

IAMS™ Checkup Challenge Program

Abbreviated Terms and Conditions

Offer valid while supplies last. Must be 18 or older & a U.S. resident. Limit 1 Reward per person. Reward is refund of qualifying routine and/or preventative well-check veterinary visit costs (US\$200 maximum). Valid on qualifying veterinary treatments (limitations apply) received 4/25/2021 – 7/31/2021 and qualifying purchases (2 or more) of participating IAMS Products made 4/25/2021 – 7/31/2021. Upload eligible receipts (incl. veterinary treatment details, amount, date, time & location, products purchased), by completing the form on www.Iams.com/CheckUpChallenge by 8/31/2021. Void where participation prohibited, taxed, or restricted. Full Terms and Conditions, Participation Mechanism and Privacy Policy at www.Iams.com/CheckUpChallenge. This is a national promotion, it concludes at end date or after \$500,000 in Rewards are allocated, whichever comes first. Sponsor is Mars Petcare US, Inc.

Official Terms and Conditions

1. AGREEMENT TO BE LEGALLY BOUND BY THE TERMS AND CONDITIONS

By participating in this Program (defined below), you are signifying your agreement that you have read and agree to be legally bound by the terms and conditions of these Official Terms and Conditions (the “Terms and Conditions”).

2. ELIGIBILITY

IAMS Checkup Challenge Promotion (the “Program”) begins on April 25, 2021 at 12:00:00 a.m. Eastern Time and ends on August 31, 2021 at 11:59:59 p.m. Eastern Time (the “Program Period”). Participation in the Program is only open to legal residents of the 50 United States including D.C., 18 years of age or older at the time of participation (each such resident, a “Participant”, or “you”). Employees of Mars, Incorporated (the “Sponsor”), Snipp Interactive Inc., and their affiliated and related companies (including, without limitation, their respective parent, sister and subsidiary companies, advertising

and promotional agencies, or other party in any way involved in the development or administration of this Program (collectively, the “Program Parties”), suppliers of materials or services related to the Program, or a member of the immediate family or household of any such person, are excluded from participation in the Program. In these Terms and Conditions, “immediate family” means mother, father, brothers, sisters, sons, daughters and/or legal or common-law spouse, regardless of where they reside. Groups, clubs, organizations, businesses and commercial and non-commercial entities cannot participate in the Program. The following limits apply: one (1) Reward per person; maximum US\$200 total Reward.

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 use multiple names, multiple identities, 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 spirit of these Terms and Conditions, to enter or otherwise participate in or to disrupt this Program, then he/she may be disqualified from the Program in the sole and absolute discretion of the Sponsor. The Sponsor, other Program 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 or incomplete Entries (all of which are void).

3. THE PROGRAM

Sponsor is offering eligible Participants who receive a routine check-up and/or preventative well-check veterinarian visit (the “Veterinary Treatment”) for their dog from any licensed veterinary clinic in the United States (a “Veterinary Clinic”) during the Treatment Period (defined below), the opportunity to receive an amount equivalent to the lesser of (a) US\$200; and (b) the Treatment Cost (defined below) (the “Reward”), while supplies of Rewards last; if they purchase two (2) or more Participating Products (defined below) during the Purchase Period (defined below) from any authorized retail store in the United States (each, a “Participating Retailer”), and submit a request to participate in this Program by August 31, 2021 in accordance with these Terms and Conditions. Limitations apply: qualifying Veterinary Treatment specifically *excludes* any service that is not typically part of an annual or routine well-check veterinary visit, as determined by Sponsor in its sole and absolute discretion. Treatments that do not qualify for the program include, without limitation, surgeries, therapy services, chiropractic care, and emergency veterinary visits/services. The Program will conclude on the

Submission End Date or after \$500,000.00 in Rewards are allocated nationally, whichever comes first. See Section 5 for how to submit a request to participate, and how to participate in this Program. The Reward will be delivered to eligible Participants in the form of a PayPal transfer, Venmo transfer, or a physical check, depending on the Participant's selection on the registration form. Limit of one (1) Reward per person. The maximum value of each/any Reward is US\$200.

