

SCHNEIDERS® BRING HOME THE BACON OFFER (the "Offer")
Terms and Conditions

THIS OFFER IS OPEN TO RESIDENTS OF CANADA AND IS GOVERNED BY APPLICABLE CANADIAN LAWS.

Standard data rates apply to participants who choose to participate in this Offer via a mobile device. Please contact your service provider for pricing, service plan information and rates before mobile device participation.

1. **AGREEMENT TO BE LEGALLY BOUND BY THESE TERMS AND CONDITIONS:** By completing the Offer Registration Form and uploading a Qualifying Purchase, you signify your agreement that you have read and agree to be legally bound by these Terms and Conditions (the "Terms").

2. **ELIGIBILITY:** The Offer is open to legal residents of Canada who are located within Canada, who have reached the legal age of majority in their province/territory of residence at the time of completing the Offer Registration Form, and have a valid e-mail account. You are not eligible to participate or request a Reward if you are an employee, officer, director, representative, contractor, supplier or agent (or someone with whom any such person is domiciled, whether related or not) of Maple Leaf Foods Inc., (the "Sponsor"), or of any of its divisions, subsidiaries, affiliates, reward suppliers, advertising/promotion agencies or any other individual(s), entity or entities involved in the development, production, implementation, administration or fulfillment of this Offer (collectively, the "Offer Parties"). Groups, clubs, organizations, businesses and commercial/non-commercial entities cannot participate. The information a participant provides will be used for the administration of this Offer and in accordance with the Sponsor's privacy policy (see Section 21 below). In these Terms, where the context requires or permits, the term "Sponsor" includes a representative or agent of the Sponsor. In these Terms, a person who is eligible to request a Reward is called a "participant" or "eligible participant(s)".

3. **KEY DATES:**
 - i. **Purchase Period:** A participant must make a Qualifying Purchase (see Section 4iii for definition) between, July 15, 2024 and September 1, 2024 ("Purchase Period").
 - ii. **Upload Receipt Period:** A participant can upload a photo of their Qualifying Purchase (see Section 4iii for definition) beginning on July 15, 2024 at 12:00:01 A.M. Eastern Daylight Time ("EDT") and ending on September 15, 2024 at 11:59:59 P.M. EDT ("Upload Receipt Period").
 - iii. **Offer Website Closing Date:** The Offer's website will no longer be available to view on the web commencing on October 15, 2024 at 12:00:01 A.M. EDT.
 - iv. **Rewards:** All Rewards will be sent by standard mail service within a six (6) week period from the date the Reward confirmation e-mail was sent to participant's residential address.

4. **DEFINITIONS:** For the purpose of these Terms and for clarity where the context requires or permits, the following definitions apply:

- i. **Participating Product(s):** Is the purchase of any of the specified products as defined in Section 5 below (each a “**Participating Product(s)**”) from an authorized retail store in Canada, or as available through their online ordering system, while supplies last, subject to inventory and product listings by store.
- ii. **Sales Receipt:** In a single transaction a participant must make an in-store purchase of a minimum of \$12.00 CDN in qualifying Participating Products from a Canadian retailer, where the participant will need to request and take with him/her, the store Sales Receipt **OR** if a participant makes a purchase through a Canadian retailer online system a participant will need the e-mail that identifies proof that your order was picked-up (“**pick up confirmation**”) or that your order has been delivered (“**delivery confirmation**”) from your Canadian retailer. See Section 4iii for further details on what information a Sales Receipt must contain.
- iii. **Qualifying Purchase:**
 - i. **In-store purchase:** Take a photograph of your entire original Sales Receipt clearly showing the entire Sales Receipt (all four corners) and without any folds, shadows, or obstructions. If the Sales Receipt cannot fit within a single photo or is double-sided, multiple photos can be uploaded as part of a single Qualifying Purchase Submission. Participants must ensure that each of the following key elements, are clearly visible within each photo of your Qualifying Purchase Submission or it will be identified as invalid.

