

MAPLE LEAF ® FUEL BUT FIRST PROTEIN (the “Offer”)

Terms and Conditions

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

Standard data rates may apply to participants who choose to participate in this Offer 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. **AGREEMENT TO BE LEGALLY BOUND BY THESE TERMS AND CONDITIONS:** By completing the Offer Registration Form and uploading a Qualifying Purchase, you acknowledge that you have read, understood, and agree to be legally bound by these Terms and Conditions (the “Terms”), including the Sponsor's Privacy Policy referenced in Section 21.

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 or agent (or someone with whom any such person is domiciled, whether related or not) of Maple Leaf Foods Inc., (the “Sponsor”). Groups, clubs, organizations, businesses and commercial/non-commercial entities cannot participate. The information a participant provides will be collected, used, and disclosed for the administration of this Offer and in accordance with the Sponsor’s privacy policy (see Section 21 below) and applicable Canadian privacy laws, including the Personal Information Protection and Electronic Documents Act (PIPEDA). 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)”. (A participant or eligible participant are sometimes referred to herein as “you” or “your”).

3. **KEY DATES:**
 - i. **Purchase Period:** A participant must make a Qualifying Purchase (see Section 4iii for definition) between, January 12, 2026, and February 22, 2026 (“Purchase Period”).
 - ii. **Upload Receipt Period:** A participant can upload a photo of their Qualifying Purchase (see Section 4iii for definition) beginning on January 12, 2026, at 12:00:01 A.M. Eastern Time (“ET”) and ending on March 1, 2026, at 11:59:59 P.M. ET (“Upload Receipt Period”).
 - iii. **Offer Website Closing Date:** The Offer’s website will no longer be available to view on the web commencing on March 2, 2026, at 12:00:01 A.M. ET.

- iv. **Rewards:** Rewards (a \$10 prepaid Visa e gift card) will be sent by e-mail. All Rewards will be sent within forty-eight (48) hours from the date the Reward confirmation e-mail was sent. The Visa e gift card will expire 6 months after activation.

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

Participating Product(s): To qualify, during the Purchase Period, **for each Reward request a participant makes, you must purchase in a single transaction** at least \$20.00 CAD worth of participating Maple Leaf® products, as defined in Section 5 below (each a “**Participating Product(s)**”). Purchases must be made from an authorized retail store in Canada, or as available through their online Canadian retailer online system, while supplies last, subject to inventory and product listings by store.

- i. **Sales Receipt:** A participant must make an in-store purchase in a **single transaction** of at least \$20.00 CAD worth of qualifying Participating Products from a Canadian retailer, where you will need to request and take with you, 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. A Sales Receipt will only qualify for one (1) Reward and is based on the Total Spend (refer to Section 4(iv) below) of Participating Products identified on the submitted Sales Receipt. Each Sales Receipt can only be submitted once and cannot be reused for multiple Reward requests.

ii. **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 retailer’s Sales Receipt must clearly identify the retailer’s name and address; the date and time of the purchase; all products purchased, including each Participating Product with its description and unit price.; transaction sub-total; total dollar amount of the entire Sales Receipt purchase; 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: a participant's e-mail account, 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; identification of all products purchased in the same order, including each of the Participating Products purchased, including the product descriptions and unit price; transaction sub-total; the total dollar amount of your entire purchase; identification of 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**.

- iii. **Total Spend: On one (1) Sales Receipt** a participant must purchase a total of at least \$20.00 CAD of qualifying Participating Products. **Total Spend is calculated as the total cost of all qualifying Participating Products purchased, minus any coupons or discounts received, and calculated before any applicable taxes shown on a submitted Qualifying Purchase.**

- iv. **Rewards:** There is one level of reward available for this Offer and defined as a “**Reward**” (and collectively the “**Reward**”) as further defined in Section 11.

Reward level:	Total Spend: In a single transaction (one (1) sales receipt or in the case of an Online Purchase one (1) order pick-up confirmation or delivery confirmation) a participant must have a Total Spend of one (1) of the Reward levels as set out in the table below: Reminder: 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.	Eligible Reward and approximate retail value (“ARV”):
	Spend at least \$20.00 CAD in a single transaction	A \$10 prepaid Visa e-gift card

NOTE: IF MORE THAN \$20.00 IS SPENT IN ANY SINGLE TRANSACTION OR IN ANY ONLINE PURCHASE THIS WILL STILL ONLY QUALIFY FOR ONE REWARD, EVEN IF TOTAL SPEND FOR SUCH SINGLE TRANSACTION OR ONLINE PURCHASE EQUALS OR EXCEEDS \$40.00.

For clarity:

- To qualify for a Reward level a **participant must purchase in a single qualifying transaction a Total Spend of at least \$20.00 CAD worth of qualifying Participating Products.** See exclusions from Total Spend as noted in this Offer.
- 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 level and **not** the Free product received. Retailers offering Participating Products with a feature or sale price e.g. \$4.99 CAD feature or sale price versus a regular retail value of \$6.99 CAD (a \$2.00 CAD instant savings) will be accepted as a Participating Product at the feature or sale price. If any participant for example has a Save \$1.00 off a Maple Leaf® product coupon your Total Spend would be less \$1.00 CAD 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** at least \$20.00 CAD worth of any Qualifying Participating Maple Leaf® 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. A Qualifying Purchase is eligible for one (1) Reward only. **For the list of Participating Products, visit <http://snipp.us!/cuWNr>.** Please note Maple Leaf® Canned Meat, Maple Leaf® Fresh Pork and Maple Leaf® Rotisserie Chicken Legs, Pork Tenderloin & Pulled Pork, Big stick, as well as other products are excluded from this promotion.

