Promise Gluten Free Canadian Win With Promise Contest

Official Rules

THE CONTEST IS VALID IN CANADA ONLY (AND IS OPEN ONLY TO ELIGIBLE PERSONS, AS SPECIFIED IN THE RULES BELOW). VOID ELSEWHERE AND WHEREVER PROHIBITED.

THE PROGRAM CONSISTS OF TWO (2) SEPARATE AND DISTINCT COMPONENTS: (1) A GIFT WITH PURCHASE PROMOTIONAL OFFER (THE "**PROMOTION**"); AND (2) A SEPARATE CONTEST/GAME OF CHANCE (THE "**CONTEST**"). PARTICIPATION IN THE PROMOTION AND PARTICIPATION IN THE CONTEST ARE GOVERNED BY SEPARATE TERMS AS SET OUT IN THESE OFFICIAL RULES. THE PROMOTION AND THE CONTEST ARE EACH PART OF THE SAME PROGRAM (THE "**PROGRAM**") BUT OPERATE INDEPENDENTLY OF ONE ANOTHER.

PURCHASE IS NECESSARY TO RECEIVE A COUPON UNDER THE PROMOTION PORTION OF THE PROGRAM. NO PURCHASE IS NECESSARY TO ENTER OR WIN THE CONTEST PORTION OF THE PROGRAM. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING THE CONTEST PORTION OF THE PROGRAM. PARTICIPATION IN THE PROMOTION (I.E., SUBMITTING A RECEIPT TO RECEIVE A COUPON) WILL GENERATE ONE (1) ENTRY INTO THE CONTEST, BUT SUCH ENTRY CONFERS NO ADDITIONAL OR ENHANCED CHANCE OF WINNING OVER AN ENTRY OBTAINED WITHOUT PURCHASE. ALL ELIGIBLE ENTRIES, REGARDLESS OF METHOD OF ENTRY, HAVE AN EQUAL CHANCE OF WINNING.

The clock of the ADMINISTRATOR (defined below) is the official time-keeping device in the PROGRAM. INTERNET ACCESS AND A VALID E-MAIL ACCOUNT ARE REQUIRED FOR ONLINE PARTICIPATION. A mobile device may also be used to participate. Standard data and messaging rates may apply to participate in the Program via a mobile device. Two-factor authentication via SMS is required as part of the online purchase receipt submission process only (see Section 3.2); it does not apply to the mail-in Alternative Method of Entry. Please contact your service provider for pricing and service plan information and rates before mobile device participation.

BY SUBMITTING AN ENTRY TO THIS CONTEST DURING THE CONTEST PERIOD, YOU AGREE TO THESE OFFICIAL RULES, WHICH ARE A CONTRACT, SO READ THEM CAREFULLY BEFORE ENTERING. AMONG OTHER THINGS, THIS CONTRACT INCLUDES INDEMNITIES FROM YOU TO THE PROGRAM ENTITIES (DEFINED BELOW) AND A LIMITATION OF YOUR RIGHTS AND REMEDIES.

ODDS OF WINNING A CONTEST PRIZE WILL DEPEND ON THE TOTAL NUMBER OF ELIGIBLE ENTRIES RECEIVED. VOID OUTSIDE THE ELIGIBILITY AREA (DEFINED BELOW), AND WHERE PROHIBITED OR RESTRICTED BY LAW.

Promise Bakery (Canada) LTD. ("**Sponsor**") is offering the "Promise Gluten Free Canadian Win With Promise Contest" (the "**Program**"). The Program is subject to these terms and conditions and official rules (collectively, the "**Official Rules**"), and by participating and/or entering, entrant/participant ("**Entrant**", "**Participant**" or "**you**") agrees to be bound by them and the decisions of Sponsor, which are final and binding in all respects. This Program begins at 12:00:00 AM Eastern Time (ET) on October 1, 2026 and ends at 11:59:59 PM ET on December 15, 2026 (the "**Program Period**"). Administrator's (defined below) computer is the official timekeeping device for entry in the Contest. All entries must be received by 11:59:59 PM ET on December 15, 2026.

1. Eligibility:

The Program is open to persons who are legal residents of, and physically located within, Canada (the "Eligibility Area") who are at least the age of majority in their province/territory of residence at the time of entry. VOID OUTSIDE THE ELIGIBILITY AREA OR WHERE PROHIBITED OR RESTRICTED BY LAW. Employees, officers and

representatives and members of the immediate families (i.e., parents, spouses, siblings, children, grandparents, step parents, step children and step siblings, and their respective spouses, and those living in the same household, whether or not related) of the Sponsor, Snipp Interactive Inc. (the "**Administrator**"), Broken Heart Love Affair and their respective affiliated companies, parent companies, subsidiaries, participating promotional partners, retailers, distributors, advertising and promotion agencies, webmasters and any company involved in the creation, design, execution, production, or fulfillment of the Program (collectively, the "**Program Entities**") are not eligible.

If it is discovered by the Sponsor (using any evidence or other information made available to or otherwise discovered by the Sponsor) that any person has attempted to use multiple names, multiple identities, and/or any automated, macro, script, robotic or other system(s) or program(s), and/or any other means not in keeping with the Sponsor's interpretation of the letter and spirit of these Official Rules, to enter or otherwise participate in or to disrupt this Program, then he/she may be disqualified from the Program in the sole and absolute discretion of the Sponsor. The Program Entities are not responsible for, and accept no liability whatsoever in relation to, any late, lost, misdirected, delayed or incomplete submissions (all of which are void).