The photo of your Canadian retailers Sales Receipt must clearly identify the retailer’s name and address; the date and time of the purchase; identifies all products purchased including each Participating Product purchased; including a product description and unit price for each Participating Product purchased; transaction sub-total; total dollar amount of the entire Sales Receipt purchase; identifies any coupons or discounts received; any applicable taxes; and method of payment. Sales Receipts that identify the word “duplicate” on the Qualifying Purchase Submission will be deemed invalid.

- ii. **Online store purchase:** After your online order has been picked up or delivered, proceed to your e-mail account and find your retailer’s e-mail confirmation referred to as an order pick-up confirmation or delivery confirmation record and save this e-mail as a PDF file. There is a chance that your pick-up or delivery confirmation consists of multiple pages – all pages must be included within your saved PDF file which will form part of your Qualifying Purchase submission. Your pick-up or delivery confirmation must clearly

identify the following: the participant's e-mail account, his/her personal name which must be consistent with the name submitted on the Offer Registration Form; your delivery and contact address which must be consistent with the address submitted on the Offer Registration Form; Retailer name; order or transaction number; Retailer pick-up location; or delivery address; your purchase date and time; the order pick-up date or delivery date and time; identifies all products purchased, including each of the Participating Products purchased, and including the product descriptions and unit price; transaction sub-total; the total dollar amount of your entire purchase; identifies any coupons or discounts received; any applicable taxes and method of payment.

NOTES:

A Qualifying Purchase Submission that identifies that an order has been placed but does not identify it has been picked-up or delivered is not sufficient to constitute a proof of a Qualifying Purchase and the Qualifying Purchase Submission will be identified as invalid.

A Qualifying Purchase Submission showing a name and/or address that is different from that used and submitted on the Offer Registration Form will not qualify and will be identified as invalid.

Each Qualifying Purchase and resulting Sales Receipt or evidence of online store purchase can only be used once.

- iv. **Total Spend required to receive a Reward:** In a single transaction a participant must purchase a minimum of \$12.00 CDN [minus any coupons or discounts and before any applicable taxes] in qualifying Participating Products to receive a \$5.00 Reward (as further defined in Section 10). If a Sales Receipt contains more than \$12.00 CDN in qualifying Participating Products, for each incremental \$12.00 CDN [minus any coupons or discounts and before any applicable taxes] in qualifying Participating Products the participant will receive one (1) additional \$5.00 Reward to a maximum of five (5) Rewards. Total Spend is calculated as the cost of each qualifying Participating Product purchased minus any coupons or discounts received and before any applicable taxes shown on a submitted Qualifying Purchase. **There is no combining of sales receipts to reach the required \$12.00 CDN minimum spend required for a Reward.**
- v. **Rewards:** For each \$12.00 CDN [minus any coupons or discounts and before any applicable taxes] in qualifying Participating Products purchased in a single transaction, you will receive either: (i) a \$5.00 grocery gift card or (ii) a \$5.00 CDN Schneider's® manufacturer coupon as further defined in Section 11.

For clarity:

- To qualify for a Reward a **participant must purchase in a single transaction a minimum of \$12.00 CDN worth of qualifying Participating Products** [minus any coupons or discounts and before any applicable taxes].
- If your Qualifying Purchase (single receipt) identifies that your Total Spend was \$50.00 CDN, you will qualify for four (4) Rewards and the residual amount of \$2.00 CDN in this example will not be put towards another or future Reward request or permitted to be transferred to any other participant. Under no circumstances can a Qualifying Purchase/Sales Receipt be shared, pooled or transferred, for any other reason whatsoever.
- This Offer cannot be combined with any Retailer promotions they may promote during the Purchase Period. For example, if a Retailer offers a free Participating Product during the Purchase Period (e.g. 'Buy 2, Get 1 Free') only the two (2) products purchased will qualify as part of the Total Spend amount required for a Reward and **not** the Free product received. Retailers offering Participating Products with a feature or sale price e.g. \$4.99 CDN feature or sale price versus a regular retail value of \$6.99 CDN (a \$2.00 CDN instant savings) will be accepted as a Participating Product at the feature price. If any participant for example has a Save \$1.00 off a Schneiders® Hickory Smoked Classic Cut Bacon 375g product coupon your Total Spend would be less \$1.00 CDN as a coupon was applied against the purchase of Participating Product.