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, assignment, or similar transaction is expressly prohibited. Evidence of such prohibited conduct will result in disqualification and forfeiture of any Rewards 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.mapleleaf.ca/Promotions [English] or <http://www.mapleleaf.ca/fr/Promotions> [French] (each referred 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 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 Maple Leaf Foods Inc.; 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 “Maple Leaf Foods ‘But First Protein 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.***

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.

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 <https://www.mapleleaf.ca/Promotions> [English] or <https://www.mapleleaf.ca/fr/Promotions> [French], check the Support webpage or you can send us an e-mail at help@MapleLeafPromo.ca with your question.

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 for online purchases 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 Offer closes or until such time as you have received your Reward if applicable, whichever is first.**

8. REWARD LIMITS: There is a limit of five (5) Rewards per household. Each Qualifying Purchase/Sales Receipt is eligible for only one (1) Reward, no matter if the total spend is more than \$20.00 CAD in qualifying Participating Products. **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, subject to available inventory at the time of redemption. 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 participant and household 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 and any entity which is involved in any aspect of the creation, production, operation, execution, messaging, or fulfillment of this Offer, 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: There is one (1) Reward level available and is defined as a “Reward”.

<p>Reward level:</p>	<p>Total Spend: In a single transaction (one (1) sales receipt or for online purchases <u>your pick-up or delivery confirmation</u>) a participant must have a Total Spend of one of the Reward levels as set out in the table below: Reminder: Total Spend is calculated as the cost of each qualifying Participating Product purchased minus any coupons or discounts received and before any applicable</p>	<p>Reward awarded including the approximate retail value (“ARV”) of each Reward:</p>
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	taxes shown on a submitted Qualifying Purchase.	
	Spend at least \$20.00 CAD in a single transaction	A \$10.00 CAD prepaid Visa e-gift card. ARV \$10.00 CAD each

NOTE: IF MORE THAN \$20.00 IS SPENT IN ANY SINGLE TRANSACTION OR IN ANY ONLINE PURCHASE THIS WILL STILL ONLY QUALIFY FOR ONE REWARD, EVEN IF TOTAL SPEND FOR SUCH SINGLE TRANSACTION OR ONLINE PURCHASE EQUALS OR EXCEEDS \$40.00.

Terms and Conditions for Rewards: Use your Visa Prepaid card anywhere Visa cards are accepted worldwide. Card is issued by Peoples Trust Company pursuant to a licence from Visa Int. *Trademark of Visa International Service Association and used under licence by Peoples Trust Company. See included Cardholder Agreement for terms and conditions, fees, and disclosures. Rewards are provided “as is”, without any representations or warranties pertaining to such Rewards and the Released Parties have no responsibility whatsoever for any defects or limitations pertaining to the Rewards or their use.

Retailers have no involvement with this Offer and will bear no liability or responsibility in connection with this Offer.

Reward Delivery:

Participants who are eligible to receive the offer of a Reward will receive their Reward sent to the email address provided during registration, within seventy-two (72) Hours, after such Participant has been found eligible to receive a Reward.

The Released Parties are not responsible for (as applicable) late, lost, stolen, damaged, misdirected, irregular, garbled, corrupted or undelivered Rewards or transmissions (whether sent by or to the Participant), regardless of cause. The Released Parties 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 Offer 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), Rewards 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 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, Released Parties expressly disclaim any and all liability for Rewards 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 transmissions or for any other reason. Released Parties further disclaim any and all liability for Rewards which are returned as undeliverable mail or undeliverable email or otherwise not received by Participant for any reason.

Each Reward 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 are allowed except at Sponsor's sole option. Sponsor reserves the right, in its sole and absolute discretion, to substitute any Reward or a component thereof with a reward of equal or greater retail value, including, without limitation, but at Sponsor's sole and absolute discretion, a cash award. Rewards will only be awarded to the person whose verifiable full name and valid e-mail and/or mailing address appears on the registration form associated with the Receipt Image in question. The Participant is responsible for any damage/loss due to use of a Reward, and participation in this Offer, and will be responsible for any legal repercussions arising due to the Reward being prohibited by law or by any other cause whatsoever from claiming, using or owning the Reward. The Released Parties will not have any liability for any defects, mechanical or otherwise, in respect of the Reward. By participating in the Offer, you agree to release, discharge, indemnify and hold harmless the Released Parties from any liability, losses, claims or damages which may arise out of participation in the Offer or out of the acceptance, use, misuse or possession of any Reward. Without limiting the generality of the previous sentence, the Released Parties will not be liable for any loss; including without limitation any 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 Reward by the Participant and/or such third party or any other cause whatsoever. **While supplies of Rewards last.**

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 documentation submitted in this Offer, including images of Sales Receipts (whether receipts from in-store retail purchases 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 messaging, 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 any 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. **ALL PARTICIPANTS AGREE THAT ALL CLAIMS BY PARTICIPANTS IN CONNECTION WITH THE OFFER, SHALL BE ADJUDICATED ON AN INDIVIDUAL BASIS ONLY AND SHALL NOT BE CONSOLIDATED OR JOINED WITH, OR INCLUDED IN ANY OTHER PROCEEDING INVOLVING A CLAIM OF ANY OTHER PARTY.**

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 messaging, 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 number and 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].

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