2. The Program:

The Program consists of two (2) separate and distinct components operating under a single submission mechanism. An eligible Participant who purchases one (1) or more Participating Product(s) (defined below) during the Promotion Period in a single transaction, and who uploads a valid Receipt Image (defined below) during the Promotion Period, is eligible to receive:

- under the PROMOTION: one (1) one dollar ($1.00) print-at-home digital coupon redeemable toward the purchase of Participating Products (the "**Coupon**") (while supplies last) (such promotional program, the "**Promotion**"); AND

- under the CONTEST: one (1) entry (an "**Entry**") into the Promise Gluten Free Canadian Win With Promise Contest (the Contest).

FOR CLARITY: (i) the Coupon is awarded solely under the Promotion component of the Program and is not a prize, reward, or benefit of the Contest; (ii) the Entry into the Contest is the same Entry that is available without purchase via the Alternative Method of Entry described in Section 4.3(B); and (iii) submitting a receipt does NOT confer any additional, enhanced, or superior chance of winning the Contest compared to the no-purchase entry method. See Section 3 for how to participate in the Promotion. See Section 4 for how to participate in the Contest.

The following limits apply:

PROMOTION (Coupon): Limit one (1) Coupon per household for the entire Program Period. A household that has already received a Coupon will not receive an additional Coupon on any subsequent valid receipt submission but remains eligible to receive Contest Entries up to the applicable Entry limit.

CONTEST (Entries): Limit one (1) Entry per person per qualifying receipt submission; maximum five (5) entries per person for the entire Contest Period, regardless of entry method. There is no daily entry limit. Receipt submissions that exceed these limits will be disqualified.

Exhibit A lists the participating Promise gluten free products eligible for the purposes of this Program (the "**Participating Products**").

3. The Promotion:

3.1. Promotion Period:

The Promotion portion of the Program is scheduled to begin on October 1, 2026 at 12:00:00 AM ET and is scheduled to end on December 15, 2026 at 11:59:59 PM ET (the "**Promotion Period**").

The Promotion Period (including the scheduled start date and end date) may be modified or terminated at any time at the sole discretion of the Sponsor and without notice.

To be eligible to receive a Coupon, Eligible Purchases must be made during the Program Period, while supplies last and in full compliance with these Official Rules. Eligible and applicable Receipt Images must be received within the Program Period and as further set out in Section 3.2 below. Coupons must be used in accordance with these Official Rules and in accordance with the applicable coupon terms and conditions (defined below).

3.2. How to Participate in the Promotion:

Participants may participate in the Promotion by: (A) During the Promotion Period, purchasing one (1) or more Participating Products from a Participating Retailer in a single transaction; (B) ensuring that the applicable sales receipt identifies the Participating Retailer and date of purchase (ensure it is within the Promotion Period); (C) taking a photograph (png, jpeg, pdf, and tiff file types with a maximum file size of 10MB) of the sales receipt in its entirety (such photograph, a "**Receipt Image**") (note: Participants are encouraged to blank out any personal information that appears on the sales receipt); and (D) thereafter and during the Promotion Period, following the submission method listed below to submit the Receipt Image:

A. <u>Visit Promotion Site to Submit</u>.

During the Promotion Period, visit www.winwithpromise.ca (the "**Promotion Site**"), where Participant will first be asked to select their country of residence (United States or Canada) and will then be directed to the applicable country-specific version of the Promotion Site, where Participant will receive further instructions on uploading the Receipt Image and registering for the Program. Complete the registration form by entering true and accurate information in the required fields (including, First Name, Last Name, Street Address, City, State/Province, Zip/Postal Code, E-Mail Address, and mobile phone number for SMS two-factor authentication verification). Canadian residents will also be required to correctly answer a time-limited, unaided mathematical skill-testing question as a condition of entry and of being awarded any prize. Follow the instructions and submit your Receipt Image, including reading and accepting any required terms and conditions, as well as pass authentication tests requiring the requesting of a one-time password ("OTP") to your mobile phone and entering the OTP on the registration form. By completing this submission, you will be simultaneously registering for: (i) the Promotion (Coupon); and (ii) one (1) Entry into the Contest.

Registering for the Promotion is the only way to receive a Coupon, which will be sent to the email address provided during registration, approximately 48 hours after you have been found eligible to receive a Coupon. Without the information supplied via registration, we cannot send you your Coupon.

See Rule 5 for further details on how to access the Promotion Site.

3.3. Processing of Submissions:

Processing of a Receipt Image will take 48 hours from the time the Receipt Image is received by the Administrator. Once a Participant's Receipt Image is processed, such Participant will be notified via email, whether such Receipt Image has been successfully validated or a reason why such Receipt Image could not be processed at such time, as determined by the Administrator in its sole and absolute discretion. It is the responsibility of the Participant to check the applicable email account/phone for such notification including in the inbox, spam or junk folders. The Program Entities do not assume any responsibility and are not responsible for electronic communications which are undeliverable for any reason, including (but not limited to) as a result of any form of active or passive filtering of any kind or insufficient space in a participant's mailbox or telephone to receive e-mail messages, text message or other communications. All Receipt Images become the property of Program Entities and will not be returned.

Program is void where taxed, prohibited, or restricted by law. Receipts obtained through unauthorized means or illegitimate channels (i.e., other than via a purchase of Participating Products from the Participating Retailer) will be void. Receipts that cannot be validated for any reason will be rejected, as determined by the Sponsor in its sole discretion. For example only, and not an all-inclusive list, a receipt will be rejected if it: (i) fails to pass anti-fraud detection measures; (ii) is unauthorized, fake, or has been illegitimately obtained; (iii) contains any messages, code or other markings not recognized by the Program Entities; (iv) contains printing or other errors; (v) is illegible, unreadable or blank; (vi) has been previously used; (vii) reflects the use of more than an authorized number of coupons; or (viii) is incorrectly or incompletely entered or submitted.

