

## **FREE BUSINESS ADVICE TERMS & CONDITIONS**

1. The Promoter of this offer is Ceres Group, Council Offices, London Road, Saffron Walden, CB11 4ER, and applies to all businesses within the group: Ceres Rural LLP, Ceres Property LLP and Ceres Research Ltd.
2. The Offer is split into two categories with different Eligibility Criteria:
  - a. **An initial business review / appraisal (Offer A)** – only individuals or businesses who have not yet received a free business advice report from Ceres Rural LLP via the Defra Future Farming Resilience Fund (FFRF) are eligible for this offer. This includes a farm / rural business meeting, followed by a short report. The free advice available to an Offer Recipient is capped at four hours work.
  - b. **A diversification report (Offer B)** – individuals or businesses who have already received a free business advice report from Ceres Rural LLP via the Defra FFRF, but wish to explore other opportunities. This includes a farm / rural business meeting, followed by a short report. The free advice available to an Offer Recipient is capped at four hours work.
3. Other notable Eligibility Criteria for the Offer include:
  - a. The Offer Recipient must be based within 40 miles of one of the Promoter's offices to receive an in person visit and report.
  - b. An individual, their direct family, business partners, or individuals associated with their business(es), may only receive one free business advice visit and report, regardless as to how many separate businesses they are associated with.
  - c. This Offer is only open to individuals aged 18 or over, who are not employees of the Promoter or its associated businesses, their families, agents, or any third party directly associated with the administration of this offer.
4. This Offer is not associated with Defra, and is not funded by the FFRF. It is funded by the businesses within Ceres Group. Ceres Group and its associated businesses have the right to seek or accept funding for this Offer (or other provision of free farm business advice of reasonable similarity) from a third party should it become available, or an opportunity present itself.
5. The Promoter has the right to amend the Offer if they deem it business critical to do so, or where the circumstance referenced in point 4. arises.
6. The Promoter accepts no responsibility for not fulfilling the Offer due to information being lost, delayed, misdirected or incomplete, or any technical reason beyond the control of the Promoter. Proof of delivery of the request for the Offer is not proof of receipt by the Promoter.
7. Should, for any reason, the Offer become unavailable or unfulfillable, the Promoter has the right to adjust or replace the Offer with something of equal or similar value, to the best of the Promoter's ability.
8. If for any reason any aspect of the Offer is not capable of running as planned, including by reason of infection by computer virus, network failure, bugs, tampering,

unauthorised intervention, fraud, technical failures or any cause beyond the control of the Promoter, which corrupts or affects the administration, security, fairness, integrity or proper conduct of the Offer, the Promoter may in its sole discretion cancel, terminate, modify or suspend the Offer or invalidate any affected requests, where required.

9. The number of Offers available is limited to 500. This total is split 60% to 40% respectively between Offer A and B.
10. The closing date for the Offer is 31<sup>st</sup> March 2026, or once the 500 Offers have been allocated, whichever comes first.
11. Recipients of the Offer will be allocated on a first come, first served basis, assuming they satisfy the Eligibility Criteria. The Promoter has the right to refuse an allocation of the Offer, if they believe the proposed recipient does not satisfy the Eligibility Criteria, even if factual proof is not available.
12. The Promoter accepts no responsibility for any costs associated with accepting the Offer, which are not included as part of the Offer.
13. The Offer Recipients will be notified by email within 14 working days of the Promoter receiving the request. If an Offer Recipient does not respond to the Promoter within 30 days of being notified, then the Promoter has the right to reallocate the Offer. The reallocation need not be the same Offer (A or B), unless the allocation for Offer A or B is already complete.
14. The Offer is non-exchangeable, non-transferable and no cash alternative is offered.
15. The Promoter shall use and take care of any personal data supplied to it as described in the privacy policies of its associated businesses, and in accordance with data protection legislation. By requesting the Offer, the Offer Recipient agrees to the collection, retention, usage and distribution of their personal information in order to process and contact them about receiving the Offer.
16. The Promoter and its associated agencies and companies accept no responsibility for any damage, loss, liabilities, injury or disappointment incurred or suffered by you as a result of receiving the Offer, except for any liability which cannot be excluded by law (including personal injury, death and fraud) in which case that liability is limited to the minimum amount allowable by law.
17. Offer Recipients are deemed to have accepted and agreed to be bound by these terms and conditions upon request to claim the offer. The Promoter reserves the right to refuse entry or refuse to allocate the Offer to anyone in breach of these terms and conditions.
18. These terms and conditions shall be governed by English law and the courts of England and Wales shall have exclusive jurisdiction.