5. **PARTICIPATING PRODUCTS:** For a Reward request, a participant must purchase **in a single transaction** a minimum of \$12.00 CDN worth of Qualifying Participating Schneiders® Bacon Products as defined below (each a “**Participating Product(s)**”) from an authorized retail store in Canada or as available through their online ordering system, while supplies last, subject to inventory and product listings by store.

Participating Products	UPC Code
Schneiders® Hickory Smoked Classic Cut Bacon 375g	UPC 0 63100 37589 8
Schneiders® Hickory Smoked 50% Less Salt Bacon 375g	UPC 0 63100 37594 2
Schneiders® Double Smoked Thick Cut Bacon 375g	UPC 0 63100 27563 1
Schneiders® Thick Cut Maple Bacon 375g	UPC 0 63100 27562 4

Purchases made by or on behalf of groups, clubs, organizations, businesses and commercial and non-commercial entities will not be accepted and will not be eligible to request a Reward. All Rewards are issued solely for personal use by participants and commercial sale, exchange, transfer, or similar transaction is expressly prohibited. Evidence of such prohibited conduct may result in disqualification at the sole discretion of the Sponsor.

6. **HOW TO SUBMIT A QUALIFYING PURCHASE:**

If you have more than one (1) Qualifying Purchase receipt to upload, each Qualifying Purchase receipt must be uploaded separately. **Do not upload more than one (1) Qualifying Purchase receipt in one (1) online session. For clarity you can upload more than one (1) photo or PDF file from the same Qualifying Purchase in one (1) online session.**

To submit your Qualifying Purchase request follow the steps below. **Receipts may be submitted only once.**

- i. Visit www.Schneiders.ca/Promotions [English] or www.Schneiders.ca/fr/Promotions [French] (each referred to as the “Offer Website” or collectively the “Offer Websites”) and click “Get Started and upload receipt”;
- ii. Enter your e-mail address; click “Upload”;
- iii. From your device, find your saved Qualifying Purchase file name and click “Upload Receipt”. If you have a second photo/file from the same Qualifying Purchase/Sales Receipt click “Upload another Receipt” by repeating the above (for example, if the Qualifying Purchase/Sales Receipt is double sided or is long). Once your photograph(s) are uploaded click the “Submit Receipt” button (each, a “Qualifying Purchase Submission” and collectively, “Qualifying Purchase Submissions”);
- iv. Offer Registration Form:
 - a. **First time participant:** Each participant will be required to fully complete the online Offer Registration Form with all required information, including your first and last name, complete residential mailing address (including street address, apartment number, city, province/territory and postal code. If you reside in a rural area and if applicable include your P.O. Box), daytime telephone number (including area code); verify that your e-mail address is correct (if not end your online session and start over); tick the box where indicated to agree that you have read and agree to be legally bound by these Terms, including your agreement that you have reached the age of majority in your province/territory of residence at the time of completing the online Offer Registration Form; tick the box where indicated that you agree that the Sponsor can send you e-mail communications regarding the status of your recent Qualifying Purchase submissions, and any reminder e-mails about this Offer. **Optional:** check the box to indicate that you would like to start receiving e-mails about news, new products and promotional offers from the Sponsor. (**IMPORTANT NOTE: It is not necessary to opt-in to receive**

future promotional communications from the Sponsor, and you can opt-out of receiving future promotional communications from the Sponsor at any time without impacting your opportunity to request or receive a Reward in this Offer); tick the box to confirm that you are not a “robot” and select the “Submit” button (each, the “Offer Registration Form” and collectively, the “Offer Registration Forms”). Business addresses are not accepted as part of this Offer. **Note:** If you reside within a rural area, please ensure you include both your physical home address and your P.O. Box address.