3.4. Verification:

All Receipt Images and Participants are subject to verification at any time and for any reason. The Sponsor reserves the right, in its sole and absolute discretion, to require proof of identity and/or eligibility (in a form acceptable to the Sponsor including, without limitation, government issued photo identification): (i) for the purposes of verifying an individual's eligibility to participate in this Program; (ii) for the purposes of verifying the eligibility and/or legitimacy of any Receipt Image and/or other information for the purposes of this Program; and/or (iii) for any other reason the Sponsor deems necessary, in its sole and absolute discretion, for the purposes of administering this Program in accordance with the Sponsor's interpretation of the letter and spirit of these Official Rules. Failure to provide such proof to the complete satisfaction of the Sponsor within the timeline specified by the Sponsor or its Administrator, may result in disqualification in the sole and absolute discretion of the Sponsor. Proof of transmission (screenshots or captures etc.), or attempted transmission of a submission or of attempted submission of any communication, does not constitute proof of delivery or receipt by the Program computers, Administrator or Sponsor.

3.5. Distribution of Coupons:

Participants who are eligible to receive the offer of a Coupon will receive their print-at-home digital coupon sent to the email address provided during registration, approximately forty-eight (48) hours after such Participant has been found eligible to receive a Coupon. Coupons are available while supplies last. In the event that Coupon inventory is exhausted, no further Coupons will be distributed and the Promotion portion of the Program will be deemed closed, though the Contest will continue through the end of the Contest Period.

The Program Entities are not responsible for (as applicable) late, lost, stolen, damaged, misdirected, irregular, garbled, corrupted or undelivered Coupons or transmissions (whether sent by or to the Participant), regardless of cause. The Program Entities are not responsible for (a) any incomplete, incorrect or inaccurate information whether caused by web site users, tampering, hacking or by any of the equipment or programming associated with or utilized in the Program or by any technical or human error; (b) any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of any web site (or mobile web site), Coupons or transmissions (whether sent by or to a Participant); and (c) any problems or technical malfunctions of any telephone network or lines, computer on-line-systems, servers or providers, computer equipment, software, programming or failure of email or text on account of technical problems or traffic congestion on the Internet or at any web site (or mobile web site) or any combination thereof. Without limiting the foregoing, Program Entities expressly disclaim any and all liability for Coupons or other transmissions which are not timely received in an uncorrupted form (or received at all) by participant due to filtering/privacy settings for email and/or text transmissions or for any other reason. Program Entities further disclaim any and all liability for Coupons which are returned as undeliverable or otherwise not received by Participant for any reason.

No responsibility is assumed by the Program Entities for any undeliverable email.

Coupons are subject to the terms and conditions of the issuer, including the following:

Provincial law may require the retailer to collect tax on the full price of the item before deduction of the coupon value. GST, QST, PST and/or HST are included in face value where applicable. Limit one coupon per item purchased. Offer valid only in Canada. Reproduction, altering or tampering in any way with this coupon may constitute fraud and is expressly prohibited. Not valid with any other coupon offer.

Acceptance of the Coupon is at the sole discretion of the retailer, and retailers reserve the right to refuse or decline to accept the Coupon; the Sponsor and the other Program Entities are not responsible and accept no liability for any retailer's refusal or failure to accept or honor the Coupon.

All aspects of each Coupon will be determined by the Sponsor in its sole and absolute discretion subject to availability. Each Coupon must be accepted as awarded and is not transferable, assignable or convertible to cash (except as may be specifically permitted by Sponsor in its sole and absolute discretion). No substitutions except at Sponsor's option. Sponsor reserves the right, in its sole and absolute discretion, to substitute any Coupon or a component thereof with a prize of equal or greater retail value, including, without limitation, but at Sponsor's sole and absolute discretion, a cash award. Coupons will only be awarded to the person whose verifiable full name and valid e-mail address appears on the registration form associated with the Receipt Image in question. The Participant is responsible for any damage or loss due to use of a Coupon and will be responsible for any legal repercussions arising from the Coupon being prohibited by law or any other cause. The Program Entities will not have any liability for any defects, mechanical or otherwise, in respect of the Coupon. By participating in the Program, you agree to release, discharge, indemnify and hold harmless the Program Entities from any liability, losses, claims or damages which may arise out of participation in the Program or out of the acceptance, use, misuse or possession of any Coupon. Without limiting the generality of the previous sentence, the Program Entities will not be liable for any loss, consequential, incidental, special, or exemplary damages, or harm of whatsoever nature and howsoever arising, suffered by any Participant or any third party, as a result of the use of, or inability to use, the Coupon.

Limit: one (1) Coupon per **household** for the entire Program Period, while supplies last. **FOR CLARITY, THE COUPON IS OFFERED SOLELY UNDER THE PROMOTION COMPONENT OF THIS PROGRAM AND DOES NOT CONSTITUTE A CONTEST PRIZE.**

4. The Contest/ Official Rules of the Contest:

NO PURCHASE OR PAYMENT OF ANY KINDS IS NECESSARY TO ENTER OR WIN A PRIZE. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID OUTSIDE THE ELIGIBILITY AREA (DEFINED BELOW), AND WHERE PROHIBITED OR RESTRICTED BY LAW. DO NOT PARTICIPATE IN THE PROGRAM (DEFINED BELOW) IF YOU DO NOT FALL WITHIN THE ELIGIBILITY REQUIREMENTS AS SET FORTH BELOW.