The "**Treatment Cost**" is the total cost (before taxes) of one (1) single qualifying Veterinary Treatment for one (1) single dog at a Veterinary Clinic, as set out in the applicable Veterinary Treatment receipt issued by the Veterinary Clinic for such Treatment (the "Veterinary Receipt"). The maximum amount of any Reward issued pursuant to this Program is US\$200, regardless of whether the actual or total cost of any such Veterinary Treatment is more than US\$200.

Exhibit A to these Terms and Conditions lists out the IAMS™ products that are the *participating products for the purposes of this Program (while supplies last, and subject to inventory)(the " Participating Products"). Purchases of Participating Products made through an online retail website will also be accepted and considered eligible for this Program.

This is a national promotion and concludes on the Submission End Date or after \$500,000 in Rewards is awarded nationally, whichever comes first.

4. PROGRAM PERIOD AND KEY DATES

To be eligible to receive a Reward:

- The applicable Veterinary Treatment must be conducted and completed between April 25, 2021 at 12:00:00 a.m. Eastern Time and July 31, 2021 at 11:59:59 p.m. Eastern Time (the "Treatment Period").
- Participating Products must be purchased between April 25, 2020 at 12:00:00 a.m. Eastern Time and July 31, 2021 at 11:59:59 p.m. Eastern Time (the "Purchase Period"), while supplies last.
- Entries (as defined below)/ submissions must be received on or before 11:59:59 p.m. Eastern Time on August 31, 2021 (the "Submission End Date") in accordance with these Terms and Conditions.

5. HOW TO PARTICIPATE

Participants may participate in the Program by completing all of the following steps:

- Receive a Veterinary Treatment for dog from a Veterinary Clinic during the Treatment Period and ensure that you receive and store carefully the applicable Veterinary Receipt. (Participants must ensure that the applicable Veterinary Receipt identifies ALL of the following: the Veterinary Treatment, the Veterinary Clinic, the Veterinary Clinic address, the Veterinary Clinic telephone number, the date of Veterinary Treatment, and the Treatment Cost);
- Purchase two (2) or more Participating Products from a Participating Retailer during the Purchase Period and ensure that you receive and store carefully the applicable sales receipt(s) evidencing such purchase (the “Sales Receipt”). (Participants must ensure that the applicable Sales Receipt identifies the Participating Retailer, date of purchase, and purchase price);
- Take a photograph (png, jpeg, pdf, and tif file types with a maximum file size of 10MB) of the applicable Veterinary Receipt and Sales Receipt(s) in their entirety (such photographs collectively, the “Images”, and each, an “Image”); and
- Submit the Images (along with a request to participate in the Program), by using the submission method detailed below (such submission, a “Submission”):

Visit Program Site to Enter. Participant goes to Program Site

(www.IAMS.com/CheckUpChallenge). Participant will receive further instructions on uploading the Submission (including the Images) and registering for the Program.

Complete the registration form by entering true and accurate information in the required fields (including, Full Name, Complete Mailing Address, Email Address, Phone Number, and selecting the form in which the Reward will be delivered, i.e., through PayPal, Venmo, or physical check). Once Participant selects the form in which the Reward will be paid the selection cannot be changed for the Program, so choose carefully. Follow instructions and Submit (including accepting any required terms and conditions) and register for the Program.

All submissions of Entries must be received by the earlier of 11:59:59 p.m. Eastern Time on August 31, 2021, or such date when the national supply of maximum Rewards (US\$500,000.00) is allocated and/or exhausted in order to be eligible to receive a Reward.

6. PROCESSING OF ENTRIES

Processing of a Submission will take 48 hours from the time the Submission is received by or on behalf of the Sponsor. Once a Participant’s Submission is processed, such Participant will be notified via email, whether such Submission has been successfully validated (proceed to Section 7 and Section 8) or a reason why such Submission could not

