

Maple Leaf® BUT FIRST PROTEIN Contest (the “Contest”)

OFFICIAL RULES AND REGULATIONS

THIS CONTEST IS OPEN TO RESIDENTS OF CANADA AND IS GOVERNED BY CANADIAN LAW.

NO PURCHASE NECESSARY. MAKING A PURCHASE WILL NOT IN ANY WAY WHATSOEVER INCREASE OR OTHERWISE IMPACT YOUR CHANCES OF WINNING.

**Standard data rates may apply to participants who choose to participate in this Contest via a mobile device. Participants are responsible for all data charges incurred in connection with their participation. Please contact your service provider for pricing, service plan information and rates before mobile device participation.**

- 1. PARTICIPATION REQUIREMENTS:** The Sponsor (See Rule 3) is offering eligible entrants the opportunity to enter the Contest during the Contest Period (See Rule 4). See Rule 5 for details on how to enter this Contest.
- 2. AGREEMENT TO BE LEGALLY BOUND BY THESE OFFICIAL RULES:** By completing the Contest Registration Form, you acknowledge that you have read, understood and agree to be legally bound by these Official Rules (the “Rules”) including the Sponsor’s Privacy Policy referenced in Rule 22.
- 3. ELIGIBILITY:** This Contest is open to legal residents of Canada, who are located within Canada, have reached the legal age of majority in their province/territory of residence at the time of completing the Contest Registration Form and have a valid email account. You are not eligible to participate or submit an Entry if you are an employee, officer, director, representative or agent (or someone with whom any such person is domiciled, whether related or not, or a member of their respective immediate family) of Maple Leaf Foods Inc., (the “Sponsor”), or of any of its divisions, subsidiaries, affiliates, prize suppliers, advertising/promotion agencies or any other individual(s), entity or entities involved in the development, production, implementation, administration or fulfillment of this Contest (collectively, the “Contest Parties”). Groups, clubs, organizations, businesses and commercial/non-commercial entities cannot participate. The information you provide will be collected, used, and disclosed for the administration of this Contest and in accordance with the Sponsor’s privacy policy (see Rule 22 ) and applicable Canadian privacy laws, including the Personal Information Protection and Electronic Documents Act (PIPEDA) In these Rules, where the context requires or permits, the term “Sponsor” includes a representative or agent of the Sponsor. In these Rules, a person who is eligible to submit an Entry is called an “entrant” or “eligible entrant(s)”. See Rule 5 for the definition of an “Entry”.
- 4. KEY DATES:** For the purpose of these Rules, the Contest begins on January 12, 2026, at 12:00:01 A.M. Eastern Time (“ET”) and ends on March 1, 2026, at 11:59:59 P.M. Eastern Time (“ET”) (the “Contest Period”).

## 5. HOW TO ENTER:

There are two (2) ways to enter for a cumulative maximum of five (5) sweepstakes entries per household (regardless of method(s) of entry), for the entire Contest (each an "**Entry**"), as follows:

### **A. Contest Site Option:**

During the Contest Period, visit the Program Site at <https://www.mapleleaf.ca/promotions/> and complete the registration form by entering true and accurate information in the required fields (including, First Name, Last Name, Street Address, City, Province/Territory, Postal Code, E-Mail and phone number) as well as correctly answer a mathematical skill-testing question. Follow instructions to submit (including reading and accepting any required terms and conditions) to receive one (1) sweepstakes entry to the Contest.

### **B. Alternative Method of Entry:**

If you would like to receive an Entry into the Contest without registering online at <https://www.mapleleaf.ca/promotions/>, please: print your first name, last name, complete mailing address (including postal code), valid email address and telephone number and the correct answer to the following mathematical skill test:  $(12 \times 5) + (50 \div 2) - 7 =$  on a piece of paper and mail it (in an envelope with sufficient Canadian postage) to: The Maple Leaf Foods "But First, Protein" Contest c/o Snipp Interactive Inc P.O. Box 34565 Place Cote-Vertu St. Laurent, QC. H4R 2P4 Canada (the "**No Purchase Submission**"). Once your valid and eligible No Purchase Submission has been received in accordance with these Rules, you will automatically receive one (1) Entry. In order to be valid and eligible, the No Purchase Submission must: (i) be received individually in an envelope with sufficient Canadian postage; (ii) be postmarked by March 2, 2026, and received by March 5, 2026; and (iii) contain all of the information listed above. The Sponsor takes no responsibility for any lost, stolen, delayed, illegible, damaged, misdirected, late or destroyed no purchase submissions, or interruptions in postal service for any reason whatsoever.

