

ENJOY RESPONSIBLY

†NO PURCHASE IS NECESSARY TO PARTICIPATE OR WIN. YOU WILL NOT INCREASE YOUR CHANCES OF WINNING BY BUYING A PRODUCT. Visit www.budweiser.ca/redlights (the "Contest Website") for full Contest details. Open to all legal residents of Canada (excluding Quebec) of legal drinking age in province or territory of residence at the time of entry. The Contest ends on November 30, 2024, at 11:59:59 p.m. ET. Limit one (1) entry per person per day/household. FOR PURCHASE OPTION: Enter the Contest by purchasing in a single transaction one (1) 6x355mL, 12x355mL or 6x341mL pack of Budweiser Zero from any online or physical retail store in Canada (excluding Quebec) and upload a photograph or screenshot of your paper or digital receipt in its entirety to the Contest Website during the Contest period. To receive an entry into the Contest without purchase, please see the official rules on the Contest Website. Submissions must be received by Nov. 30, 2024. Draw Date: Dec. 4, 2024. A total of fifty (50) Budweiser Red Lights available to be won. Approximate Retail Value: \$199.99 CAD each. Limit of one (1) prize per person / household. Odds of winning depend on the number of eligible entries received during the Contest Period. Skill-testing question required. © 2024 Canada Dry Mott's Inc. ®/MD/TM/MC Anheuser-Busch. LLC. Lic. Use / Sous Lic. NHL and the NHL Shield are registered trademarks of the National Hockey League. © NHL 2024. All Rights Reserved.

BUD ZERO RED LIGHT Contest – Full Rules and Regulations (the "Rules")

NO PURCHASE NECESSARY. MUST BE LEGAL DRINKING AGE IN YOUR PROVINCE OR TERRITORY OF RESIDENCE AND A RESIDENT OF CANADA (EXCLUDING QUEBEC) TO PARTICIPATE.

Labatt Brewing Company Limited ("Labatt") and the NHL Entities (as defined below) and their direct and indirect subsidiaries, affiliates, owners, shareholders, officers, directors, agents, representatives and employees shall have no liability or responsibility for any claim arising in connection with the administration of the Contest, the verification of winners or the fulfillment of prizeing. All questions related to the administration of this Contest should be directed to Canada Dry Mott's Inc. or Mosaic Sales Solutions.

KEY DATES: The Budweiser® Zero Red Light Contest (the "**Contest**") is brought to you by Canada Dry Mott's Inc., as a distributor of the brand Budweiser® Zero (the "**Contest Sponsor**") and is being managed and implemented by Mosaic Sales Solutions (hereinafter the "**Administrator**"). The Contest begins on September 23, 2024 at 10:00 a.m. Eastern Time ("**ET**") and ends on November 30, 2024 at 11:59:59 p.m. ET (the "**Contest Period**"). For the purposes of these Official Rules and Regulations, with the exception of the first day of the Contest that starts at 10:00 a.m. ET, a "Day" is defined as commencing at 12:00:00 a.m. ET and ending at 11:59:59 p.m. ET on the same day.

ELIGIBILITY: The Contest is open to any legal resident of Canada who is of legal drinking age in their province or territory of residence (excluding Quebec), who is not an employee, officer, director, contractor, agent or representative of Labatt, Canada Dry Mott's Inc., the National Hockey League ("**NHL**"), its member clubs, NHL Enterprises, L.P., NHL Enterprises Canada, L.P., NHL Enterprises B.V., NHL Interactive CyberEnterprises, LLC (the foregoing NHL entities collectively, the "**NHL Entities**"), or each of their respective affiliates, agencies, distribution companies, and who is not an employee of the applicable provincial liquor agencies, license control/boards and their licensees, retailers, or distributors (the

“Provincial Liquor Authorities”), the Contest judge, or a member of the immediate family (parent, spouse, sibling, child) of, or domiciled with any of the foregoing persons. The Provincial Liquor Authorities are not connected with this Contest in any manner whatsoever and are not liable in any way whatsoever in regard to any matter which relates to this Contest.

To be eligible, participants must have online access with a valid e-mail address as of the date of their entry. Each unique Receipt (a **“Receipt”**) can only be entered once. If the identity of an entrant is disputed, the authorized account holder of the e-mail address submitted at the time of entry will be deemed to be the entrant. The individual assigned to the e-mail address by an online service provider, Internet access provider or other organization responsible for assigning the e-mail address for the domain associated with the submitted e-mail address is considered the authorized account holder. An entrant may be required to provide the Administrator with proof that they are the authorized account holder of the e-mail address associated with the winning entry.