be processed at such time, as determined by the Sponsor in its sole and absolute discretion. It is the responsibility of the Participant to check the applicable email account for such notification including in the inbox, spam or junk folders. The Released Parties do not assume any responsibility and are not responsible for electronic communications which are undeliverable for any reason, including (but not limited to) as a result of any form of active or passive filtering of any kind or insufficient space in a participant's mailbox or telephone to receive e-mail messages, text message or other communications. All Entries become the property of Released Parties and will not be returned. Program is void where taxed, prohibited, or restricted by law. Receipts obtained through unauthorized means or illegitimate channels (i.e., other than via a purchase of Participating Products from Participating Retailers or Veterinary Treatment received other than at a licensed Veterinary Clinic) will be void. Receipts that cannot be validated for any reason will be rejected, as determined by the Sponsor in its sole discretion. For example only, and not an all-inclusive list, a receipt will be rejected if it: (i) fails to pass anti-fraud detection measures; (ii) is unauthorized, fake, or has been illegitimately obtained; (iii) contains any messages, code or other markings not recognized by the Program Parties; (iv) contains printing or other errors; (v) is illegible, unreadable or blank; (vi) has been previously used; (vii) reflects the use of more than an authorized number of coupons; or (viii) is incorrectly or incompletely entered or submitted.

7. VERIFICATION

All Entries and entrants are subject to verification at any time and for any reason. The Sponsor 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 Program; (ii) for the purposes of verifying the eligibility and/or legitimacy of any Submission and/or other information for the purposes of this Program; and/or (iii) for any other reason the Sponsor deems necessary, in its sole and absolute discretion, for the purposes of administering this Program in accordance with the Sponsor's interpretation of the letter and spirit of these Terms and Conditions. Failure to provide such proof to the complete satisfaction of the Sponsor within the timeline specified by the Sponsor, may result in disqualification in the sole and absolute discretion of the Sponsor. Proof of transmission (screenshots or captures, etc.), or attempted transmission of a submission or of attempted submission of any communication, does not constitute proof of delivery or receipt by the Program computers or Sponsor. The sole determinant of the time for the purposes of this Program will be the official time-keeping device(s) used by the Sponsor.

8. DELIVERY OF REWARDS; REWARD POOL

There are currently scheduled to be a national total of US\$500,000.00 in total Rewards that are available for distribution as part of this Program (the “Reward Pool”). This Program will immediately terminate once all Rewards in the Reward Pool have been distributed and/or allocated.

Participants who are eligible to receive a Reward (as determined by the Sponsor, in its sole and absolute discretion and in accordance with these Terms and Conditions) will receive the Reward via Email (for Rewards sent through PayPal) or via SMS (for Rewards sent through Venmo) or physical Mail (for Rewards sent through physical check). Rewards will only be delivered to the applicable email address, phone number or mailing address the Participant provided when Entering or registering for the Program, subject to verification or eligibility and compliance with these Terms and Conditions. No responsibility is assumed by the Released Parties for any emails or deliveries that are returned as undeliverable, or for any Reward after it has been sent to the Participant. Allow at least 48 hours from successful validation of Submission for delivery of Rewards via Email or SMS. Allow at least six (6) weeks from successful validation of Submission for delivery of Rewards via physical Mail. Rewards must be redeemed in accordance with these Terms and Conditions.

To use the Reward follow the Reward Instructions provided in the communication used to send the Reward, subject in all cases to the terms and conditions imposed by the issuer/provider of the Reward including the terms and conditions set out below for Rewards sent through PayPal and through Venmo (the “Reward Provider Terms”):

PayPal, Inc. is not a sponsor or affiliated with the sponsor of this program. Payments will be automatically deposited into an existing PayPal account in good standing. Recipient has 30 days to create PayPal account to receive payment.

All Venmo rebates will be sent to the Participant’s phone number used to make a Submission. Allow one to 48 hours for delivery of the Venmo rebate. Participants must have a Venmo account in good standing, or sign up for one, and such account will be subject to the Venmo Terms and Conditions found here:

<https://venmo.com/legal/us-useragreement>.

The Program Parties are not responsible for (as applicable) late, lost, stolen, damaged, misdirected, irregular, garbled, corrupted, blocked, inaccessible, delayed, or undelivered Rewards or transmissions (whether sent by or to the Participant), regardless of cause. *The Program 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 Program 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 (including Codes, if applicable) 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 or text 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, Program 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 and/or text transmissions or for any other reason. Program Parties further disclaim any and all liability for physical Rewards which are returned as undeliverable mail or otherwise not received by Participant for any reason.