The "Promise Gluten Free Canadian Win With Promise Contest" (the "**Contest**") is sponsored by Promise Bakery (Canada) LTD. (the "**Sponsor**"). The Sponsor is responsible for the Contest, its organization and the Official Rules. The Sponsor's address is 200-2010 Winston Park Drive, Oakville, ON L6H 5R7, Canada. FOR CLARITY, THE CONTEST IS A SEPARATE COMPONENT OF THE PROGRAM FROM THE GIFT WITH PURCHASE PROMOTION. PARTICIPATION IN THE PROMOTION DOES NOT CONFER ANY ADDITIONAL BENEFIT, PRIZE, OR ENHANCED CHANCE OF WINNING UNDER THE CONTEST.

By registering for, or otherwise participating in, the Contest, each Entrant may get a chance to win a Prize, in accordance with the conditions in these Official Rules.

4.1. Consent to the Contest Official Rules:

By entering the Contest, each Entrant agrees to be bound by these "Official Rules" as set out in this Section 4 (the "Contest **Official Rules**").

4.2. Contest Period:

The Contest begins at 12:00:00 AM Eastern Time (ET) on October 1, 2026 and ends at 11:59:59 PM ET on December 15, 2026 (the "Contest **Period**").

During the **Contest** Period, **a maximum of five (5) Entries per person are allowed for the entire Contest Period, regardless of entry method**. **There is no daily entry limit.**

How to Enter the Contest:

All eligible Entries, regardless of method of Entry, have an equal chance of winning. There are two (2) ways to enter the Contest, for a maximum of five (5) entries per person for the entire Contest Period (each an "**Entry**" and collectively the "**Entries**"), as follows:

A. <u>Purchase Option</u>:

Enter the Contest during the Contest Period by: (A), purchasing one (1) or more Participating Products from a Participating Retailer in a single transaction; (B) ensuring that the applicable sales receipt identifies the Participating Retailer and date of purchase (ensure it is within the Contest Period); (C) taking a Receipt Image (note: Participants are encouraged to redact any personal information that appears on the sales receipt that is not required for validation purposes); and (D) during the Contest Period, following the submission method listed in Section 4.3(A)(a) below to submit the Receipt Image. A valid Receipt Image submission will generate one (1) Entry into the Contest. **FOR CLARITY:** (i) the Entry generated via receipt submission is identical in all respects to an Entry obtained without purchase via the Alternative Method of Entry in Section 4.3(B); (ii) Participants who submit receipts will also be eligible to receive a Coupon under the separate Promotion component of the Program (subject to supply availability and eligibility); and (iii) there is no additional or enhanced Contest benefit conferred by making a purchase.

(a) **<u>Visit Promotion Site to Submit</u>**.

During the Promotion Period, visit www.winwithpromise.ca (the "**Promotion Site**" or "**Contest Site**"), where Participant will receive further instructions on uploading the Receipt Image and registering for the Program. Complete the registration form by entering true and accurate information in the required fields (including, First Name, Last Name, Street Address, City, State/Province, Zip/Postal Code, E-Mail Address, and mobile phone number for SMS two-factor authentication verification). Canadian residents will also be required to correctly answer a time-limited, unaided mathematical skill-testing question as a condition of entry and of being awarded any prize. Follow the instructions and submit your Receipt Image, including reading and accepting any required terms and conditions, as well as pass authentication tests requiring the requesting of a one-time password ("<u>OTP</u>") to your mobile phone and entering the OTP on the registration form to receive one (1) Entry to the Contest.

See Rule 5 for further details on how to access the Contest Site.

B. <u>No Purchase Option</u>:

To obtain an Entry without purchase, Entrants must, during the Contest Period, use the following Alternative Method of Entry ("**AMOE**"):

<u>MAIL-IN</u>: Handprint your First Name, Last Name, Street Address, City, Province, Postal Code, and E-Mail Address on a 3" x 5" card and mail it in an envelope with sufficient postage to: Promise Gluten Free Canadian Win With Promise Contest, [c/o Snipp Interactive Inc., P.O. Box 34565, Place Côte-Vertu, St. Laurent, QC H4R 2P4

CanadaMail-in entries must be postmarked during the Contest Period and received by 18th December 2026Limit one (1) Entry per mailed envelope. No mechanical reproductions permitted. The maximum of five (5) entries per person for the entire Contest Period applies.

NO PURCHASE IS REQUIRED TO USE THE AMOE METHOD. AN AMOE ENTRY IS EQUAL IN ALL RESPECTS TO A PURCHASE-BASED ENTRY AND CONFERS THE SAME CHANCE OF WINNING.

4.3. General Entry Official Rules.

All Entries submitted in compliance with these Official Rules and not disqualified or void are considered "**Eligible Entries**." All Entries are the property of Sponsor.

Standard data charges may apply to Participants who choose to enter the Contest via a mobile device. Please contact your service provider for rates and service plan information prior to participating with your mobile device.

Program Entities shall not be responsible for lost, late, stolen, damaged, garbled, inaccurate, incomplete, misaddressed, mutilated, undelivered, delayed, or misdirected emails, requests and/or Prize claims, or for errors, omissions, interruptions, deletions, defects, or delay in cable, satellite, internet service provider, telephone lines, or in operations or transmission of information, in each case whether arising by the way of technical or other failures or malfunctions of computer hardware, software, communication devices, or transmissions lines, or data corruptions, theft, tampering, destruction, unauthorized access to or alteration of any participation materials, loss, human error, or otherwise.