HOW TO PLAY: During the Contest period, there are two (2) ways to enter (each, an **“Entry”**):

- (a) upon the purchase of a participating pack of Budweiser Zero, as outlined in Appendix A, (a **“Participating Product”**) from any participating retailer in Canada (excluding Quebec), you will be issued a Receipt. The Receipt must clearly list a Participating Product to be considered a **“Valid Sales Receipt”**.

Once you have a Valid Sales Receipt legitimately obtained in accordance with these Rules, you must complete the following steps:

IF YOU HAVE A VALID SALES RECEIPT:

Step 1: visit www.budweiser.ca/redlights (the **“Receipt Upload Website”**) and upload a photograph or screenshot of your paper or digital Receipt in its entirety (the **“Photo”**). You are encouraged to blank out any personal information (including payment information) that appears on the Receipt. The Photo must show: (i) the purchase of a Participating Product; (ii) the participating retailer’s name and address; and (iii) the date and time of the transaction (which must be during the Contest Period). See list of Participating Products in Appendix A.

Maximum File Size: 10 MB; Supported File Types: JPG, JPEG, PNG, PDF.

- Step 2: Follow the on-screen instructions on the Receipt Upload Website using a compatible Internet browser. Follow the prompts to: (i) upload your Photo of the Receipt; (ii) fully complete the Entry form (the **“Entry Form”**) with all required information; and (iii) signify your agreement that you have read and agree to be legally bound by these Rules.
 - Step 3: Once your Receipt is validated, you will receive an e-mail confirming your Entry into the Contest.
- (b) **NO PURCHASE NECESSARY.** Visit https://www.budweiser.ca/ca_en/redlights and complete the NO PURCHASE NECESSARY Entry Form online. Once all mandatory fields have been completed, click submit and you will be entered into the Contest. Entries must be received prior to November

30, 2024 at 11:59:59 p.m. ET (the "**Contest Close Date**"). Entries received after the Contest Close Date are void.

Limit of one (1) Entry per person/household per day, regardless of Entry method. Entrants must complete the Contest Entry Form in its entirety, including providing the correct answer to the skill-testing question, and be in compliance with these Contest Rules in order to be eligible to win. Entries must be received prior to the Contest Close Date. Entries received after the Contest Close Date are void. No responsibility is assumed by the Administrator for any inability of a potential entrant to successfully enter the Contest for any reason. The Administrator is not responsible for late, lost, damaged, misdirected, mutilated, garbled, illegible or incomplete Entries and/or no purchase requests. Proof of transmission (e.g., screenshots) does not constitute proof of receipt.

PRIZES: There are a total of fifty (50) prizes to be won, each consisting of one (1) Budweiser Red Light. Approximate retail value of each prize is \$199.99 CAD.

Prizes must be accepted as awarded. Prizes are non-transferable and non-redeemable for cash. Contest Administrator reserves the right to provide a substitute prize (or a portion thereof) of similar value as determined by the Administrator in their sole discretion for any reason. Awarding of a prize is subject to verification and compliance with the Rules. Entrants who have not complied with the Rules will be disqualified. Labatt, the Contest Sponsor, the Administrator and the NHL Entities make no representations or warranties of any kind concerning the appearance, safety or performance of any prize. Contest Sponsor, Labatt and the Administrator are not responsible for any prize once it has been shipped. Any unclaimed prize will not be awarded. The Administrator will mail the prize, as applicable, directly to the Canadian address that the confirmed winner has indicated. Administrator will not deliver to a P.O. Box. Delivery may take up to 6-8 weeks after verification. Prize may be forfeited if delivery cannot be effected following reasonable efforts by the Administrator. For prizes which cannot be mailed, the confirmed winner will be contacted by an agent or representative of the Administrator to arrange awarding the prize. Limit of one (1) prize per person / household.

ODDS: Odds of winning a prize depend on the total number of eligible Entries received during the Contest Period.

HOW TO WIN: There will be one (1) draw during which the Contest Administrator will randomly select fifty (50) Entries from among all eligible Entries received during the Contest Period at 3:00 p.m. ET on December 4, 2024 (the "**Draw Date**") in Toronto, Ontario. Selected entrants will be notified by e-mail within three (3) business days following the Draw Date (the "**Notification**"). In the event that there are fewer Entries than available prizes, only those eligible Entries received will be drawn and any remaining prizes will not be rewarded.