All aspects of each Reward will be determined by the Sponsor in its sole and absolute discretion subject to availability. Each Reward must be accepted as awarded and is not transferable or assignable or convertible to cash (except as may be specifically permitted by Sponsor in its sole and absolute discretion). No substitutions except at Sponsor's 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. 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 Submission in question. The Participant is responsible for any damage/loss due to use of a Reward. By participating in the Program, you agree (i) to release, discharge, indemnify and hold harmless the Released Parties from any liability or damages which may arise out of participation in the Program or out of the acceptance, use, misuse or possession of any Reward. There are the following limits: one (1) Reward per Participant. Maximum value of any Reward is US\$200.

9. GENERAL CONDITIONS

All Entries become the property of the Sponsor. This Program is subject to all applicable federal, state, and municipal laws. The decisions of the Sponsor with respect to all aspects of this Program are final and binding on all entrants without right of appeal.

ANYONE DEEMED BY THE SPONSOR TO BE IN VIOLATION OF THE SPONSOR'S INTERPRETATION OF THE LETTER AND/OR SPIRIT OF THESE TERMS AND CONDITIONS FOR ANY REASON IS SUBJECT TO DISQUALIFICATION IN THE SOLE AND ABSOLUTE DISCRETION OF THE SPONSOR AT ANY TIME.

The Sponsor reserves the right, in its sole and absolute discretion, to disqualify any individual that it deems to be in violation of these Terms and Conditions. The Sponsor reserves the right to refuse participation by any person whose eligibility is in question or who has been disqualified or is otherwise ineligible to enter. In its sole and absolute determination, the Sponsor may disqualify any person who acts in any manner to threaten or abuse or harass any person and to void all such person's Entries.

The Released Parties will not be liable for: (i) any failure during the Program; (ii) any technical malfunction or other problems of any nature whatsoever, including, without limitation, those relating to the telephone network or lines, computer on-line systems, servers, access providers, computer equipment or software; (iii) the failure of any Submission and/or other information to be received, captured, recorded or otherwise function properly for any reason whatsoever, including, but not limited to, technical problems or traffic congestion on the internet or at any website; (iv) any injury or damage to an entrant's or any other person's computer or other device related to or resulting from participating in the Program; (v) anyone being incorrectly and/or mistakenly identified as eligible to receive a Reward; and/or (vi) any combination of the above.

In the event of a dispute regarding who submitted an Submission, the Sponsor reserves the right, in its sole and absolute discretion, to deem the Submission to have been submitted by the authorized account holder of the e-mail address submitted at the time of entry. "Authorized account holder" is defined as the person who is assigned an e-mail address by an internet provider, online service provider, or other organization (e.g. business, educational institute, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. An entrant may be required to provide proof (in a form acceptable to the Sponsor - including, without limitation, government issued photo identification) that he/she is the authorized account holder of the email address associated with the Submission in question.

The Sponsor reserves the right, in its sole and absolute discretion, to withdraw, amend or suspend this Program (or to amend any portion of these Terms and Conditions, including

the Rewards Pool) in any way, in the event of any cause beyond the reasonable control of the Sponsor that interferes with the proper conduct of this Program as contemplated by these Terms and Conditions, including, without limitation, any error(s), problem(s), computer virus(es), bug(s), tampering, unauthorized intervention, fraud or failure(s) of any kind. Any attempt to undermine the legitimate operation of this Program in any way (as determined by Sponsor in its sole and absolute discretion) may be a violation of criminal and civil laws and should such an attempt be made, the Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law. The Sponsor reserves the right, in its sole and absolute discretion, to cancel, amend or suspend this Program, or to amend these Terms and Conditions, in any way without prior notice or obligation, in the event of any accident, printing, administrative, or other error of any kind, or for any other reason whatsoever.

By entering this Program, each Participant expressly consents to the Sponsor, its agents and/or representatives, storing, sharing and using any personal information submitted for the purpose of administering the Program and in accordance with Sponsor's privacy policy (available at: <https://www.mars.com/privacy>). This section does not limit any other consent(s) that an individual may provide the Sponsor or others in relation to the collection, use and/or disclosure of their personal information.

The Sponsor reserves the right, in its sole and absolute discretion, to adjust any of the dates, timeframes and/or other Program mechanics stipulated in these Terms and Conditions, to the extent deemed necessary by the Sponsor, for purposes of verifying compliance by any Participant, Submission and/or other information with these Terms and Conditions, or as a result of any technical or other problems, or in light of any other circumstances which, in the opinion of the Sponsor, in its sole and absolute discretion, affect the proper administration of the Program as contemplated in these Terms and Conditions, or for any other reason.

