

**THIS CONTEST IS OPEN TO CANADIAN RESIDENTS ONLY, AS DESCRIBED BELOW,
AND IS GOVERNED BY CANADIAN LAW**

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

1. KEY DATES:

The *Budweiser® Zero x FIFA World Cup Contest* (the “**Contest**”) is brought to you by Canada Dry Mott’s Inc., as a distributor of the brand Budweiser® Zero (the “**Sponsor**”) and is being managed and implemented by Mosaic Sales Solutions (hereinafter the “**Representative**”). The contest begins on November 10, 2022 at 12:00 a.m. Eastern Time (“**ET**”) and ends on December 7, 2022 at 11:59:59 p.m. ET (the “**Contest Period**”). For the purposes of these Official Rules and Regulations (the “**Rules**”), a “**Day**” is defined as commencing at 12:00:00 a.m. ET and ending at 11:59:59 p.m. ET on the same day.

2. ELIGIBILITY:

Contest is open only to residents of Canada (excluding Quebec) who have reached the age of majority in their province or territory at the time of entry; except employees, representatives, agents, officers or directors (and those with whom such persons are living, whether related or not) of the Sponsor, its divisions, subsidiaries, associated and affiliated entities, prize suppliers, advertising/promotion agencies, its Representative, and any other individual(s), entity or entities involved in the development, production, implementation, administration or fulfillment of the Contest (collectively, the “**Contest Parties**”).

3. AGREEMENT TO BE LEGALLY BOUND BY RULES:

By participating in this Contest, you are signifying your agreement that you have read and agree to be legally bound by these Rules.

4. HOW TO OBTAIN AN ENTRY:

NO PURCHASE NECESSARY. INTERNET ACCESS REQUIRED. There is one (1) method for initiating entry (the “**Entry**” or collectively the “**Entries**”) into the Contest as set out below. No other method of entry will be accepted.

- i. Use your smart phone or other web-enabled device with data plan to scan the Contest quick response (“**QR**”) code featured on signs or promotional materials at participating stores with the QR reader application already installed on your phone. You will be directed to a mobile Web page at www.BudZeroContest.ca (the “**Contest Site**”) where you will be required to complete the online contest entry form (the “**Contest Form**”), including your full name, phone number and a valid email address, as well as agree to let the Sponsor or the Contest Parties contact you via, email and/or phone for prize fulfillment purposes, should you be the potential winner of a Prize.

Proof of scanning QR codes does not constitute proof of completion or submission of an entry. To scan a QR code, participants must have a smart phone or other web-enabled device with a camera feature and QR scanner application and may incur message or data charges from their wireless service provider for each message sent and received. If you do not have a QR reader already installed on your phone, type “QR reader” in your mobile device’s application store search field to find available QR readers for your smart phone or other web-enabled device. You will receive a response which will contain a link to download a QR reader for your specific device. Check with your wireless service provider for details on these and other applicable charges. Participants are solely responsible for any such wireless charges. Not all wireless carriers participate

- ii. You can visit the Contest Site directly by typing the website address www.BudZeroContest.ca into your computer or mobile device browser or by scanning the QR code. At the Contest Site, you'll be required to complete the Contest Form, including your full name, phone number and a valid email address, as well as agree to let the Sponsor and the Contest Parties contact you via text message, email and/or phone for Prize fulfillment purposes, should you be the potential winner of a Prize.

iii.

Limit: Regardless of entry method, entrants may qualify to receive one (1) entry per person, per day over the Contest Period.

Submission of Contest Form must be completed by December 7, 2022 (11:59:59 p.m. ET), to qualify for entry into the Prize Draw. If you choose to use a wireless device, standard message and data rates may apply. Please check with your mobile service provider to determine your standard text messaging fees, as related to 'short code' messaging.

In the event of a dispute as to who submitted an entry, the entry will be deemed to have been submitted by the authorized account holder of the phone and/or email address at the time of entry. "Authorized account holder" is defined as the natural person who is assigned to a cellular telephone number/email account (as applicable) by a service provider. Selected entrants may be required to provide Organizer with proof that he/she is the authorized account holder of the phone and/or email address associated with the selected entry.

5. VERIFICATION:

All Entries 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 Contest; (ii) for the purposes of verifying the eligibility and/or legitimacy of an Entry and/or other information entered (or purportedly entered) for the purposes of this Contest; and/or (iii) for any other reason the Sponsor deems necessary, in its sole and absolute discretion, for the purposes of administering this Contest in accordance with the Sponsor's interpretation of the letter and spirit of these Rules. Further, the Sponsor reserves the right to request the original Entry for the purposes of verification. Failure to provide such proof (including, if required, providing the original Entry and/or other materials) 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. The sole determinant of the time for the purposes of this Contest will be the official time-keeping device(s) used by the Sponsor. Proof of transmission (screenshots or captures etc.) or attempted transmission of an Entry or of an attempted Entry or of any communication, does not constitute proof of delivery or receipt by the Sponsor. The 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 rejected, or incomplete Entries (all of which are void).