- b. **Returning participants** will be taken directly from 6iii to 6v.
- v. After clicking “Submit Receipt or Submit”, you will receive a new webpage with the following message: *“Thank you for participating in the “Schneiders® Bring Home the Bacon Offer”. An e-mail will be sent within the next 48 hours with a status of your Qualifying Purchase Submission. If you don’t see an e-mail in your inbox, check your spam, junk or any other folder your e-mail provider may push e-mails to. PLEASE KEEP YOUR ORIGINAL SALES RECEIPT(S) OR PICK-UP/DELIVERY CONFIRMATION AS THEY MAY BE REQUESTED FOR FURTHER VERIFICATION PURPOSES.*
- vi. **REVIEW AND CONFIRMATION OF A QUALIFYING PURCHASE:** Upon receipt of a Qualifying Purchase Submission, the corresponding uploaded image will be reviewed for eligibility. The review process for an uploaded Qualifying Purchase image can take up to forty-eight (48) hours from the time it was submitted. Once the review process is completed, the participant will be notified by e-mail with one (1) of the following messages. The message will be along the lines and as follows:
- i. Success! Your Qualifying Purchase has been validated and is eligible for a \$5.00 Gift Card. Your Reward will be sent by standard mail to your residential address as indicated on your Registration form within the next six (6) week period. It is your responsibility to check your residential mailbox.
- OR
- ii. We’re sorry along with the reason why such Qualifying Purchase image could not be processed at such time as determined by the Sponsor’s designated agent in its sole and absolute discretion, and if applicable any next steps in regards to the uploaded Qualifying Purchase image.

Reminder: It is the responsibility of a participant to check his/her e-mail account, for such notifications including his/her inbox, spam, junk or any other folder that his/her e-mail provider may push e-mails to.

NOTE: If you have any questions about your submitted Qualifying Purchase, your Qualifying Purchase spend amount or Reward please visit the website at www.Schneiders.ca/Promotions [English] or www.Schneiders.ca/fr/Promotions [French], check the Support webpage or you can send us an e-mail at promohelp@SchneidersPromo.ca with your question.

ADJUSTMENTS: If at any time during the Upload Receipt Period the Sponsor or its designated agent determines that a participant Qualifying Purchase was originally deemed valid and upon manual verification we noted that either one or more of the products purchased was not a valid Participating Product and if the Reward amount needs adjusting or is deemed invalid for any reason whatsoever, the participant will be sent a "Reward Adjustment" e-mail to that effect. The e-mail will advise the participant that the Total Spend amount was revised to \$XX.XX and if applicable the Reward amount was adjusted accordingly.

- 7. IMPORTANT: YOU MUST KEEP ALL OF YOUR ORIGINAL QUALIFYING PURCHASES/SALES RECEIPTS AND FOR ONLINE PURCHASES YOUR PICK-UP OR DELIVERY E-MAIL CONFIRMATION.** The Sponsor reserves the right to request from a participant the original Sales Receipt(s)/Qualifying Purchase, and for online purchases your pick-up or delivery confirmation, used for the purposes of this Offer for further verification purposes at any time and for any reason. **Failure to provide your original Sales Receipt(s)/Qualifying Purchase and for online purchases your pick-up or delivery confirmation upon request within the timeline specified by the Sponsor or its designated agent may result in your request for a Reward being denied. You must keep your original Qualifying Purchase/Sales Receipt(s) and for online purchases your pick-up or delivery e-mail confirmation until the program closes or until such time as you have receive your Reward if applicable, whichever is first.**
- 8. REWARD LIMITS:** There is a limit of five (5) Rewards per household. Only one (1) Offer Registration Form may be submitted per household. All Reward requests must be submitted **by one (1) participant from a household** and not by multiple participants from a household and this participant may only use one (1) e-mail account. For clarity, there is a limit of five (5) Rewards awarded per household during the Upload Receipt Period regardless of how many individuals reside within a household. A household is defined as a participant personal residential address. If a participant residential address includes a unit or apartment number, this unit or apartment number must be identified on a government issued photo identification.