Entries that are in excess of the stated limits, incomplete, illegible, corrupted, damaged, destroyed, forged, false, lost, late or misdirected, deceptive or otherwise not in compliance with the Official Rules may be disqualified from the Contest at Sponsor's sole and absolute discretion. Entries generated by a script, computer programs, macro, programmed, robotic or other automated means are void and may be disqualified. Subsequent attempts made by the same individual to submit multiple entries by using multiple or false contact information or otherwise may be disqualified. The Program Entities are not responsible for technical failures of any kind, including, but not limited to, the malfunctioning of any wireless network, telephone, computer, computer network, hardware or software or the unavailability or inaccessibility of any service. The Program Entities are not responsible for electronic communications that are undeliverable as a result of any form of active or passive filtering of any kind, or insufficient space in entrant's handset to receive messages. Those who do not follow all of the instructions, provide the required information in their entry form, or abide by these Official Rules or other instructions of Sponsor may be disqualified. All materials submitted become the property of Sponsor and will not be returned. Illegible and/or incomplete entries and entries submitted by entrants who do not meet the eligibility requirements (including all requirements with respect to age and residence) are void. Normal time rates, if any, charged by the Entrants' Internet service or mobile provider will apply.

4.4. Prizes; Odds:

The following prizes are available in the Contest (collectively, the "Prizes"):

A. **Grand Prize (1 available):**

The Grand Prize consists of a cheque in the amount of twenty-five thousand dollars ($25,000.00). The Approximate Retail Value ("ARV") of the Grand Prize is $25,000.00. Sponsor reserves the right to substitute a prize of equal or greater value if any component becomes unavailable for any reason.

B. **Regular Prizes - First Prize and Second Prize (70 available):**

The Regular Prizes are divided into two (2) tiers: (i) First Prize: fifty (50) WaySpa gift cards, each valued at two hundred dollars ($200.00) (ARV: $200.00 each); and (ii) Second Prize: twenty (20) Promise Hampers, each

comprising one (1) of each of the following participating loaves: Soft White Loaf, Multigrain Loaf, Quinoa and Chia Loaf, Wholesome Brown Loaf, 12 Seeds and Grains Loaf, and Brioche Loaf, each with an ARV of fifty dollars ($50.00) each. A total of seventy (70) Regular Prizes (comprising fifty (50) First Prizes and twenty (20) Second Prizes) are available, awarded across eleven (11) weekly drawings as set out in Rule 4.5.

The total ARV of all Contest Prizes is: $36,000.00 (comprising one (1) Grand Prize valued at $25,000.00, fifty (50) WaySpa gift cards valued at $200.00 each ($10,000.00 total), and twenty (20) Promise Hampers valued at $50.00 each ($1,000.00 total)).

FOR CLARITY, CONTEST PRIZES ARE SEPARATE AND DISTINCT FROM THE COUPON AVAILABLE UNDER THE PROMOTION COMPONENT OF THIS PROGRAM.

The odds of winning a Prize depend on the total number of Eligible Entries received during the applicable Draw Period. The odds of winning a First Prize or Second Prize depend on the number of Eligible Entries received during the applicable weekly Draw Period, and the odds of winning the Grand Prize depend on the total number of Eligible Entries received during the entire Contest Period.

4.5. Winner Selection and Notification:

Potential Winners will be determined by random drawings from all Eligible Entries received during the applicable Draw Period. There will be eleven (11) weekly Regular Prize drawings awarding a total of seventy (70) Regular Prizes, and one (1) Grand Prize drawing awarding one (1) Grand Prize from all Eligible Entries received during the entire Contest Period, according to the following schedule:

Draw period start	Draw period end	AMOE Postmarked by	AMOE Received by	Drawing date	First prizes	Second prizes	Grand prizes
01-Oct-26	07-Oct-26	07-Oct-26	10-Oct-26	13-Oct-26	5	2	0
08-Oct-26	14-Oct-26	14-Oct-26	17-Oct-26	20-Oct-26	5	2	0
15-Oct-26	21-Oct-26	21-Oct-26	24-Oct-26	27-Oct-26	5	2	0
22-Oct-26	28-Oct-26	28-Oct-26	31-Oct-26	03-Nov-26	5	2	0
29-Oct-26	04-Nov-26	04-Nov-26	07-Nov-26	10-Nov-26	5	2	0
05-Nov-26	11-Nov-26	11-Nov-26	14-Nov-26	17-Nov-26	5	2	0
12-Nov-26	18-Nov-26	18-Nov-26	21-Nov-26	24-Nov-26	5	2	0
19-Nov-26	25-Nov-26	25-Nov-26	28-Nov-26	01-Dec-26	4	2	0
26-Nov-26	02-Dec-26	02-Dec-26	05-Dec-26	08-Dec-26	4	2	0
03-Dec-26	09-Dec-26	09-Dec-26	12-Dec-26	15-Dec-26	4	1	0
10-Dec-26	15-Dec-26	15-Dec-26	18-Dec-26	21-Dec-26	3	1	0
01-Oct-26	15-Dec-26	15-Dec-26	18-Dec-26	21-Dec-26	0	0	1

Each potential Winner will be notified within three (3) business days of the applicable drawing by email at the address provided with the entry. A Prize won by an Entrant will be awarded to the authorized account holder of the e-mail address submitted with the entry. If a potential Winner cannot be reached after a reasonable effort has been exerted, or fails to respond within three (3) days of the date of notification, the potential Winner forfeits the Prize, and an alternate potential Winner will be randomly drawn from all remaining Eligible Entries in the applicable drawing pool. Before being declared a Winner, each selected entrant must correctly answer, without assistance, a

time-limited mathematical skill-testing question. If such alternate potential Winner is unable to accept the Prize, the Prize is forfeited and will not be awarded.

If, for any reason, more bona fide winners come forward seeking to claim a prize in excess of the Prizes available as set forth in these Official Rules, the Winner of the applicable Prize may be selected in a random drawing from among all persons making purportedly valid claims for such prize(s). Inclusion in such drawing shall be each Entrant's sole and exclusive remedy under such circumstances. The Program Entities are not responsible for and shall not be liable for late, lost, damaged, intercepted, misdirected or unsuccessful efforts to notify the potential Winners.

