

Shiseido Issey Miyake Parfums Loyalty Program
(the "Offer")

Official Terms and Conditions (the "Terms")

PURCHASE IS NECESSARY. INTERNET ACCESS AND A VALID E-MAIL ACCOUNT ARE REQUIRED. A mobile device may also be used to participate. Standard data rates may apply to participate in the Offer via a mobile device. Please contact your service provider for pricing and service plan information and rates before mobile device participation.

1. ELIGIBILITY

To participate in the Offer, you must be a legal resident of Canada, be located in Canada, have reached the age of majority at the time of participation, have a valid mailing address and a valid e-mail account. You are not eligible to participate if you are an employee, officer, director, agent or representative of Shiseido (Canada) Inc (the "Sponsor"), Snipp Interactive Inc. (the "Administrator"), and its 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 Offer (collectively, the "Offer Parties"), including suppliers of materials or services related to the Offer, or a member of the immediate family or household of any such person. In these Terms, "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.

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, to enter or otherwise participate in or to disrupt this Offer, then he/she may be disqualified from the Offer in the sole and absolute discretion of the Sponsor. The Offer 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 submissions (all of which are void).

2. THE OFFER

The Sponsor is offering eligible customers, as defined above in Section [2], the opportunity to receive one (1) full size Issey Miyake Parfums body care product, which will be sent by mail (the "Reward"), with qualifying purchases of five (5) Qualifying Products (defined below), in one (1) single or multiple transactions, from any participating Hudson's Bay retail store or www.thebay.com in Canada (each, a "Participating Retailer") during the Purchase Period (as defined below) (hereinafter a "Qualifying Purchase" or collectively "Qualifying Purchases"), while supplies of Rewards and Qualifying Products last. See Section 6 to learn more on how to participate in this Offer.

Exhibit A to these Terms lists out the authorized Qualifying Products for the purposes of this Offer (while supplies last, and subject to inventory)(the "Qualifying Products").

3. OFFER PERIOD; PURCHASE PERIOD AND KEY DATES

To be eligible, Qualifying Purchases, as described in Section [3], must be made after May 21, 2021 at 12:00:00 am Eastern Daylight Time (EDT) (the "Purchase Period"), at an authorized Participating Retailer. Requests (as defined below) may be submitted anytime after May 21st, 2021 12:00:00 AM EDT and within 90 days of purchase (the "Offer Period").

The Offer Period (including the scheduled start date) may be modified or terminated at any time at the sole discretion of the Sponsor and without notice.

Rewards must be used in accordance with these Terms and the Reward Instructions.

4. HOW TO PARTICIPATE

To take advantage of the Offer, an eligible participant must follow the steps listed below:

(A) Register online at <https://www.IM-FragranceLoyalty.ca> (the "Offer Site") or text ISSEY MIYAKE at 811811 to receive the link to the online registration page. On the registration page, participant will receive further instructions on registering for the Offer. Complete the registration form by entering true and accurate information in the required fields (including, for example, First Name, Last Name, Street Address, City, Province, Postal Code, E-Mail).

(B) As more fully detailed in Section [3] above, make a Qualifying Purchase of five (5) or more Qualifying Products within one (1) single or multiple transactions, from an authorized Participating Retailer, during the Purchase Period;

(C) Take a photograph (png, jpeg, pdf, and tiff file types with a maximum file size of 10MB) of the sales receipts of his/her Qualifying Purchases in its entirety (each such photograph, a "Receipt Image"). Participant must ensure that a Receipt Image identifies the Participating Retailer and date of purchase. Participants are encouraged to blank out any personal information that appears on a Receipt Image); and

(D) Visit the Offer Site, or email the Receipt Image(s) to redem@IM-FragranceLoyalty.ca to submit the Receipt Image(s) (each such submission, a "Request"). If submitting via the Offer Site follow instructions and submit Receipt Images and Request located on the Offer Site (including reading and accepting any required terms and conditions). To qualify, Receipt Images must be submitted within 90 days of purchase.

Participants must complete all of the steps above to be eligible to receive Rewards, which will be sent via physical mail, 6 - 8 weeks after qualification for a Reward (as described in Section 3). Without the information supplied via registration, we cannot send you your Reward.

IMPORTANT: YOU MUST KEEP YOUR ORIGINAL SALES RECEIPT. The Sponsor reserves the right to request from a person the original sales receipt used for the purposes of this Offer for further verification purposes at any time and for any reason.

