"BRAVECTO® ACTIVATION 2026 - OUTLET INCENTIVE PROMOTION

TERMS AND CONDITIONS

1. Information on how to enter and the prize(s) form part of these Terms and Conditions. Participation in this promotion is deemed acceptance of these Terms and Conditions.

2. This promotion runs concurrently with the BRAVECTO® Holiday Promotion ("**Consumer Campaign**").

3. This is a game of skill. Chance plays no part in determining the winner. Each entry will be individually judged based on quality, creativity and execution of the promotional activity.

ELIGIBILITY

4. Entry is only open to Australian veterinary clinics and retail stores that stock the eligible BRAVECO products that are the subject of, and participate in, the Consumer Campaign (each an "**Eligible Outlet**").

5. Employees (and their immediate families) of the Promoter and agencies associated with this promotion are ineligible to enter. Immediate family means any of the following: spouse, ex-spouse, de-facto 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 1st cousin.

PROMOTIONAL PERIOD

6. Entries into this promotion open on 01/10/2026 and close at 11.59pm AEDT on 15/01/2027 ("**Promotional Period**").

HOW TO ENTER

7. Eligible Outlets will receive a point-of-sale ("**POS"**) promotion kit to create a POS display.

8. To enter, a person duly authorised by the Eligible Outlet to represent the Eligible Outlet (i.e. the Eligible Outlet owner, practice manager or equivalent) must, during the Promotional Period, submit evidence of how the Eligible Outlet is "bringing the promotion to life", including:

   (a) 2–3 photographs of a completed POS display in their Eligible Outlet;
   (b) [Original ideas developed by the clinic/team beyond the supplied POS materials.]
   (c) Screenshots or links to social media posts from their Eligible Outlet promoting the Consumer Campaign; and
   (d) A short description of what their Eligible Outlet team did to support the Consumer Campaign and how the clinic will use the prize (as defined below).

   All submissions must be emailed to ca.tech@msd.com during the Promotional Period with the subject line "Bravecto Holidays Display competition".

LIMIT ON ENTRIES

9. Only one (1) entry permitted per Eligible Outlet.

10. Prizes are limited to one (1) prize per Eligible Outlet.

DETERMINATION

11. Each Eligible Outlet submission will be judged based on the following criteria:

    (a) POS Display & Creativity (up to 30 points) - Creative and eye-catching use of the supplied POS materials, and how well the display attracts consumer attention and communicates the promotion;

    (b) Initiative & 'Going Beyond the Kit' (up to 30 points) - Original ideas developed by the clinic/team beyond the supplied POS materials. Examples could include props, themed displays, staff involvement and clinic decorations;

    (c) Social Media & Digital Platform Promotion (up to 25 points) - Promotion of the Consumer Campaign via the clinic's Facebook, Instagram or other social channels. Judges will consider creativity, frequency, quality and relevance of posts not simply follower numbers;

    (d) Team Engagement (up to 15 points) - In 25 words or less explain how the Eligible Outlet engaged the team during the Consumer Campaign and how they will spend $500 ("**Promotional Question**"). Answer to the Promotional Question will be assessed based on creative, merit and originality.

12. The judging will take place at Semcom Visual Communications, Suite 119, Jones Bay Wharf, 26-32 Pirrama Rd, Pyrmont NSW 2009 on 19/01/2027 at 10:00am AEDT. The judges will be a panel of [number] of representatives from Semcom Visual Communications, MSD Animal Health's third party agency appointed to conduct the promotion. The winning Eligible Outlets will be notified by phone and/or by email.

13. The six (6) Eligible Outlets with highest number of points, as determined by the judges, will each win a $500 e-Visa gift card ("**Prize**"). Prizes will be awarded to the designated representative of the Eligible Outlet, on behalf of the Eligible Outlet. Prizes must be used for the benefit of staff at the Eligible Outlet as a team, rather than to reward individuals, and should be used for items that are professional or educational in nature.

GENERAL

14. Any ancillary costs associated with redeeming the e-Visa gift card are not included. Any unused balance of the e-Visa gift card will not be awarded as cash. Redemption of the e-Visa gift card is subject to any terms and conditions of the issuers including those specified on the e-Visa gift card.

15. The Promoter accepts no responsibility for any late or misdirected entries.

16. Dedicated representatives on behalf of winning Eligible Outlets are responsible for ensuring that all Prize delivery details provided are correct. The Promoter will not be liable for any costs associated with re-delivery of a Prize, should the delivery details provided, be incorrect.

17. The Promoter, reserves the right, at any time, to verify the validity of entries and Eligible Outlets (including their dedicated representatives) and reserves the right, in its sole discretion, to disqualify any clinic that 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 calculated to jeopardise fair and proper conduct of the promotion. Errors and omissions may be accepted at the Promoter's discretion. Failure by the Promoter to enforce any of its rights at any stage does not constitute a waiver of those rights.

18. Incomplete or indecipherable entries will be deemed invalid.

19. The judges' decision is final (in relation to assessing eligibility and awarding the Prizes) and the Promoter's decision is final (in relation to all other aspects of the competition) and no correspondence will be entered into.

20. Total prize pool value is $3,000.

21. If for any reason a winning Eligible Outlet does not take a Prize by the time stipulated by the Promoter, then the Prize will be forfeited.

