

Starbucks™– Make It Merrier Program
Canadian Offer Terms & Conditions

1. Reward Program

Starbucks™– Make It Merrier Program (“Program”) begins Monday, November 6, 2017 at 12:00:00 AM Eastern Standard Time (“EST”) and ends when Three thousand (3,000) Rewards (as detailed below) have been awarded, or on Friday, December 31, 2017 at 11:59:59 PM EST, whichever is earlier (“Reward Period”). Sponsor reserves the right to cancel this offer at any time.

2. Eligibility & Reward Period

Participation in the Program is only open to legal residents of Canada who are 18 years of age or older. Employees of PepsiCo Canada ULC (“Sponsor”), Snipp Interactive, Starbucks Corporation and their respective parents, subsidiaries, distributors, affiliates, promotion and advertising agencies, and members of their immediate family (spouse and parent, children and siblings and their respective spouses, regardless of where they reside) and persons living in the same household, whether or not related, of such employees, are not eligible to participate in this Program. No groups, clubs or organizations may participate in this offer or reproduce or distribute this form, or any portion thereof, to its members. Program available to individual consumers only.

3. Reward Program

Participants may participate in the Program by purchasing four (4) eligible Starbucks products* (listed below) from any participating retailer (excludes Costco) in store within a single transaction during the Reward Period (“Qualifying Purchase”). Not all products available in all stores. Participants who make a Qualifying Purchase and submit their receipt(s) as directed herein will receive one (1) code which may be redeemed to receive one (1) \$5 Starbucks e-gift certificate (each, a “Reward” and collectively, the “Rewards”) Approximate Retail Value (“ARV”) of each Reward is \$5. **Limit of one (1) Reward per person, per mobile number or email address throughout the Reward Period. Rewards available while supplies last.**

***Eligible Starbucks Products:**

- TBD

4. How to Participate

Make a Qualifying Purchase and take a photo of the valid receipt(s) (“Receipt Photo”) showing the Qualifying Purchases. Only image of official cash register receipt(s) showing the purchase date, purchase location, products purchased and purchase price from the eligible package sizes and participating brands accepted. Before submitting a Receipt Photo, participants must highlight the Eligible Starbucks products on the receipt with a star or check mark. Receipt Photos must clearly show the receipt in its entirety. Participants should keep their receipt(s). Sponsor reserves the right to require a participant to provide original receipt(s) for verification purposes upon request. Participants can submit their Receipt Photo via either of the methods below:

- a) Text the keyword “**HOLIDAY**” to 811811 to receive a text message with Receipt Photo instructions. Participant will first receive a text message with opt-out instructions and disclosure for receipt of up to eight (8) automated text messages to the number provided, along with instructions for Receipt Photo submission. Limit of 160 characters per text. One of the automated text messages will include a link to the registration form to register for the Program via text.

- b) Upload your Receipt Photo at makeitmerrier.ca (the "Website") and register for the Program.

All submissions of Receipt Photos must be received by Friday, January 5, 2018 at 11:59:59PM EST or prior to the supply of Rewards being exhausted to be eligible to receive a Reward. Regardless of method of submission, the registration form must be completed in its entirety by entering your true and correct information in the required fields (required fields include: Full Name, Complete Mailing Address and E-mail Address).

5. Redemption

Participants must submit valid receipt(s) via one (1) of the above methods to receive one (1) Reward, while supplies last. Rewards are subject to compliance with provider's full terms and conditions. Upon receipt and verification of a Qualifying Purchase, participants will be sent their Reward via a redeemable code. All receipts received during Reward Period will be reviewed and validated within forty-eight (48) hours. Rewards will be fulfilled electronically within 24 hours of validation. Rewards are valid only at participating Starbucks locations for in-stock merchandise only.

Not valid for any other gift codes, cards or certificates. Except where required by law, cannot be redeemed for cash or cash equivalent, returned, reproduced, modified, sold, traded, refunded or replaced if lost or stolen. Any unused balance will not be awarded. Not valid on previous purchases or returns. No cash back. All gift certificate purchases are subject to the Starbucks terms and conditions applicable to e-Gift Certificates, which may change at any time. Void where prohibited. Restrictions/conditions apply to redemption of gift certificate for on-line purchases.

Sponsor is not responsible for late, lost, stolen, damaged, delayed, or undelivered Rewards. *Sponsor is not responsible for any computer related malfunction that prevents the recipient from accessing the registration form or receiving their Reward.*

6. TEXT MESSAGING (SMS) TERMS AND RESTRICTIONS:

Standard message and data rates may apply. By texting "**HOLIDAY**" to 811811, you consent to receive up to eight (8) promotional text messages (pertaining only to this Program) via an automatic telephone dialing system to the number you provided from Snipp Interactive on behalf of Sponsor. Your consent to the above is not required to make a purchase. You may text HELP to 811811 at any time for help, or text STOP to opt-out. **Carrier specific charges for text messages may apply, including error messages, depending on your individual cellular pricing plan, in accordance with your cellular customer agreement.** SMS may not be available for all service providers or for all handsets. Cellular phone carrier's instructions for text messaging may be different. Check your phone capabilities and service provider for specific instructions. Sponsor makes no guarantee that any particular wireless service provider will be compatible with this Program. Participant is responsible for all applicable fees and taxes associated with Program participation. Sponsor, in its sole discretion, may add or delete a cellular carrier at any time, without notice.

7. Privacy Policy

Any personally identifiable information collected from Participant during participation in the Program will be collected by Program Sponsor or its agents, and used by Program Sponsor and its respective affiliated companies and agents for administration and fulfillment of this Program as described in these Terms and Conditions, and in accordance with Program Sponsor's Privacy Policy as stated at <http://www.starbucks.com/about-us/company-information/online-policies/privacy-policy>.

8. Sponsor

PepsiCo Canada ULC, c/o PepsiCo Beverages Canada, with headquarters at 5205 Satellite Drive, Mississauga, ON L4W 5J7

Questions should be directed to help@support.makeitmerrier.ca. GENERAL INQUIRIES: Contact our Customer Service representative at email help@support.makeitmerrier.ca. Please allow 2 business days for us to receive and process your submission before checking your status.