For clarity, a household and the designated participant cannot make additional claims over the five (5) Rewards limit using an alternate name, e-mail address, and likewise a participant cannot make an additional claim using an alternate household address with the original Qualifying Purchase/Sales Receipt

or e-mail address. Business addresses will not be accepted, as a participant residential address for this Offer. Each Qualifying Purchase/Sales Receipt can only be submitted once in relation to this Offer. A household and participant can only use one (1) e-mail address to participate in this Offer even if it is shared by more than one person and all personal information provided must be truthful and accurate. Reward requests must be submitted by the individual participant and not on behalf of another participant. If it is discovered by the Sponsor (using any evidence or other information made available to or otherwise discovered by the Sponsor) that any household and participant has attempted to: (i) request more than five (5) Rewards during the Upload Receipt Period; (ii) use a Qualifying Purchase/Sales Receipt more than one (1) time; (iii) falsely submit a Qualifying Purchase/Sales Receipt without legitimately obtaining a Qualifying Purchase/Sales Receipt in accordance with these Terms; (iv) uploaded a Qualifying Purchase/Sales Receipt or other information that has been falsified, manipulated or otherwise altered in any way; and/or (v) use multiple names or household addresses, multiple identities, multiple e-mail addresses, 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/or spirit of these Terms to participate in or otherwise to disrupt this Offer; then the participant may be disqualified from participating in this Offer and their Reward or Rewards may become null and void in the sole and absolute discretion of the Sponsor. All decisions of Sponsor are final and binding. Any Reward request may be rejected if (in the sole and absolute discretion of the Sponsor) the Offer Registration Form is not fully completed with all required information and submitted and received in accordance with these Terms. The Sponsor, Offer Parties, and each of their respective employees, officers, directors, agents, representatives, successors and assigns (collectively, the "**Released Parties**") are not responsible for, and accept no liability whatsoever in relation to, any late, lost, misdirected, delayed, incomplete or incompatible Qualifying Purchase/Sales Receipt upload, Reward request and/or other information (all of which are void). All Rewards are issued solely for personal use by participants and commercial sale, exchange, transfer, or similar transaction is expressly prohibited. Evidence of such prohibited conduct may result in disqualification at the sole discretion of the Sponsor.

9. **VERIFICATION:** All Qualifying Purchases, Sales Receipts, including online order pick up or delivery e-mail confirmation record(s), Reward requests, and participants are subject to verification at any time and for any reason. The Sponsor or its designated agent 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 Offer; (ii) for the purposes of verifying the eligibility and/or legitimacy of a Qualifying Purchase, Sales Receipt or request for Reward, and/or other information entered (or purportedly entered) for the purposes of this Offer; and/or (iii) for any other reason the Sponsor or its designated agent deems necessary, in its sole and absolute discretion, for the purposes of administering this Offer in accordance with the Sponsor's interpretation of the letter and spirit of these Terms. Failure to provide such proof to the complete satisfaction of the Sponsor or its designated agent within the timeline specified by the Sponsor or its designated agent may result in disqualification of the participant and receiving if applicable his/her

Reward request(s) in the sole and absolute discretion of the Sponsor or its designated agent. Proof of transmission (screenshots or capture of any webpages etc.) or attempted transmission of a Qualifying Purchase, Reward request(s) or of attempted submission of any communication, does not constitute proof of delivery or receipt by the Offer’s computers or Sponsor or its designated agent. The sole determinant of time for the purposes of this Offer will be the official time-keeping device(s) used by the Sponsor. All personal and other information requested by and supplied to the Sponsor or its designated agent for the purpose of administering this Offer must be truthful, complete, and accurate and in no way misleading. The Sponsor or its designated agent reserves the right; in its sole discretion to disqualify any participant should such participant at any stage supply untruthful, incomplete, inaccurate or misleading personal details and/or information. There shall be no recourse against the Sponsor or any Released Party in relation to any null and void Reward request or a participant being disqualified from participating in this Offer.

10. REWARDS: For each \$12.00 CDN in qualifying Participating Products purchased [minus any coupons or discounts and before any applicable taxes] a participant will receive either: (i) a \$5.00 CDN grocery gift card if your Canadian retailer is identified below or (ii) if your Canadian retailer is not identified below you will receive a \$5.00 CDN Schneider’s® manufacturer coupon (each a “**Reward**” and collectively the “**Rewards**”) and not to exceed five (5) Rewards per household during the Upload Receipt Period.

The \$5.00 CDN grocery gift card that you will receive will be based on the Canadian retailer from where your purchases were made (each a “**Retailer**” and collectively the “**Retailers**”). See table below, for details. Retailers have no involvement with the issuance of the Rewards and will bear no liability or responsibility in connection with this program.