4.6. Grand Prize Winner Verification:

Within three (3) days of being notified as a potential Grand Prize Winner, such potential Winner will be required to complete, sign, and return documentation required by Sponsor — including: (i) an Affidavit of Eligibility (notarized if required by Sponsor); (ii) a Release of Liability; (iii) government-issued identification documentation; and (iv) any other documentation required by Sponsor - all within three (3) days of such notification. Each potential Winner must also correctly answer a time-limited, unaided mathematical skill-testing question in order to be declared a Winner. Regular Prize Winners may be required to complete a Release of Liability and provide identification documentation as determined by Sponsor. Provided that a potential Winner is in compliance with the Official Rules and has successfully proven eligibility and provided all required documentation, the potential Winner will be confirmed as a Winner, and the Winner will be contacted to arrange delivery. Sponsor expressly reserves the right to delay the announcement of the Winners for any reason it deems necessary.

4.7. Liability Release and Indemnity:

By entering the Contest, Entrant agrees that Sponsor, any other Program Entities, and each of their respective parents, subsidiaries, affiliated companies, employees, officers, directors, shareholders, agents, retailers, distributors and representatives are indemnified, released and will be held harmless by Entrant from any and all liability, for any damages, injuries or losses of any kind to person(s), including death, or property, arising directly or indirectly from the acceptance, possession, misuse or use of a prize. Each prize is offered and provided "as is" with no warranty or guarantee by Sponsor, either express or implied, including but not limited to, the implied warranties of merchantability, fitness for a particular purpose, or non-infringement. Any and all warranties and/or guarantees on the prizes (if any) are subject to the manufacturer's terms therefor, and winner agrees to look solely to such manufacturer(s) for any such warranty and/or guarantee. By participating in the Contest, each Winner acknowledges that the Program Entities have not and will not obtain or provide insurance of any kind relating to the prizes.

Entrants agree to indemnify, defend, and hold harmless the Program Entities from any and all liability arising out of or relating in any way to Entrant's participation in the Contest and to release all rights to bring any claim, action or proceeding against the Program Entities arising out of participation in the Contest, use of the Contest website(s), or receipt or use of any prize, including but not limited to: (a) unauthorized human intervention in the Contest; (b) technical errors related to computers, servers, providers, or telephone, or network lines; (c) printing errors; (d) lost, late, postage-due, misdirected or undeliverable mail; (e) errors in the administration of the Contest or the processing of entries; or (f) injury or damage to persons or property (including to any computer systems resulting from participation in or accessing or downloading information in connection with the Contest), which may be caused, directly or indirectly, in whole or in part, from Entrant's participation in the Contest or receipt or use of any prize. Entrants assume all liability for any injury or damage caused, or claimed to be caused, by participation in this Contest, the use of any Contest website(s), or the acceptance, receipt, or use of any prize or prize component. Entrants further agree that in any cause of action, the Program Entities' liability will be limited to the cost of entering and participating in the Contest, and in no event shall the Program Entities be liable for attorney's fees.

The Program Entities assume no responsibility for and will disqualify entries that are: stolen, late, lost, illegible, incomplete, invalid, unintelligible, altered, tampered with, unauthorized, fraudulent, damaged, destroyed, delayed,

misdirected, not delivered, not received, or that have incorrect or inaccurate entry information, whether caused by any of the equipment or programming associated with or utilized in Contest, or by any human, mechanical or electronic error that may occur in the processing of the entries in Contest, or other errors appearing within the Official Rules or in any Contest related advertisements. The Program Entities assume no responsibility for any typographical or other error in the printing of the offer, administration of Contest, errors in processing entries, identifying the Winners, in the announcement of the prizes and Winners, the delivery of the prizes, any problems or technical malfunction of any telephone network or lines, computer systems, online systems, servers or providers, computer equipment, software, failure of any e-mail or players on account of technical problems or traffic congestion on the Internet or on any website, or any combination thereof, including, without limitation, any injury or damage to Entrant's or any other person's computer system or software related to or resulting from participation in, uploading any materials or downloading any materials in the Contest. Use of any device to automate or subvert entry is prohibited and any entries received by such means will be void. Sponsor reserves the right in its sole discretion to disqualify any person it suspects or finds: (i) to have tampered with the entry process or the operation of the Contest; (ii) to be acting in a disruptive manner, or with the intent to annoy, abuse, threaten or harass any other person; (iii) to display behavior that will bring such Winner or the Program Entities into disgrace (e.g., including but not limited to, a person committing acts of moral turpitude, and/or allegations or convictions of any crime); (iv) to have provided inaccurate information on any legal documents submitted in connection with the Contest; or (v) to be acting in violation of these Official Rules. ANY VIOLATION OF THESE OFFICIAL RULES BY A WINNER WILL RESULT IN SUCH WINNER'S DISQUALIFICATION AS A WINNER OF THE Contest AND ALL PRIVILEGES AS A WINNER WILL BE IMMEDIATELY TERMINATED.

4.8. Prize Terms:

Total ARV of all Contest Prizes will not exceed the total ARV as stated in Section 4.4 above. The Grand Prize consists of a cheque in the amount of twenty-five thousand dollars ($25,000.00). Each First Prize consists of a WaySpa gift card valued at two hundred dollars ($200.00), and each Second Prize consists of a Promise Hamper with an ARV of fifty dollars ($50.00). Prizes must be accepted as awarded and are not transferable, assignable, or convertible to cash, except at Sponsor's sole and absolute discretion. Any difference between the stated ARV and actual value will not be awarded. Winner is responsible for any costs not specifically stated as included in the Prize description. All applicable federal and provincial taxes, and any other costs not specifically identified in the Prize description, are the sole responsibility of the Winner. Certain restrictions, as determined by Sponsor, may apply.