If you are selected as a potential winner, you must (i) respond to the Notification from the Administrator within three (3) business days, including providing any requested documents and/or information; (ii) sign a form of declaration of compliance and release of liability releasing the Contest Sponsor, Administrator, Labatt, the NHL Entities, the Provincial Liquor Authorities and their respective employees, directors, officers, governors, shareholders, trustees, affiliates, agents, representatives, parent companies, subsidiaries, professional advisors, and advertising and promotional agencies (collectively, the "**Released Parties**") from any and all liability in connection with this Contest, the entrant's participation therein and/or the awarding and use / misuse of any prize or any portion thereof and return to the Administrator

or their designated agent by e-mail within three (3) business days of receipt; (iii) have correctly answered, unaided, the timed mathematical skill-testing question; and (iv) otherwise be in compliance with these Rules.

If the potential winner fails to meet any of these requirements, they will be disqualified and forfeit any prize won. The Administrator may then, at their sole and absolute discretion, select by random draw another eligible entrant whom the Administrator or their representatives will attempt to contact, and who will be subject to disqualification in the same manner. The potential winner may be required to furnish proof of identification that may include a driver's license or other form of government photo identification as part of the verification process. The Administrator will not be responsible for failed attempts to notify the potential prize winner.

RELEASE: By participating in this Contest, all participants declare that they have read, understood and are in compliance with the Contest Rules, consent to the use of their name, biographical information and/or likeness for the purposes of advertising and promotion without further compensation, agree to abide by all decisions by the Administrator (which are final), and agree to release and hold harmless the Released Parties from any liability in connection with participating in this Contest and/or any prize awarded. The Released Parties are not responsible for technical, hardware or software failures of any kind, lost or unavailable network connections, failed, incomplete, garbled or delayed computer transmissions including lost, misappropriated or corrupted Entries, virus, worm or Trojan Horse damage or any other damage which may limit a participant's ability to participate in the Contest.

GENERAL: Receipts obtained through unauthorized sources or which are not original or are illegible, altered, reproduced, stolen, forged, counterfeited, irregular, or that contain printing or other errors are void. All decisions of the Administrator shall be final. The Released Parties are not responsible for errors in the offer or administration of this Contest, including but not limited to, errors in the advertising, the Contest Rules, selection of the winners or the distribution of any prize. The Administrator does not warrant that access to, or use of the Contest website will be uninterrupted or error-free. All Entries become the property of the Administrator and will not be returned. The Contest is subject to all applicable federal, provincial, municipal and local laws. Labatt and the Contest Administrator reserve the right to modify or terminate this Contest at any time without notice to participants.

DISQUALIFICATIONS: The Administrator reserves the right at its sole discretion to disqualify any individual who is found (i) to be tampering with the Entry process or the operation of the Contest; (ii) to be acting in violation of the Rules; (iii) to have submitted an Entry that is not compliant with these Rules; or (iv) to be acting in an un-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. **CAUTION: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY ALTER OR DAMAGE ANY ENTRY OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE ADMINISTRATOR RESERVES THE RIGHT TO DISQUALIFY SUCH ENTRANT OR INDIVIDUAL AND SEEK DAMAGES OR ANY OTHER REMEDY FROM ANY SUCH ENTRANT OR INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.**

PRIVACY: The Administrator respects your right to privacy. Personal information collected from entrants will only be used by the Administrator to conduct the Contest and fulfill any prize requirements. With your consent, we may collect, use and disclose your information in accordance with our privacy policy and/or provide you with information regarding upcoming promotions and/or events from the Administrator. For

more information regarding the manner of collection, use and disclosure of personal information by the Administrator, please refer to the Administrator's privacy policy, available at <https://keurigdrpepper.ca/privacy-policy/>

DISPUTES: All issues and questions concerning the construction, validity, interpretation and enforceability of these Rules, or the rights and obligations of entrant and the Administrator in connection with the Contest, shall be governed by, and construed in accordance with, the substantive laws of the Province of Ontario without regard to conflicts of law principles. All entrants consent to the jurisdiction and venue of the Province of Ontario.

CONFLICTS/DISCREPANCIES: In the event of any discrepancies between the English language Rules and the non-English language Rules, the English Rules shall prevail. In the event of a conflict between any Contest details contained in these Rules and any Contest details contained in Contest advertising materials (including, but not limited to, online, point of sale, television, and print advertising, promotional packaging, and other promotion media), the details of the Contest as set forth in these Rules shall prevail.

For a list of prize winners, send a prepaid, self-addressed stamped envelope to the following address:
Bud Zero Red Light Contest, c/o Mosaic Sales Solutions, 100 Liberty Street, Toronto, ON M6K 3L7
between January 2nd, 2025, and January 18th, 2025. Winners' names will be available once all winners are verified and confirmed.

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APPENDIX A – LIST OF PARTICIPATING PRODUCTS

Format	Product
6 X 341ml	Budweiser Zero
6 X 355ml	Budweiser Zero
12 X 355ml	Budweiser Zero