Limit five (5) sweepstakes entries per household, regardless of method(s) of entry ("an **Entry**" and collectively the "**Entries**").

Standard data charges may apply to entrants 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.

**Contest Parties** are not responsible for lost, late, misdirected, or incomplete data capture. Entries become the property of Sponsor and will not be returned. **Contest Parties** are not responsible for lost, late, illegible, incomplete, invalid, unintelligible, misdirected, technically corrupted or garbled entries, which will be disqualified, or for problems of any kind, whether mechanical, human or electronic. **Contest Parties** shall not be responsible in any manner whatsoever, for incorrect or inaccurate entry information whether caused by any of the equipment or programming associated with or utilized in the Contest or by any technical or human error which may occur in the processing of the Entries in the Contest. **Contest Parties** assume no responsibility or liability whatsoever for any error, omission, interruption, deletion, theft or destruction, or unauthorized access to, or alteration of entries. Only fully completed entries are eligible. All entries become the property of Sponsor and will not be returned. Sponsor is not responsible for any change of mailing address and/or telephone number of Entrants. In the event of a dispute

regarding the identity of the person submitting an Entry, the Entry will be deemed submitted by the person in whose name the email account is registered, provided that person meets all eligibility criteria set forth in these Rules.

**6. ENTRY LIMITS: Participants may only use one (1) email account. There is a limit of five (5) sweepstakes entries per household during the Contest Period.**

For greater certainty and the avoidance of any doubt, an entrant can only use one (1) email address to participate in this Contest even if it is shared by more than one person and all personal information provided must be truthful and accurate. Entries must be submitted by the entrant and not by any other person on behalf of an entrant. 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: (i) enter more than five times; and/or (ii) use multiple names, multiple identities, multiple email 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 Rules to enter or otherwise participate in or to disrupt this Contest; then he/she may be disqualified from the Contest in the sole and absolute discretion of the Sponsor. An Entry or Entries may be rejected if (in the sole and absolute discretion of the Sponsor) the Contest Registration form is not fully completed with all required information and submitted and received in accordance with these Rules. The Sponsor, and the other Contest Parties, and each of their respective 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 Entries and/or other information (all of which is void). BY PARTICIPATING IN THE CONTEST, ENTRANTS RELEASE THE SPONSOR AND OTHER RELEASED PARTIES FROM ALL LIABILITIES WHATSOEVER ARISING FROM, OR AS OTHERWISE PERTAIN TO OR RELATE TO THIS CONTEST IN ANY MANNER WHATSOEVER.

**7. VERIFICATION:** The sole determinant of time for the purposes of this Contest 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 Contest 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 other Released Party in relation to any null and void Entry request or a participant being disqualified from participating in this Contest.

**8. PRIZING AND APPROXIMATE RETAIL VALUE/ODDS:**

Two hundred and fifty (250) Prize winners will receive a Team Canada Prize Pack. The total approximate retail value ("ARV") of each Prize is One hundred and ninety-three Canadian Dollars (CAD \$193.00). Limit one (1) Prize per person in the Contest. Each prize pack consists of the following:

- I. **One (1) soft enamel collectible pin**, maple leaf-shaped, featuring Team Canada-themed branding
- II. **One (1) red plush blanket**, measuring approximately **50 inches x 60 inches** featuring Team Canada-themed branding
- III. **One (1) stainless steel reusable water bottle**, featuring Team Canada-themed branding.
- IV. **One (1) Everywhere Backpack (30L capacity)**, featuring Team Canada-themed branding
- V. **Two (2) Maple Leaf® branded coupons**, each with a value of **Five Canadian Dollars (CAD \$5.00)**, for a total coupon value of **Ten Canadian Dollars (CAD \$10.00)**. Coupons are subject to all applicable terms, conditions, and expiry dates as specified on the coupons.