NOTE:

(1) Your first product purchase submission will be waived if you take a photo of the back of the postcard sent to you notifying you about the new and improved digital program. Once validated, the postcard image will count as one (1) Qualifying Product toward the five (5) required to earn a Reward. The postcard image must be submitted in accordance with paragraphs [4](A)-(D) above.

(2) If you have any questions in regard to your submitted Request, please visit the Offer Site at <https://www.IM-FragranceLoyalty.ca>, check any applicable FAQ webpage and/or email help@IM-FragranceLoyalty.ca.

When texting ISSEY MIYAKE at 811811 or registering online at the Offer Site and upon submitting your Receipt(s) Image(s) by email or through the Offer Site, you consent to receive from Snipp Interactive, on behalf of Shiseido (Canada) Inc up to 2 text messages pertaining to this promotion only, via an automatic telephone dialing system to the number you provided. Text STOP at 811811 to stop receiving promotional text messages

5. PROCESSING OF SUBMISSIONS

Processing of a Request will take up to 48 hours from the time the Request is received by or on behalf of the Sponsor. Once your Request is processed, you will be notified via email, whether such Request has been successfully validated or a reason why such Request could not be processed at such time, as determined by the Administrator in its sole and absolute discretion. It is your responsibility 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 your mailbox or telephone to receive e-mail messages, text messages or other communications. All Requests and Receipt Images shall become the property of the Sponsor and will not be returned. Offer is void where taxed, prohibited, or restricted by law. Receipts obtained through unauthorized means or illegitimate channels (i.e., other than via a Qualifying Purchase from authorized Participating Retailers) will be void. Requests 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 Request 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 Offer Parties; (iv) contains printing or other errors; (v) is illegible, unreadable or blank; (vi) has been previously used; or (vii) is incorrectly or incompletely entered or submitted.

6. VERIFICATION

All Requests and participants 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 your eligibility to participate in this Offer; (ii) for the purposes of verifying the eligibility and/or legitimacy of any Request and/or other information for the purposes of this Offer; and/or (iii) for any other reasonable reason the Sponsor 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 within the timeline specified by the Sponsor or its Administrator, 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 Offer Parties computers, Administrator or Sponsor. The sole determinant of the time for the purposes of this Offer will be the official time-keeping device(s) used by the Administrator.

7. DISTRIBUTION OF REWARDS

If you are eligible to receive a Reward, you will receive such Reward via physical mail at the mailing address you provided during registration within four to six weeks of the fifth qualifying product purchase Request.

No responsibility is assumed by the Released Parties for any mailings that are undeliverable. Rewards must be accepted as described herein and redeemed in accordance with these Terms and any instructions that may be set out in the mailing associated with the Reward (the "Reward Instructions"). Rewards are subject to the terms and conditions of the issuer, including the following:

[Reward Provider's Specific T&C to be inserted]

The number of Requests attributable to a participant as reflected in the Sponsor's records, shall be deemed correct. The Sponsor reserves the right to determine the number of Requests attributable to any participant based on the Sponsor's internal records related to such participant. In the event of an inconsistency between the number of Requests attributable to a participant and the Sponsor's records, the Sponsor's internal record will control.

The Offer 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 you), regardless of cause. The Offer 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 you); 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, Offer 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. Offer Parties further disclaim any and all liability for physical Rewards which are returned as undeliverable mail or otherwise not received by you 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, 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 prize 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. You are responsible for any damage/loss due to use of a Reward. By participating in the Offer, 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 Offer or out of the acceptance, use, misuse or possession of any Reward.

8. MODIFICATION AND/OR TERMINATION OF OFFER (INCLUDING OFFER PERIOD)

Sponsor reserves the right to modify the Offer, including without limitation the Terms governing the Offer, at any time, with or without notice. Continued participation in the Offer after such action by Sponsor constitutes acceptance of any modification to the Offer, including changes to the Terms.

The Offer is scheduled to begin on May 21, 2021 at 12:00:00 a.m. Eastern Daylight Time.

Sponsor in its sole discretion reserves the right to shorten, extend, suspend, modify or cancel the Offer (including the Offer Period and its scheduled begin date and end date) at any time, and for any reason.