6. PRIZES:

The following prizes (each, a "**Prize**" and collectively the "**Prizes**"), in relation to this Contest, are available to be won:

a. GRAND PRIZES

There are three (3) Grand Prizes (each, a "**Grand Prize**" and collectively the "**Grand Prizes**") available to be won consisting of **ONE OF THE TWO BUNDLES BELOW**, as per the declared winner's choice, each with a total approximate retail value of \$3,000 CDN:

1. **GAMING BUNDLE** consisting of: 1x TV (ARV: \$1,700.00 CDN), 1x PS5 (ARV: \$630.00 CDN), 1x FIFA 23 Standard Edition for PS5 (ARV: \$90.00 CDN), and 1x \$500 CDN grocery retailer gift card to either Walmart Inc., Sobeyes Inc., or Loblaw Companies Ltd., as randomly selected by the Sponsor.

OR

2. **HOME THEATRE BUNDLE** consisting of: 1x TV (ARV: \$1,700.00 CDN), 1x Yamaha YHT1840 B Dynamic Home Audio/Video Sound System (ARV: \$600.00 CDN), 1x DAZN 1-year subscription, presented in the form of a prepaid VISA gift card (ARV: \$200.00 CDN), and 1x \$500 CDN grocery retailer gift card to either Walmart Inc., Sobeys Inc., or Loblaw Companies Ltd., as randomly selected by the Sponsor.

The Grand Prizes must be accepted as awarded and are not transferable nor assignable (except as may be specifically permitted by Sponsor in its sole and absolute discretion). No substitutions are permitted, except at Sponsor's option. Sponsor reserves the right, in its sole and absolute discretion, to substitute the Grand Prize or a component thereof with a prize of equal or greater retail value, including, without limitation, but at Sponsor's sole and absolute discretion, a cash award.

Without limiting the generality of the foregoing, the following general conditions apply to the Grand Prize: (i) other specifics of the Grand Prizes will be at the sole and absolute discretion of the Sponsor and subject to availability; and (ii) the confirmed Grand Prize winner is solely responsible for all expenses, including any assembly or installation expenses, that are not specifically and expressly included in the Grand Prize description above.

b. SECONDARY PRIZES

There are a total of ten (10) secondary prizes (each, a "**Secondary Prize**" and collectively the "**Secondary Prizes**") available to be won. Each Secondary Prize has an approximate retail value of \$100.00 CDN each.

Each Secondary Prize described as follows:

1x \$100 CDN grocery retailer gift card to either Walmart Inc., Sobeys Inc., or Loblaw Companies Ltd., as randomly selected by the Sponsor.

Each Secondary Prize 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 permitted, except at Sponsor's option. Sponsor reserves the right, in its sole and absolute discretion, to substitute any Secondary Prize with a prize of equal or greater retail value, including, without limitation, but at Sponsor's sole and absolute discretion, a cash award.

The total approximate retail value of the Prizes above is \$10,000 CDN. Each Prize 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 permitted, except at Sponsor's option. Sponsor reserves the right, in its sole and absolute discretion, to substitute any Prize with a prize of equal or greater retail value, including, without limitation, but at Sponsor's sole and absolute discretion, a cash award.

7. ELIGIBLE PRIZE WINNER SELECTION PROCESS (APPLICABLE TO ALL PRIZES):

Once you have submitted an eligible Entry in accordance with these Rules, you will, within 48 hours receive an email confirming your entry.

On December 12, 2022 in Montreal, Quebec at approximately 3:00 p.m. ET, 13 eligible entrants will be randomly selected from among all eligible Entries received in accordance with these Rules to award the Prizes. The odds of winning a Prize depend on the total number of eligible Entries submitted and received in accordance with these Rules during the Contest Period. **Each entrant can win a maximum of one (1) Prize throughout the Contest Period.**

8. ELIGIBLE PRIZE WINNER CONFIRMATION PROCESS (APPLICABLE TO ALL PRIZES):

NO ONE IS A WINNER UNLESS AND UNTIL THE SPONSOR OFFICIALLY CONFIRMS HIM/HER AS A WINNER IN ACCORDANCE WITH THESE RULES, EVEN IF SUCH PERSON IS ANNOUNCED AS A WINNER OR AN ELIGIBLE WINNER. BEFORE BEING DECLARED AS A CONFIRMED PRIZE WINNER, each eligible winner will be required to correctly answer a mathematical skill-testing question without mechanical or other aid (which may, in the sole and absolute discretion of the Sponsor, be administered online, by email or other electronic means, by telephone, or in the Sponsor's form of declaration and release). By participating in the Contest and accepting a Prize, each eligible winner hereby: (i) confirms compliance with these Rules; (ii) acknowledges acceptance of the applicable Prize (as awarded); (iii) releases the Sponsor and all of the other 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 applicable Prize or any portion thereof; and (iv) agrees to the publication, reproduction and/or other use of his/her name, city and province of residence, 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 or medium whatsoever, including print, broadcast or the internet. IMPORTANT NOTE: The Sponsor may, in its sole and absolute discretion, require an eligible winner to sign and return the Sponsor's form of declaration and release (where applicable) prior to confirming the eligible winner as a confirmed winner of a Prize in accordance with these Rules. If an eligible winner: (a) fails to correctly answer the skill-testing question; (b) where applicable, fails to properly execute and return any required Contest documents within the specified time; (c) declines, cannot accept (or is unwilling to accept) the applicable 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 applicable Prize). Any forfeited or unclaimed Prize(s) in this Contest will NOT be awarded – except in the sole and absolute discretion of the Sponsor.