22. If any Prize is unavailable, the Promoter, in its discretion, reserves the right to substitute the Prize with a prize to the equal value and/or specification.

23. Prizes, or any unused portion of a Prize, are not transferable or exchangeable and cannot be taken as cash, unless otherwise advised.

24. Eligible Outlets agree that they are fully responsible for any materials they submit via the promotion including but not limited to comments, recordings and images ("**Content**"). The Promoter shall not be liable in any way for such Content to the full extent permitted by law. The Promoter may remove or decline to publish any Content without notice for any reason whatsoever. Eligible Outlets warrant and agree that:

    (a) they will not submit any Content that is unlawful or fraudulent, or that the Promoter may deem in breach of any intellectual property, privacy, publicity or other rights, defamatory, obscene, derogatory, pornographic, sexually inappropriate, violent, abusive, harassing, threatening, objectionable with respect to race, religion, origin or gender, not suitable for children aged under 15, or otherwise unsuitable for publication;
    (b) their Content shall not contain viruses or cause injury or harm to any person or entity;
    (c) they will obtain prior consent from any person or from the owner(s) of any property that appears in their Content;
    (d) the Content is the original literary work of the entrant that does not infringe the rights of any third party;
    (e) they consent to any use of the Content which may otherwise infringe the Content creator's/creators' moral rights pursuant to the *Copyright Act 1968* (Cth) and warrant that they have the full authority to grant these rights; and
    (f) they will comply with all applicable laws and regulations, including without limitation, those governing copyright, content, defamation, privacy, publicity and the access or use of others' computer or communication systems.

    Without limiting any other terms herein, the Eligible Outlet agrees to indemnify the Promoter for any breach of the above terms.

25. As a condition of entering this promotion, each Eligible Outlet licenses and grants the Promoter, its affiliates and sub-licensees a non-exclusive, royalty-free, perpetual, worldwide, irrevocable, and sub-licensable right to use, reproduce, modify, adapt, publish and display their entry (which shall include Content) for any purpose, including but not limited to future promotional, marketing or publicity purposes, in any media, without compensation, restriction on use, attribution or liability.

26. Dedicated representatives on behalf of Eligible Outlets consent to the Promoter using their name, likeness, image and/or voice (and the name/postcode of the Eligible Outlet) in the event they are a winning Eligible Outlet (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), and promoting any products manufactured, distributed and/or supplied by the Promoter.

27. If this promotion is interfered with in any way or is not capable of being conducted as reasonably anticipated due to any reason beyond the reasonable control of the Promoter, including but not limited to technical difficulties, unauthorised intervention or fraud, the Promoter may reserve the right, in its sole discretion, to the fullest extent permitted by law: (a) to disqualify any Eligible Outlet; or (b) subject to any written directions from a regulatory authority, to modify, suspend, terminate or cancel the promotion, as appropriate.

28. Nothing in these Terms and Conditions limits, excludes or modifies or purports to limit, exclude or modify the statutory consumer guarantees as provided under the Competition and Consumer Act, as well as any other implied warranties under the ASIC Act or 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) excludes all liability (including negligence), for any personal; or any other loss or damage (including loss of opportunity); whether direct, indirect, special or consequential, arising in any way out of the promotion.

29. 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; or any loss or damage (including loss of opportunity); whether direct, indirect, special or consequential, arising in any way out of: (a) any technical difficulties or equipment malfunction (whether or not under the Promoter's control); (b) any theft, unauthorised access or third party interference; (c) any entry or prize claim that is late, lost, altered, damaged or misdirected (whether or not after their receipt by the Promoter) due to any reason beyond the reasonable control of the Promoter; (d) any variation in prize value to that stated in these Terms and Conditions; (e) any tax liability incurred by an Eligible Outlet; or (f) use of a Prize.

30. Intervet Australia Pty Ltd (trading as MSD Animal Health) will collect, record and use the Eligible Outlet name, designated representative's name, phone number, postcode and email address and any other personal information included as a submission for entry into the competition ("Personal Information") which you provide to us during the course of the promotion, for the purpose of conducting the promotion, notifying and publishing winning Eligible Outlets, and delivering Prizes. We may conduct data analytics on the Personal Information you provide to help us improve our services and customize information for you. If you choose not to provide us with your Personal Information, we may not be able to fulfill these purposes. We will keep your Personal Information only as long as necessary to carry out the purposes described above (unless we are required or permitted by law to hold the information for a longer period). We may disclose your Personal Information to organizations that assist us and our affiliated companies (which may be located in other countries, including the United States, United Kingdom, Singapore, South America, Poland, China, or India). If you would like to know more about our privacy policy, including how to access and seek correction of the Personal Information MSD Animal Health holds about you, how to complain about a breach of the Australian Privacy Principles, and how MSD Animal Health handles such complaints, please visit https://www.msdprivacy.com/au/en/index.html, or contact our Privacy Officer at: Level 1, 26 Talavera Road, Macquarie Park, NSW 2113, AUSTRALIA T: +61 2 8988 8000 E: msd_privacy_office@msd.com

31. The Promoter is INTERVET AUSTRALIA PTY LIMITED trading as MSD Animal Health (ABN 79 008 467 034) of Level 1, Building A, 26 Talavera Road, Macquarie Park, New South Wales, 2113, telephone (02 8988 8000).