Participating Retailers Each individual Retailer name that appears within any sub-section below is considered part of the Retailer gift card.	Rewards will be issued as a Retailer gift card
Loblaws; No Frills; Real Canadian Superstore; Valu-Mart; Your Independent Grocer; Zehrs Markets; Fortinos; Independent City Market; Extra Foods; Bloor Street Market Maxi; Maxi & Cie; Provigo; Atlantic Superstore; Dominion Stores; Save Easy	PC (Loblaws)
Metro; Food Basics; Metro Plus; Brunet	Metro
Sobeys; Safeway; IGA; Foodland; FreshCo; Thrifty Foods; Lawtons Drugs; Price Chopper; Needs	Sobeys

Save on Foods; Price Smart Foods; Urban Fare; Overwaitea Foods	Save on Foods
Calgary Co-Op	Calgary Co-Op
Longo's	Longo's
Shoppers Drug Mart; Pharmaprix	Shoppers Drug Mart / Pharmaprix
Walmart	Walmart
Other retailers	Manufacturer coupon. See below for coupon terms.

Gift Cards: You must present the original grocery gift card at the time of redemption. Photocopies, scans, or digital images of a Reward will not be accepted. Grocery gift cards are subject to the terms and conditions of the issuer and cannot be exchanged for cash or otherwise. If a purchase exceeds the value of the grocery gift card, the participant will be responsible for any amount due which is over the value of the grocery gift card (or the available balance at the time of purchase) (including applicable taxes). If any purchase does not exceed the grocery gift card value, the remaining available balance will not be paid in cash to the participant but will remain on the grocery gift card as applicable. Retailer gift cards have no expiry date. Grocery gift cards cannot be redeemed for cash, except as required by law.

Coupons: Schneiders® Manufacturer Coupon will expire on January 31, 2025. Coupons are redeemable against the purchase of any Schneiders® Bacon products available in Canadian stores, while quantities last. Coupons are subject to the terms and conditions stated on the coupon and are redeemable at participating Canadian retailers and original coupons must be presented at the time of a purchase. If a purchase value is less than the coupon value, no difference will be paid in cash to the participant. If a purchase value exceeds the coupon value, the participant will be responsible for any amount due which is over the value of the coupon. Coupon redemption is subject to available inventory at participating Canadian retailers. Participants are solely responsible for all costs not expressly described as included herein, including his/her own transportation to and from the store location and any other expenses.

Reward Delivery: Rewards will be sent by standard mail service within a six (6) week period from the date the Reward confirmation e-mail was sent to participant's residential address. It is the participant's responsibility to check their residential mailbox for their Reward. If you are to receive multiple Rewards, each Reward may be sent separately and not necessarily in one (1) package. If any Reward is returned as undeliverable for any reason whatsoever, the participant will forfeit their Reward and the Reward will not be re-awarded nor re-delivered at a later date. The Sponsor is not responsible for any theft, mis-delivery or any other failure by participant to receive any Reward.

Without limiting the generality of the foregoing, all Rewards are awarded and must be accepted "as is". No substitutions of a Reward will be made, except at Sponsor's option. The Sponsor reserves the right, in its sole and absolute discretion, to substitute a Reward with another type of Reward for the equivalent value of the eligible Reward level. A Reward will only be awarded to the participant whose verifiable full name and valid e-mail address appears on the Offer Registration Form associated with the Reward request in question. By accepting a Reward, each participant agrees to waive all recourse against the Released Parties if their Reward does not prove satisfactory, either in whole or in part.

None of the Released Parties make any representation or offer any warranty, express or implied, as to the quality or fitness of a Reward in connection with the Offer. To the fullest extent permitted by applicable law, each Reward recipient understands and acknowledges that they may not seek reimbursement from, or pursue any legal or equitable remedy against, either the Sponsor or any of the other Released Parties should their Reward fail to be fit for its purpose, or in respect of any injury or damage caused by use thereof, or if it is in any way unsatisfactory. For greater certainty and the avoidance of any doubt, by accepting a Reward, each Reward participant agrees to waive all recourse against the Released Parties if their Reward does not prove satisfactory, either in whole or in part, and in respect of any injury or damage caused by use thereof.

