

Media Release

Wednesday 14 January 2026

COLES LAUNCHES 'SHOP, SCAN, WIN' GIVEAWAY WITH MORE THAN \$1.7 MILLION IN PRIZES UP FOR GRABS

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Coles is giving customers the chance to win a share in more than \$1.7 million over the next three weeks as part of its 'Shop, Scan, Win' promotion.

To enter, customers simply need to spend \$20 or more in-store or online and scan their Flybuys for a chance to win up to \$100 off their shop*.

Customers who shop in-store and spend \$20 or more in one transaction will be notified instantly at the checkout if they've won, with prizes loaded straight onto their Flybuys account, ready to use immediately or save for a future shop*.

Customers shopping online who spend \$20 or more and have their Flybuys linked or enter their Flybuys number at checkout will receive an automatic entry into the weekly prize draw. Orders must be delivered or collected between 14 January and 3 February 2026 to qualify, with winners notified by email with a promo code to use on their next online order.

To sweeten the deal, customers can boost their chances of winning with bonus entries when they spend \$20, scan or enter their Flybuys and also purchase products from over 30 participating brands, including Pine O Cleen, Mortein, Bega, Western Star, Mount Franklin, Bref, Cold Power, Drumstick, Streets, Arnott's and Wonder White. Customers can earn up to three bonus entries per participating brand, per day, giving them even more chances to win.

Now in its fourth iteration, Coles has delivered more than \$9 million to customers since these promotions first launched in 2024.

Coles Chief Customer Experience Officer, Michael Courtney said Shop, Scan, Win is designed to reward customers by helping them get more value from their weekly shop.

"We know many Australians are looking for ways to stretch their budgets, especially after an expensive festive season, and our Shop, Scan, Win promotion is about giving customers a little extra back while doing their regular grocery shop," he said.

"Over the next three weeks, we'll be surprising and delighting tens of thousands of customers each week with a chance to win up to \$100 in instant savings at the checkout, making everyday shopping even more rewarding."

Shop, Scan, Win at Coles:

- Spend \$20 or more in one transaction and scan your registered Flybuys
- Chance to win \$5, \$15, \$20, \$50 or \$100 off your shop
- Over \$1.7 million in prizes to be won over three weeks
- In-store shoppers will see instant win notifications via checkout screens
- Online shoppers will receive an automatic entry into weekly prize draws

- Customer can earn bonus entries when they purchase from participating brands, up to three bonus entries per brand, per day

Customers can take part in Shop, Scan, Win at their nearest Coles store or by shopping online from Wednesday 14 January until Tuesday 3 February 2026. For more information and full terms and conditions, visit coles.com.au/shop-scan-win.

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For media enquiries, please contact:

Coles Media Line (03) 9829 5250 or media.relations@coles.com.au

***In-store Instant Win**

Competition dates 14/1/26 to 03/2/26. Open to AU res. 18yrs+ and a registered Flybuys member. Limit of three (3) bonus entries applies per brand, per transaction. A limit of one prize per day per Flybuys account applies for instore transactions only. Prize money can be used instore only and available to redeem until 8/4/26.

Excludes the purchase of Coles Express, iTunes cards, gift cards, Mobile and Tech accessories (inc. plans and recharge), Opal top up, calling cards, charity products, tobacco and tobacco related product purchases.

Online Weekly Prize Draw

Competition dates 14/1/26 to 03/2/26. Open to AU res. 18yrs+ and a registered Flybuys member. Limit of three (3) bonus entries applies per brand, per transaction.

Prize promotion code is available to redeem until 8/4/26.

Excludes the purchase of Coles Insurance products, DoorDash, Uber Eats, Mobile and Tech accessories (inc. plans and recharge), charity products, liquor, tobacco and tobacco related product purchases, subscriptions and any delivery charges.

Full T&Cs apply - www.coles.com.au/important-information/terms/shop-scan-win

Permits: ACT Permit TP25/02517, NSW Permit NTP/14791, SA Permit T25/1893