In the event of any discrepancy or inconsistency between these Terms and Conditions and disclosures or other statements contained in any Program-related materials, including, but not limited to, any point of sale, television, print or online advertising, and/or any instructions or interpretations of these Terms and Conditions given by any representative of the Sponsor, the terms and conditions of these Terms and Conditions shall prevail, govern and control to the fullest extent permitted by law.

The invalidity or unenforceability of any provision of these Terms and Conditions 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 and Conditions shall otherwise remain in effect and shall be construed in accordance with the terms as if the invalid or illegal provision were not contained herein.

To the fullest extent permitted by applicable law, all issues and questions concerning the construction, validity, interpretation and enforceability of these Terms and Conditions or the rights and obligations of participants, Sponsor or any of the other Released Parties in connection with the Program will be governed by and construed in accordance with the domestic laws of Tennessee, 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 Tennessee in any action to enforce (or otherwise relating to) these Terms and Conditions or relating to this Program.

10. SPONSOR

Mars Petcare US, Inc.
2013 Ovation Parkway, Franklin, TN 37067

Exhibit A

Participating Products

Product UPC	Product Description	Weight in LB
019014704200	IAMS™ Puppy	15 LB
019014805327	IAMS™ Adult Healthy Weight	11 LB
019014610891	IAMS™ Adult Healthy Weight	15 LB
019014700677	IAMS™ Adult Healthy Weight	29.1 LB
019014610907	IAMS™ Minichunks	15 LB
019014805396	IAMS™ Minichunks	22 LB
019014700714	IAMS™ Minichunks	30 LB
019014700769	IAMS™ Minichunks	38.5 LB

019014707270	IAMS™ Minichunks	40 LB
019014700905	IAMS™ Minichunks	50 LB
019014700905	IAMS™ Minichunks	50 LB
019014800193	IAMS™ Minichunks	11 LB
019014805020	IAMS™ Minichunks	44 LB
019014805419	IAMS™ Adult Lamb & Rice	11 LB
019014803316	IAMS™ Adult Lamb & Rice	15 LB
019014803330	IAMS™ Adult Lamb & Rice	38.5 LB
019014803347	IAMS™ Adult Lamb & Rice	30 LB
019014805358	IAMS™ Adult Lamb & Rice	44 LB

019014805426	IAMS™ Adult Lamb & Rice Large Breed	11 LB
019014805280	IAMS™ Adult Lamb & Rice Large Breed	15 LB
019014805297	IAMS™ Adult Lamb & Rice Large Breed	30 LB
019014805303	IAMS™ Adult Lamb & Rice Large Breed	40 LB
023100137087	IAMS™ Adult Lamb & Rice Large Breed	44 LB
019014612062	IAMS™ Mature Adult	15 LB
019014700684	IAMS™ Mature Adult	29.1 LB
019014805211	IAMS™ Mature Adult	11 LB
019014700776	IAMS™ Adult Large Breed	38.5 LB
019014610976	IAMS™ Adult Large Breed	15 LB

019014700721	IAMS™ Adult Large Breed	30 LB
019014707294	IAMS™ Adult Large Breed	40 LB
019014044191	IAMS™ Adult Large Breed	50 LB
019014044191	IAMS™ Adult Large Breed	50 LB
019014804870	IAMS™ Adult Large Breed	11 LB
019014805037	IAMS™ Adult Large Breed	44 LB
019014805402	IAMS™ Puppy Large Breed	11 LB
019014610945	IAMS™ Puppy Large Breed	15 LB
019014700738	IAMS™ Puppy Large Breed	30.6 LB
019014700691	IAMS™ Adult Healthy Weight Large Breed	29.1 LB

019014804436	IAMS™ Mature Adult Large Breed	15 LB
019014611331	IAMS™ Mature Adult Large Breed	30 LB
019014803453	IAMS™ Adult Small & Toy Breed	15 LB
019014804719	IAMS™ ProActive Health™ High Protein	12 LB
019014804726	IAMS™ ProActive Health™ High Protein	22 LB