9. PRIZE WINNER NOTIFICATION PROCESS:

The Sponsor or its designated Representative will make a minimum of three (3) attempts to contact each eligible Prize winner (using the information available to the Sponsor) within ten (10) business days of selection as an eligible Prize winner. If an eligible Prize winner cannot be contacted within ten (10) business days of the Sponsor's first attempted contact, or if there is a return of any notification as undeliverable and/or if any correspondence is not responded to; then he/she may, in the sole and absolute discretion of the Sponsor, be disqualified (and, if disqualified, will forfeit all rights to the applicable Prize) and the Sponsor reserves the right, in its sole and absolute discretion and time permitting, to select an alternate eligible Prize winner in accordance with the applicable procedures as outlined in these Rules (in which case the foregoing provisions of this section shall apply to such newly selected eligible Prize winner).

10. GENERAL CONDITIONS:

This Contest is subject to all applicable federal, provincial and municipal laws. The decisions of the Sponsor with respect to all aspects of this Contest 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 RULES 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 Rules. The Sponsor reserves the right to refuse an Entry from 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 of the Website or any other website or platform during or after the Contest; (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 information or materials whatsoever to be received, captured, recorded or 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 Contest; (v) anyone being incorrectly and/or mistakenly identified as a winner or eligible winner; and/or (vi) any combination of the above.

The Sponsor reserves the right, at its sole and absolute discretion, to cancel amend or suspend this Contest (or to amend these Rules) in any way, in the event of any cause beyond the reasonable control of the Sponsor that interferes with the proper conduct of this Contest as contemplated by these Rules including, without limitation, any error, problem, tampering, unauthorized intervention, fraud or failure of any kind whatsoever or any epidemic, pandemic, illness or health risks, or any governmental or health authority orders, measures, directives or guidance in response to any such epidemic, pandemic, illness or risks, such as, without limitation, those that may be implemented to mitigate the risks of COVID-19 transmission. Any attempt to undermine the legitimate operation of this Contest 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, at its sole and absolute discretion, to cancel, amend or suspend this Contest, or to amend these Rules, 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, including without limitation any of the causes contemplated in this paragraph. Without limiting the generality of the forgoing, the Sponsor reserves the right, in its sole and absolute discretion, to administer an alternate test of skill as it deems appropriate based on the circumstances and/or to comply with applicable law.

Any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie for a ruling. Any litigation respecting the awarding of a Prize may be submitted to the board only for the purpose of helping the parties reach a settlement.

The approximate retail values as stated by the Sponsor in point of sale advertising, and other advertising, promotion materials, and/or in these Rules are subject to price fluctuations in the consumer marketplace based on, among other things, the passage of time between the date the approximate retail values are stated by the Sponsor and the date the Prizes are awarded or redeemed. If, at the time a Prize is redeemed or awarded, the actual prevailing retail purchase price for the Prize is less than the approximate retail value stated by the Sponsor in point of sale, television and print advertising, promotion materials, and/or in these Rules, the Prize winner will not be entitled to a cheque or cash for the price difference.

If due to printing, production, online, internet, computer or other error of any kind, more Prizes are claimed than intended to be distributed or awarded according to these Rules, then, in addition to having the right to terminate the Contest immediately, the Sponsor reserves the right, in its sole and absolute discretion, to rescind invalid Prize claims and/or conduct a random draw from amongst all eligible Prize claimants to award the correct number of Prizes. In no event whatsoever will the Sponsor or any of the Released Parties be liable for more than the number, type and value of Prizes as stated in these Rules.

By entering this Contest, each entrant expressly consents to the Sponsor, its agents and/or representatives, storing, sharing and using the personal information submitted only for the purpose of administering the Contest and in accordance with the Sponsor's privacy policy (available at: <https://www.keurig.ca/content/privacy-policy>). 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 Contest mechanics stipulated in these Rules, to the extent deemed necessary by the Sponsor, for purposes of verifying compliance by any entrant and/or any other information or materials with these Rules, or as a result of any 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 Contest as contemplated in these Rules, or for any other reason.

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 Website, French version of these Rules, point of sale, 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.

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 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 Rules or the rights and obligations of participants, Sponsor or any of the other the Released Parties in connection with the Contest will be governed by and construed in accordance with 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 exclusive jurisdiction and venue of the courts located in Ontario in any action to enforce (or otherwise relating to) these Rules or relating to this Contest.

For a list of Prize winners, send a prepaid, self-addressed stamped envelope to the following address: *Budweiser*[®] *Zero x FIFA World Cup Contest*, c/o Mosaic Sales Solutions, 2075 Robert-Bourassa Boulevard, Suite 310, Montreal, Quebec, H3A 2L1 between January 9, 2023, and January 27, 2023. Winners' names will be available once all winners are verified and confirmed.

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