Prize Delivery: First Prizes (WaySpa gift cards) will be delivered approximately forty-eight (48) to seventy-two (72) hours after the applicable weekly drawing. Second Prizes (Promise Hampers) will be fulfilled and delivered on a monthly basis, within two (2) weeks of the end of the calendar month in which the applicable drawing(s) occurred.

NEITHER SPONSOR NOR ANY PROGRAM ENTITY SHALL HAVE ANY LIABILITY FOR ANY PERSONAL INJURIES, DEATH, PROPERTY DAMAGE, OR OTHER DAMAGES OR EXPENSES RESULTING FROM OR ARISING OUT OF OR RELATED TO THE GRAND PRIZE OR ANY ACTIVITY RELATED TO THE GRAND PRIZE OR ANY OTHER ASPECT OF WINNER'S ACCEPTANCE OR USE OF THE PRIZE.

The value of a Prize may be taxable to the Winner as income. All Canadian federal and provincial tax liability, and any other costs and expenses associated with acceptance or use of a Prize not specifically provided for in these Official Rules, are solely the Winner's responsibility.

NEITHER SPONSOR NOR ANY PROGRAM ENTITY SHALL HAVE ANY LIABILITY FOR ANY PERSONAL INJURIES, DEATH, PROPERTY DAMAGE, OR OTHER DAMAGES OR EXPENSES RESULTING FROM OR ARISING OUT OF OR RELATED TO THE PRIZE OR ANY ACTIVITY RELATED TO THE PRIZE OR ANY OTHER ASPECT OF WINNER'S ACCEPTANCE OR USE OF THE PRIZE.

4.9. Grant of Rights.

By entering the Contest, Entrant irrevocably consents, to the extent permitted by applicable law, to the use of his or her name, image, photograph, likeness, biographical information, and any video footage related to the prize, for Sponsor's advertising, promotional or other commercial purposes in all media now or hereafter known, worldwide and in perpetuity without additional compensation, unless prohibited by law.

5. General Terms.

There are two (2) ways to access the Promotion Site/Contest Site as follows:

a. Directly: During the Contest Period directly visit the Contest Site (www.winwithpromise.ca) where you will be prompted to select your country of residence (United States or Canada) and to confirm that you are eighteen (18) years of age or older (or the age of majority in your province/state of residence). Upon confirmation, you will be directed to the applicable country-specific Registration Form where you must completely enter your true and correct information in the required fields (Canadian residents must also correctly answer a mathematical skill-testing question) and thereafter submit the Registration Form.

b. Via QR Code: During the Contest Period, use your smart phone or other web-enabled device with data plan to scan the Contest quick response ("QR") code featured on signs or promotional materials at participating stores with the QR reader application already installed on your phone. You will then be directed to the Contest Site (www.winwithpromise.ca) where you will be prompted to select your country of residence (United States or Canada) and to confirm that you are eighteen (18) years of age or older (or the age of majority in your province/state of residence). Upon confirmation, you will be directed to the applicable country-specific Registration Form where you must completely enter your true and correct information in the required fields (Canadian residents must also correctly answer a mathematical skill-testing question) and thereafter submit the Registration Form.

Proof of scanning QR codes does not constitute proof of completion or submission of an Entry. To scan a QR code, participants must have a smart phone or other web-enabled device with a camera feature and QR scanner application and may incur message or data charges from their wireless service provider for each message sent and received. If you do not have a QR reader already installed on your phone, type "QR reader" in your mobile device's application store search field to find available QR readers for your smart phone or other web-enabled device. You will receive a response which will contain a link to download a QR reader for your specific device. Check with your wireless service provider for details on these and other applicable charges. Participants are solely responsible for any such wireless charges. Not all wireless carriers participate.

By entering the Program, Entrants: (a) agree to be bound by these Official Rules and by the interpretation of these Official Rules by Sponsor and by the decisions of Sponsor, which are final and binding in all respects; (b) acknowledge compliance with these Official Rules; (c) agree to comply with any and all applicable federal, state/provincial and local laws, rules and regulations; and (d) agree to release and hold harmless the Program Entities from and against any claims, injury or damages arising out of or relating to participation in the Program and/or the use, misuse or redemption of a prize or Coupon, and for any claim including claims based upon defamation, publicity rights, invasion of privacy, copyright infringement, trademark infringement, or any other intellectual property-related cause of action arising from or related to the Program, the prizes, the Coupon, or Sponsor's advertising and marketing related to the Program, Entrants or the Winners. Winning a prize or receiving a Coupon is contingent upon fulfilling all requirements set forth herein.

The Program Entities are not responsible if the Program cannot take place or is delayed, or if any prize cannot be awarded due to delays, interruptions or failures due to acts of God, war, natural disasters, epidemic or pandemic, other medical emergencies, government mandated lockdowns, weather, acts or threats of terrorism, strikes, lockouts, labor disputes, work stoppages, fire, acts of government, other force majeure events or other events outside of the reasonable control of the Program Entities. If, for any reason, the Program is not capable of running as planned, including, without limitation, infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the reasonable control of the Program Entities, which, in Sponsor's sole determination, corrupts or affects the administration, security, fairness, integrity or proper conduct

of this Program, Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify, or suspend the Program or any part of the Program. If the Program or any part of the Program is terminated or modified prior to the closing date of the Program, notice will be posted at www.winwithpromise.ca if time permits and the Contest prizes will be awarded to potential Winners to be selected in a random drawing from among all of the remaining uncorrupted Eligible Entries received prior to any such event outside of the reasonable control of Sponsor. Sponsor reserves the right to modify and replace or amend these Official Rules from time to time during the Program or thereafter including to modify and amend the Program Period and/or the manner, timing and number of draw of lots.