Unclaimed prizes will not be awarded. All applicable taxes on prizes are the sole responsibility of the prize winners. Odds of winning a Prize depend on the number of eligible entries received in accordance with these Rules during the Contest Period.

9. Without limiting the generality of the foregoing, the Prize must be accepted as awarded and is not transferable, assignable or convertible to cash. No substitutions will be made except at Sponsor's sole option. Sponsor reserves the right, in its sole and absolute discretion, to substitute the Prize or a component of the Prize with an item or items of equal or greater retail value, including, without limitation, but at Sponsor's sole and absolute discretion, a cash award. The Prize will only be awarded to the person whose verifiable full legal name and valid email address appears on the Contest Registration Form.

None of the Released Parties makes any representation or offers any warranty, express or implied, as to the quality or fitness of the Prize or any component awarded in connection with the Contest. To the fullest extent permitted by applicable law, the confirmed winner understands and acknowledges that he or she may not seek reimbursement or pursue any legal or equitable remedy from either the Sponsor or any of the other Released Parties should the Prize or any portion thereof fail to be fit for its purpose or is in any way unsatisfactory. For

greater certainty and the avoidance of any doubt, by accepting the Prize, the confirmed winner agrees to waive all recourse against the Released Parties if the Prize or any component does not prove satisfactory, either in whole or in part.

**NEITHER SPONSOR NOR ANY OTHER CONTEST PARTY 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.**

**10. WINNER SELECTION AND NOTIFICATION:** On or about March 12, 2026, at 2:00 PM (ET), NUMBER (#) potential prize winners ("Prize Winner(s)") will be selected by random draw from all valid Entries received by that date. The draw will be conducted at the Contest offices in Windsor, Ontario. The prizes will be awarded, provided there are a sufficient number of qualified entries received. Potential Prize Winners will be notified by email, phone and/or mail, using contact information provided or collected at the time of entry. Sponsor and the other Released Parties shall have no liability for any winner notification that is lost, intercepted, or not received by a potential winner for any reason. If, despite reasonable efforts, a potential winner does not respond within seventy-two (72) hours of the first notification attempt, or if the prize or prize notification is returned as unclaimed or undeliverable to such potential winner, such potential winner will forfeit his or her prize and an alternate winner may be selected in Sponsor's sole discretion. Sponsor, in its sole discretion, will attempt to contact up to three (3) potential winners of a prize in accordance with the above procedure, after which the prize in question may go unawarded if it remains unclaimed.

**11. ACCEPTANCE OF PRIZE:** No one is a winner unless and until the Sponsor officially confirms him/her as a winner in accordance with these Rules. Before being declared as a confirmed prize winner, the eligible winner will be required to: print, complete and return the Sponsor's Declaration of Compliance with the Official Rules / Release of Liability and Consent to Publicity Form (the "Release Form") including: (a) correctly answering a mathematical skill-testing question without mechanical or other aid (See Rule 5); and (b) sign and return within five (5) business days of notification the Sponsor's Release Form, which (among other things): (i) confirms compliance with these Rules; (ii) acknowledges acceptance of the Prize (as awarded); (iii) releases the Released Parties from any and all liability in connection with this Contest, his/her participation therein and/or the awarding and use/misuse of the Prize or any portion thereof; (iv) agrees to the publication, reproduction and/or other use of his/her name, city/province/territory, voice, statements about the Contest and/or photograph or other likeness without further notice or compensation, in any publicity or advertisement carried out by or on behalf of the Sponsor in any manner whatsoever, including print, broadcast or the internet (including, but not limited to, any social media platforms) unless prohibited by law. If the eligible winner: (a) fails to correctly answer the mathematical skill-testing question; (b) fails to return the properly executed Release Form within the required time; (c) cannot accept (or is unwilling to