11. **PARTICIPANT:** If it is discovered that a participant made any false statement in any document related to the Offer, the applicable Reward must promptly be returned to the Sponsor upon demand.
12. **CONDITIONS OF PARTICIPATION:** By participating, uploading and submitting Qualifying Purchase(s) into this Offer, and completing the Offer Registration Form, eligible participants acknowledge compliance with these Terms including all eligibility requirements; agree to abide by these Terms and by the decisions of the Sponsor with respect to all aspects of the Offer, including without limitation any decision respecting the eligibility or the identity of any person who participates or attempts to participate in the Offer. All decisions of the Sponsor are final and binding on all persons who participate in this Offer. Participants who have not complied with these Terms will be disqualified and any Reward request will be null and voided.
13. **DISPUTE:** In the event of a dispute as to the identity of a participant, such submitted Qualifying Purchase will be deemed to have been made by the authorized account holder of the e-mail address submitted at the time of request. An "authorized account holder" is defined as the natural person assigned to an e-mail address by an Internet service provider, on-line service provider, or other organization responsible for assigning e-mail addresses for the domain associated with the submitted e-mail addresses. Any participant may be requested to show proof of being the authorized account holder for the e-mail address associated with the Qualifying Purchase and/or Reward.

14. GENERAL: All Qualifying Purchase Submission, including images of Sales Receipts or online order pick-up or delivery confirmation records, become the property of the Sponsor and all such will not be returned. The Sponsor and its designated representatives do not assume any responsibility for, and are not responsible for: (i) the incorrect or inaccurate capture of any information submitted during the Upload Receipt Period; (ii) Reward requests that fail to comply with these Terms; (iii) any loss, damage, or claims caused by the delivered Reward or the Offer itself; (iv) any technical or communications failures affecting the Offer or the awarding of a Reward, or causing damage or injury to any person or device, including without limitation, any failure of the website during the Upload Receipt Period, any technical or communications problems, any human or technical error, any printing or production errors, any lost, misdirected, delayed or garbled data or transmissions or Reward, any omissions, any interruption, any deletion, any defect, any failure of any telephone or computer lines, any technical malfunction of any computer on-line systems, servers, access providers, computer equipment or software, any failure of any e-mail or other electronic message, any loss or non-recording of any Qualifying Purchase or Reward on account of technical problems or traffic congestion on the Internet or at any website, or otherwise, any loss or delay in delivery by the third party delivery service, any combination of the foregoing, or any injury or damage to an eligible participant, including without limitation any injury or damage caused by a cyber or "hacking" incident, or any loss or injury or damage to any participant's computer or other electronic devices, related to or resulting from uploading or downloading any material in the Offer, all of which may affect a person's ability to participate in the Offer; or (v) any other matter whatsoever. Qualifying Purchases or Rewards, material or data that has been tampered with or altered will be void. Sponsor and the Released Parties shall have no responsibility whatsoever for printing, Rewards, programming, or production errors, or damage to the Participant caused by the nature of the internet and breach of privacy.

15. GOVERNING LAW: To the fullest extent permitted by applicable law, all issues and questions concerning the construction, validity, interpretation and enforceability of these Terms or the rights and obligations of participants, Sponsor or any of the other Released Parties in connection with the Offer will be governed by and construed in accordance with the domestic 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 law rules or provisions that would cause the application of any other jurisdiction's laws. The parties hereby consent to the exclusive jurisdiction and venue of the courts located in Ontario regarding any action to enforce (or which otherwise relates to) these Terms or in relation to this Offer. The Offer is void where prohibited by law and is subject to all applicable federal, provincial/territorial and municipal laws.

16. DISQUALIFICATION: It is the responsibility of any eligible participant who submits a Qualifying Purchase, into this Offer to ensure that he/she has complied in full with all of the conditions and requirements contained in these Terms. In addition to any other rights of the Sponsor contained in these Terms, the Sponsor reserves the right in its sole discretion to disqualify any participant who is found to be tampering with the submission process, or with the operation of the Offer, to be acting in violation of these Terms, or

to be acting in an unsportsmanlike or disruptive manner, or with the apparent intent to disrupt or undermine the legitimate operation of the Offer, or to annoy, abuse, threaten or harass any other person. The Sponsor reserves the right to seek damages and other remedies from and against any such participant to the fullest extent permitted by law. Reward requests generated by script, macro, programmed, robotic or other automated means are prohibited and will be null and voided.

