or at the destination.
10. Prize travel is subject to availability at the time of booking.

The winner and any accompanying person must travel together on all components of the prize.

The Promoter is not responsible for any cancellation, delay, or rescheduling of travel, and any costs incurred as a result (including accommodation or additional expenses) will be the responsibility of the winner.
11. All vouchers are valid until the expiry date stated on the voucher or as specified by the voucher provider.
12. Entrants agree to comply with any terms and conditions applicable to the voucher, as specified by the voucher provider.
13. Neither the Promoter nor the voucher provider is responsible for any voucher that has been lost, stolen, forged, damaged, or tampered with in any way.
14. Entrants acknowledge that tax implications may arise from prize winnings and are encouraged to seek independent financial advice prior to accepting any prize.

The Promoter accepts no responsibility for any tax implications that may arise from accepting a prize.

Entrants are responsible for any costs associated with entering the Promotion and will not be reimbursed, regardless of whether they are successful.

15. Entrants must follow the Method of Entry during the Promotion Period to participate in the Promotion.

Failure to do so may result in an invalid entry.

The Promoter is not required to notify an entrant if their entry is deemed invalid.

16. The time of entry is deemed to be the time the entry is received by the Promoter's system.
17. Entrants may submit up to the Maximum Number of Entries (if applicable), as specified in the Schedule.
18. The Promoter accepts no responsibility for any late, lost, delayed, incomplete, incorrectly submitted, corrupted, illegible, or misdirected entries, claims, or correspondence, whether due to error, omission, alteration, tampering, deletion, theft, destruction, communication network failure, or otherwise.

Entries not received by the Promoter for any reason will not be accepted.

The Promoter is not liable for any consequences of user error, including any costs incurred.

No correspondence will be entered into.

19. The prize(s) will be awarded to the best entry or entries, as determined by the judging panel in accordance with the Prize Selection Details.

Entries must be original and must not have been previously published or used to win prizes in other competitions.

The Promoter reserves the right to disqualify any entry that:

- includes inappropriate or objectionable content; or
- does not comply with the Method of Entry or these Terms

The judges' decision is final, subject to applicable laws, and no correspondence will be entered into.

20. The winner is not required to be present at the judging or selection process unless expressly stated otherwise.

21. The winner(s) will be notified in accordance with the Notification of Winners and Notification of Unclaimed Prize Winners (if applicable) sections of the Schedule. Notification to winners will be deemed to have occurred on the later of:

- the time the winner receives actual notification from the Promoter; or
- two (2) business days after the notification is sent

The notification will include details on how the prize(s) can be claimed.

22. The Promoter accepts no responsibility where it is unable to contact prize winners who have not provided accurate or complete contact details. If an entrant's contact details change during the Promotion Period, it is the entrant's responsibility to notify the Promoter. Any request to update entry information should be directed to the Promoter.
23. It is a condition of accepting any prize that the winner complies with all conditions of use of the prize and any requirements of the prize supplier. Each prize must be accepted as awarded and no compensation will be payable if a winner is unable to use the prize as specified.
24. The winner(s)' first initial, last name, and postcode may be published in accordance with the Public Announcement of Winners section of the Schedule (if applicable), and subject to applicable privacy laws.
25. The Promoter may conduct an Unclaimed Prize Selection in accordance with the relevant section of the Schedule (if applicable).

If an Unclaimed Prize Selection occurs: the Promoter will attempt to contact the selected entrant(s) in accordance with the Notification of Unclaimed Prize Winners section of the Schedule; and

where applicable, the winner(s)' first initial, last name, and postcode may be published in accordance with the Public Announcement of Winners from Unclaimed Prize Selection section of the Schedule

If a prize is no longer available or capable of being awarded, the Promoter may provide a substitute prize of equal or greater value, as reasonably determined by the Promoter.

26. To the maximum extent permitted by law, the Promoter excludes all warranties, representations, or guarantees (“Warranties”) regarding the Promotion and any prizes, including those made in advertising or promotional materials.

The conduct of the Promotion and the supply of prizes may involve third parties. The Promoter makes no representations and accepts no liability in connection with the acts or omissions of any such third parties.

By entering the Promotion, entrants release and indemnify the Promoter and its related bodies corporate (including their respective officers, employees, and agents) from and against any loss, damage, claim, liability, or expense arising directly or indirectly from participation in the Promotion or the acceptance or use of any prize, except where liability cannot be excluded by law.