accept) the Prize (as awarded) for any reason; and/or (d) is determined to be in violation of these Rules (all as determined by the Sponsor in its sole and absolute discretion); then he/she will be disqualified (and will forfeit all rights to the Prize) without any liability to Sponsor whatsoever, and the Sponsor reserves the right, in its sole and absolute discretion and time permitting, to randomly select an alternate eligible entrant from among the remaining eligible Entries submitted and received in accordance with these Rules during the Contest Period (in which case the foregoing provisions of this rule shall apply to such newly selected eligible winner). The eligible winner may be required, at the Sponsor's sole discretion, to provide the Sponsor or its designated agent with a copy of government issued photo identification showing his/her valid address. The eligible winner agrees to cooperate in any investigations by the Sponsor to confirm his/her eligibility and to help ensure that the use of such eligible winner and/or prize winner in advertising or publicity for the Contest will not bring the Sponsor into public disrepute, contempt, scandal or ridicule or reflect unfavourably on the Contest or the Sponsor, as determined by the Sponsor in its sole discretion. Upon request the eligible winner will provide the name of his/her employer and/or occupation. No correspondence will be entered into except with the eligible winner. It is anticipated that the confirmed winner's Prize will be sent to the confirmed winner's address as indicated on his/her Contest Registration Form within forty-five (45) days of being confirmed as a winner. If the Prize is returned as undeliverable for any reason whatsoever, the Prize winner will have forfeited his/her right to receive his/her Prize.

**12. PRIZE WINNER:** If it is discovered that the Prize winner made any false statement in any document related to the Contest, the Prize winner must promptly return to the Sponsor upon demand the Prize, or at the election of the Sponsor the value of the Prize as stated in these Rules.

**13. CONDITIONS OF PARTICIPATION:** By participating, and completing the Contest Registration Form or submitting a No Purchase Submission, eligible participants acknowledge compliance with these Rules including all eligibility requirements; agree to abide by these Rules and by the decisions of the Sponsor with respect to all aspects of the Contest, including without limitation any decision respecting the eligibility or the identity of any person who participates or attempts to participate in the Contest. All decisions of the Sponsor are final and binding on all persons who participate in this Contest. Participants who have not complied with these Rules will be disqualified and if applicable if a Prize was awarded it will be null and voided.

**14. DISPUTE:** In the event of a dispute as to the identity of an entrant, the entry will be deemed to have been made by the authorized account holder of the email address submitted at the time of request. An "authorized account holder" is defined as the natural person assigned to an email address by an Internet service provider, on-line service provider, or other organization responsible for assigning email addresses for the domain associated with the submitted email addresses. Any entrant may be requested to show proof of being the authorized account holder for the email address.

**15. GENERAL:** All Entries 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 Contest Period; (ii) Entries that fail to comply with these Rules; (iii) any loss, damage, or claims caused by the awarded Prize or the Contest itself; (iv) any technical or communications failures affecting the Contest or the awarding of the Prize, or causing damage or injury to any person, including without limitation, any failure of the website during the Contest Period, any technical or communications problems, any human or technical error, any messaging, printing, prize awarding, or production errors, any lost, misdirected, delayed or garbled data or transmissions, any omissions, any interruption, any deletion, any defect, any delay or disruption in postal service or 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 or inaccuracy of any email or other electronic message, any loss or non-recording of any Entry 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 Contest, all of which may affect a person's ability to participate in the Contest; or (v) any other matter whatsoever. Contest Entry, material or data that has been tampered with or altered will be void. Sponsor and the other Released Parties shall have no responsibility whatsoever for printing, programming, messaging or production errors, or damage to the Participant caused by the nature of the internet and breach of privacy.