The Sponsor and the Administrator will not be responsible or liable for failure to receive entries due to transmission failures or technical failures of any kind, including without limitation, electronic malfunction of any network, hardware or software. Proof of submission does not constitute proof of entry. The Sponsor and the Administrator reserve the right in their sole discretion to cancel or suspend the Program should viruses, bugs or other causes beyond their control corrupt the administration, security or proper conduct of the Program. In the event of cancellation of the Program, the Contest prizes (or a portion thereof, as determined by Sponsor in its sole discretion) will be awarded in a random drawing from Eligible Entries received prior to cancellation.

ANY ATTEMPT BY ANY PERSON TO DELIBERATELY DAMAGE OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROGRAM MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAW AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES (INCLUDING ATTORNEYS' FEES) FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

The invalidity or unenforceability of any provision of these Official Rules will not affect the validity or enforceability of any other provision. In the event that any provision of the Official Rules is determined to be invalid or otherwise unenforceable or illegal, the other provisions will remain in effect and will be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. Sponsor's failure to enforce any term of these Official Rules will not constitute a waiver of that provision. Entrants agree to waive any rights to claim ambiguity of these Official Rules. Headings are solely for convenience of reference and will not be deemed to affect in any manner the meaning or intent of the documents or any provision hereof. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Contest-related materials, privacy policy or terms of use on a website and/or the terms and conditions of the Official Rules, the Official Rules shall prevail, govern and control and the discrepancy will be resolved in Sponsor's sole and absolute discretion.

6. Privacy:

All information submitted by Entrants and collected by Sponsor in connection with Entrant's participation in the Program will be subject to and will be treated in a manner consistent with Sponsor's Privacy Policy available at: https://promiseglutenfree.com/privacy-policy/. By participating in the Program, Entrants hereby agree that Sponsor may collect and use their personal information submitted with the Entry. By participating in the Program, Entrants hereby agree that Sponsor may share their personal information submitted with the entry for the purposes of winner selection and fulfillment.

7. Governing Jurisdiction:

Except where prohibited by law, Entrant agrees that: (1) ANY DISPUTE, CONTROVERSY OR CLAIM ARISING OUT OF OR RELATING TO THE PROGRAM OR ANY PRIZE OR COUPON AWARDED SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION; (2) any dispute, controversy or claim arising out of or relating to the Program or any prize or Coupon awarded shall be resolved by the courts of competent jurisdiction in the Province of Ontario; and (3) any award or judgment shall be subject to all limitations and releases set forth in these Official Rules and be limited to actual out of pocket damages, and shall not, in any event, include any punitive, exemplary, consequential or incidental damages, attorney's fees or costs of bringing a claim, or any injunctive or other equitable relief.

8. Governing Law:

All federal, provincial and local laws and regulations apply. Void where prohibited by law. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the Entrant and Sponsor in connection with the Program, shall be governed by, and construed in accordance with the laws of the Province of Ontario and the federal laws of Canada applicable therein, without giving effect to any choice of law or conflict of laws rules.

9. Request for Names of Winners:

A copy of these Official Rules is available on the Program Site. Canada Winners List: For the name(s) of the winner(s), send a written request including your name, mailing address, and email address to: Promise Gluten Free Canadian Win With Promise Contest, c/o Snipp Interactive Inc., 2797 NW 105th Ave Doral, FL 33172. Requests must be received no later than 60 days after the end of the Contest Period. The winners list will include each winner's first name, last initial, and city/province of residence only. Winner information will be provided via email to the address provided in your request. If no email address is provided, the winners list will be mailed to the address provided in your request. If no email address is provided, the winners list will be mailed to the address provided in your request.

10. Third Party Disclaimers.

This Program is in no way sponsored, endorsed, administered by, or associated with any of the third parties referenced below, except as expressly set out in these Rules. Each entrant acknowledges and agrees to the following third-party terms, disclaimers, and trademark notices:

- **WaySpa**: Use of card constitutes acceptance of the following terms and conditions: Wayspa is not responsible for lost or stolen cards. Card should be treated as cash. Card cannot be redeemed for cash, except where required by law. The total value of the card must be redeemed at a single location. For full terms visit www.wayspa.com/terms. For participating locations near you or to check the balance of this card, visit www.wayspa.com. Issued by Main Street Offers Inc. 1.800.929.7723

Sponsored by: This Program is sponsored by Promise Bakery (Canada) LTD., 200-2010 Winston Park Drive, Oakville, ON L6H 5R7, Canada.

Administered by: This Program is administered by Snipp Interactive Inc., 20860 N. Tatum Blvd., Suite 300, Phoenix, Arizona 85050.

NOTE: Entrant understands that he or she is providing information to Sponsor (directly or through Sponsor's agents, such as Administrator). If an Entrant opts-in, the information provided will only be used for sending Entrants company updates and announcements from Promise Bakery (Canada) LTD. about its company and its products.

EXHIBIT A

Participating Products

Product Code	Product Description	Unit Weight (Grams)	Units Per case	Unit UPC	Average Retail value

2313	Promise Gluten Free Soft White Loaf	480	4	813002020736	$8.49
2410	Promise Gluten Free Multigrain Loaf	480	4	813002020330	$8.49
2409	Promise Gluten Free Chia & Quinoa Loaf	480	4	813002020347	$8.49
2321	Promise Gluten Free Brioche Loaf	400	5	813002020781	$8.49
2414	Promise Gluten Free 12 Seeds and Grains Loaf	480	4	813002020354	$8.49
2424	Promise Gluten Free Wholesome Brown Loaf	480	4	813002020552	$8.49