27. If, despite the foregoing clauses, the Promoter incurs a liability to an entrant under any law which implies a warranty into these Terms of Entry that cannot legally be excluded, the Promoter’s liability in respect of the Promotion is limited, at the Promoter’s discretion, to either:

- resupplying the goods or services that form part of the Promotion; or
- paying the cost of resupplying those goods or services

28. Without limiting any of the foregoing, to the maximum extent permitted by law, neither the entrant nor the Promoter will be liable to the other for any indirect or consequential loss or damage, including (without limitation):

- loss of profit
- loss of reputation
- loss of goodwill
- loss of business opportunity

29. The Promoter and its associated agencies and companies are not responsible for any delay, damage, or loss in transit of prizes.

30. The Promoter reserves the right, at its discretion, to:

- refuse to accept any entry
- disqualify any entrant or entry
- cancel, suspend, or modify the Promotion

where reasonably required.

Without limiting the above, the Promoter reserves the right to verify the validity of entries, prize claims, and entrants, and to disqualify any entrant who:

- submits an entry or claim that is misleading or not in accordance with these Terms of Entry; or
- tampers with or manipulates the entry process

If a winner is found to be in breach of these Terms of Entry, the Promoter may require the winner to forfeit the prize, and no substitute prize may be offered.

Verification is at the discretion of the Promoter, whose decision is final, subject to applicable laws.

Failure by the Promoter to enforce any of its rights at any stage does not constitute a waiver of those rights.

31. Prizes, or any unused portion of a prize, are not transferable or exchangeable and cannot be taken as cash.

Where a prize is unavailable for any reason, the Promoter may substitute the prize with another item of equal or greater value.

The Promoter accepts no responsibility for any variation in prize value, including any variation between the time of advertising and the time of prize fulfilment.

32. If any event or circumstance outside the reasonable control of the Promoter (or any third party involved in the Promotion) prevents or significantly interferes with the conduct of the Promotion as described in these Terms of Entry, including but not limited to vandalism, natural disasters, acts of God, civil unrest, strike, war, or acts of terrorism:

- the Promoter's obligations in respect of the Promotion may be suspended for the duration of the event; and
- the Promoter may, at its discretion, cancel, suspend, modify, or recommence the Promotion, subject to any applicable regulatory approvals

33. All entries and submitted content become the property of the Promoter.

As a condition of entry, entrants agree to assign to the Promoter all rights, title, and interest in and to their entry and any related content, including all intellectual property rights (including copyright).

The Promoter may use, reproduce, modify, adapt, publish, and commercialise any entry content for any purpose, including marketing, promotional, and product development purposes, without further compensation to the entrant.

Entrants warrant that:

- their entry is original
- the content is lawful and not misleading
- the content does not infringe the rights of any third party

Entrants agree to indemnify the Promoter against any claims, costs, or liabilities arising from a breach of these warranties.

To the extent permitted by law, entrants consent to any use of their entry that may otherwise infringe their moral rights, and acknowledge that the Promoter is not required to attribute authorship.

34. Entrants consent to the Promoter collecting and using the personal information provided in connection with this Promotion for the purposes of:

- conducting and administering the Promotion;
- contacting entrants and awarding prizes;
- sharing information with third parties involved in the Promotion, including service providers and relevant authorities

In addition to any use outlined in the Promoter's Privacy Policy, the Promoter and its related partners may, for an indefinite period (unless otherwise advised), use such information for promotional, marketing, publicity, research, and profiling purposes, including sending electronic messages or contacting entrants by telephone, in accordance with applicable laws.

35. The collection, storage, use, and disclosure of personal information provided in connection with this Promotion will be handled in accordance with the Promoter's Privacy Policy, which complies with the Privacy Act 1988 (Cth) and the Australian Privacy Principles.

36. The Promotion and these Terms of Entry are governed by the laws of New South Wales, Australia.

Entrants submit to the non-exclusive jurisdiction of the courts and tribunals of New South Wales in connection with any disputes arising from or in relation to the Promotion.

37. This Promotion may be advertised or promoted via third-party platforms including Facebook, YouTube, Instagram, TikTok, or Snapchat.

By entering the Promotion, entrants acknowledge that the Promotion is in no way sponsored, endorsed, administered by, or associated with these platforms, and agree to release them from any liability in connection with the Promotion.

Any questions, comments, or complaints regarding the Promotion must be directed to the Promoter and not to any of these platforms.