**16. GOVERNING LAW:** To the fullest extent permitted by applicable law, all issues and questions concerning the construction, validity, interpretation and enforceability of these Rules or the rights and obligations of participants, Sponsor or any of the other Released Parties in connection with the Contest 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 Toronto, Ontario regarding any action to enforce (or which otherwise relate to) these Rules or in relation to this Contest. The Contest is void where prohibited by law. **ALL ENTRANTS AGREE THAT ALL CLAIMS BY ENTRANTS IN CONNECTION WITH THE CONTEST, SHALL BE ADJUDICATED ON AN INDIVIDUAL BASIS ONLY, AND SHALL NOT BE CONSOLIDATED OR JOINED WITH, OR INCLUDED IN ANY OTHER PROCEEDING WHATSOEVER, INVOLVING A CLAIM OF ANY OTHER PARTY**

**17. DISQUALIFICATION:** It is the responsibility of any eligible entrant who submits a Contest Entry, into this Contest to ensure that he/she has complied in full with all of the conditions and requirements contained in these Rules. In

addition to any other rights of the Sponsor contained in these Rules, the Sponsor reserves the right in its sole discretion to disqualify any entrant who is found to be tampering with the entry process, or with the operation of the Contest, to be acting in violation of these Rules or to be acting in an unsportsmanlike or disruptive manner, or with the apparent intent to disrupt or undermine the legitimate operation of the Contest, 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. Entries generated by script, macro, programmed, robotic or other automated means are prohibited and will be null and voided.

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

**19. FORCE MAJEURE/PRINTING, MESSAGING AND PROMOTION ERRORS:** The Sponsor reserves the right, subject only to receipt of any required approvals, to suspend or terminate this Contest or to amend, enlarge or modify these Rules at any time and in any way, without prior notice. Without limiting the generality of the foregoing, and subject to the receipt of any required approvals, the Sponsor reserves the right, without prior notice and at any time, to terminate the Contest, in whole or in part, or to modify, suspend the Contest in any way, if it determines, in its sole discretion, that the Contest is impaired or corrupted in any way or that fraud, cyber incident or "hack", or technical problems, failures or malfunctions (including, without limitation, computer viruses, glitches, or printing, messaging or production errors) have destroyed or severely undermined the integrity, and/or feasibility of the Contest, in whole or part. In the event the Sponsor is impeded or prevented from continuing with the Contest as planned or intended by any event beyond its control, including, but not limited to 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, then subject to receipt of any governmental approval which may be required, the Sponsor shall have the right to modify, suspend, or terminate the Contest. Notwithstanding anything to the contrary whatsoever, only the type and number(s) of Prizes described in these Rules will be awarded in the Contest. If, due to messaging, printing, prizing, programming, production or other errors, or for any other reason whatsoever, the number of individuals claiming the right to receive a Prize exceeds the number of Prizes available to be won as set out in these Rules, the Sponsor may, at its sole discretion, elect to award only the correct number of Prizes i.e. a Prize(s) as described in Rule 8 by means of a

random drawing from among all persons making purportedly valid claims for such Prize(s). Inclusion in such drawing shall be the only remedy available in such circumstances for any eligible person who has participated in the Contest. Under no circumstances shall the Sponsor be required to award or distribute more than the correct number of Prizes, as specified in each prize category.

**20. INVALIDITY:** The invalidity or unenforceability of any provision of these Rules 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 Rules 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 Rules solely for ease of reference and shall not be deemed or considered to affect in any manner the meaning or intent of these Rules or any provision hereof. These Rules 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 Rules, employees of the Sponsor, or of any of its representatives, are not authorized to modify, amend or waive these Rules.

**21. INTELLECTUAL PROPERTY:** All intellectual property, including but not limited to trademarks, trade names, designs, Contest 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.

**22. CONSENT TO USE PERSONAL INFORMATION:** The Sponsor respects your right to privacy. To view Maple Leaf Foods Inc. privacy policy, visit <https://www.mapleleaffoods.com/privacy-policy/> By participating in this Contest, entrants consent to the use of their personal information for the purpose of administering the Contest, for the purposes set out in these Rules, and in accordance with the Sponsor's privacy policy. In the course of conducting this Contest, the Sponsor will acquire certain personal information as submitted by persons seeking to participate in this Contest. 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 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 list by contacting the Sponsor in the manner specified in the Sponsor's privacy policy on the Sponsor's website at <https://www.mapleleaffoods.com/privacy-policy/>