17.DISCREPANCIES: In the event of any discrepancy or inconsistency between the terms and conditions of these English Terms and disclosures or other statements contained in any other Offer-related materials, including, but not limited to: the Offer Registration Form, e-mail notifications/correspondence, website, French version of these Terms, point of sale materials, television, print or online advertising and/or any instructions or interpretations of these Terms given by any representative of the Sponsor; the terms and conditions of these English Terms shall prevail, govern and control to the fullest extent permitted by law.

18.FORCE MAJEURE/PRINTING AND PROMOTION ERRORS: The Sponsor reserves the right to suspend or terminate this Offer or to amend, enlarge or modify these Terms at any time and in any way, without prior notice. Without limiting the generality of the foregoing, the Sponsor reserves the right, without prior notice and at any time, to terminate the Offer, in whole or in part, or to modify, or suspend the Offer in any way, if it determines, in its sole discretion, that the Offer is impaired or corrupted in any way or that fraud or technical problems, failures or malfunctions (including, without limitation, computer viruses, glitches, or printing or production errors) have destroyed or severely undermined the integrity, and/or feasibility of the Offer, in whole or in part. In the event the Sponsor is impeded or prevented from continuing with the Offer as planned or intended by any event beyond its control, including, but not limited to fraud, cyber incident or "hack", technical problems, failure or malfunctions, fire, flood, natural or manmade epidemic or health hazard or crisis, earthquake, explosion, labour dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, terrorist threat or activity, war (declared or undeclared), any Federal, Provincial, or local government law, order, or regulation, public health crisis, the order of any court or government agency of applicable jurisdiction, or by any other cause not reasonably within the Sponsor's control, the Sponsor shall have the right in its sole discretion to modify, suspend, or terminate the Offer. Subject to the provisions of these Terms, only the type of Rewards described in these Terms will be awarded in this Offer.

19.INVALIDITY: The invalidity or unenforceability of any provision of these Terms shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Terms shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. Headings and captions are used in these Terms solely for ease of reference and shall not be deemed or considered to affect in any manner the meaning or intent of these Terms or any provision hereof. These Terms cannot be modified or amended in any way except in writing by a duly authorized representative of the Sponsor.

Subject to the provisions of these Terms, employees of the Sponsor, or of any of its representatives, are not authorized to modify, amend or waive these Terms.

20. **INTELLECTUAL PROPERTY:** All intellectual property, including but not limited to trademarks, trade names, designs, Offer materials, web pages, source code, drawings, illustrations, logos, slogans and representations are owned by Sponsor and their respective affiliates or authorized licensors. All rights are reserved. Unauthorized copying or use of any copyrighted materials or intellectual property without the express written consent of its owner is strictly prohibited.

21. **CONSENT TO USE PERSONAL INFORMATION:** The Sponsor respects your right to privacy. To view Maple Leaf Foods Inc. privacy policy, visit <http://www.mapleleaffoods.com/privacy-policy/> [English] or <https://www.mapleleaffoods.com/fr/enonce-de-confidentialite/> [French]. By participating in this Offer, participants consent to the use of their personal information for the purpose of administering the Offer, for the purposes set out in these Terms, and in accordance with the Sponsor's privacy policy. In the course of conducting this Offer, the Sponsor will acquire certain personal information as submitted by persons seeking to participate in this Offer. If any such person chooses to "opt into" receiving future promotional communications from the Sponsor, the Sponsor from time to time will send that person e-mail notifications of other offers, contests, products, news and other matters which the Sponsor deems is of public interest. A person can ask the Sponsor to remove their name from that e-mail list by contacting the Sponsor in the manner specified in the Sponsor's privacy policy on the Sponsor's website at <http://www.mapleleaffoods.com/privacy-policy/> [English] or <https://www.mapleleaffoods.com/fr/enonce-de-confidentialite/> [French].