Further, and without limiting the generality of the preceding paragraph, the Sponsor reserves the right, in its sole and absolute discretion, to withdraw, amend or suspend this Offer (or to amend these Terms) in any way, in the event of any cause beyond the reasonable control of the Sponsor that interferes with the proper conduct of this Offer as contemplated by these Terms, including, without limitation, any error(s), problem(s), computer virus(es), bug(s), tampering, unauthorized intervention, fraud, pandemic, act of god, or failure(s) of any kind. Any attempt to undermine the legitimate operation of this Offer 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 amend these Terms, in any way without prior notice or obligation, in the event of any accident, printing, administrative, or other error of any kind.

9. GENERAL CONDITIONS

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

ANYONE DEEMED BY THE SPONSOR TO BE IN VIOLATION OF THE SPONSOR'S OR ADMINISTRATOR'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 OR ADMINISTRATOR AT ANY TIME.

The Sponsor and Administrator reserve the right to refuse participation to any person whose eligibility is in question or who has been disqualified or is otherwise ineligible to enter. In their sole and absolute determination, the Sponsor and Administrator may disqualify any person who acts in any manner to threaten or abuse or harass any person and to void all such person's Submissions.

The Released Parties will not be liable for: (i) any failure during the Offer; (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 Requests 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 your or any other person's cell phone, computer or other device related to or resulting from

participating in the Offer; (v) anyone being incorrectly and/or mistakenly identified as having a valid receipt or having fulfilled the purchase requirement; and/or (vi) any combination of the above.

In the event of a dispute regarding who submitted a Request or a Receipt Image, the Sponsor reserves the right, in its sole and absolute discretion, to deem the Request or Receipt Image to have been submitted by the authorized account holder of the e-mail address submitted at the time of submission. "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, or a cell phone number by a participating cellular carrier. You may be required to provide proof (in a form acceptable to the Sponsor and Administrator – including, without limitation, government-issued photo identification) that he/she is the authorized account holder of the email address associated with the Request or Receipt Image in question.

It is the express wish of the parties that this agreement and all related documents, including notices and other communications, be drawn up in the English language only. Il est la volonté expresse des parties que cette convention et tous les documents s'y rattachant, y compris les avis et les autres communications, soient rédigés et signés en anglais seulement.

In the event of any discrepancy or inconsistency between these Terms and disclosures or other statements contained in any Offer-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 given by any representative of the Sponsor or Administrator, the terms and conditions of these Terms shall prevail, govern and control to the fullest extent permitted by law.

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 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 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 the Province of Ontario, in any action to enforce (or otherwise relating to) these Terms or relating to this Offer.

PRIVACY: By participating in this Offer, you expressly consent to the Sponsor, Administrator, their agents and/or representatives, storing, sharing and using any personal information submitted for the purpose of administering the Offer and in accordance with Sponsor's privacy policy (available at: <https://www.shiseido.com/ca/en/privacy.html>). 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 will not share your personal information with others except to third parties who are retained by Sponsor to manage and fulfill this program.

10. SPONSOR/ADMINISTRATOR

Sponsor: Shiseido (Canada) Inc., 303 Allstate Parkway, Markham, ON, L3R 5P9 (“Sponsor”)

Administrator: Snipp Interactive Inc., Suite 1700, 666 Burrard Street, Vancouver, BC, V6C 2X8, Canada (“Administrator”)

EXHIBIT A

A. Qualifying Products

UPC	Description
3423470481105	L'Eau d'Issey Body Cream 200ml
3423470481112	L'Eau d'Issey Body Lotion 200ml
3423470481129	L'Eau d'Issey Deodorant 50ml
3423470481099	L'Eau d'Issey Shower Cream 200ml
3423478487451	Nectar d'Issey Gift Set: EDP 90ml + 30ml
3423478487550	L'Eau d'Issey Gift Set: EDT 100ml + 25ml
3423478973251	L'Eau d'Issey Gift Set: EDT 100ml + 10ml + Body Lotion
3423478975453	L'Eau d'Issey Gift Set: EDT 100ml + 10ml + Body Lotion
3423478975750	L'Eau d'Issey Rose&Rose Gift Set: Eau de Parfum Intense 50ml + Body Lotion + Shower Cream
3423470481273	L'Eau d'Issey Eau de Parfum 75ml Refill
3423470480993	L'Eau d'Issey Eau de Parfum 25ml Refillable
3423470481242	L'Eau d'Issey Eau de Parfum 75ml Refillable
3423470300161	L'Eau d'Issey Eau de Toilette 100ml
3423470300154	L'Eau d'Issey Eau de Toilette 50ml
3423470482485	L'Eau d'Issey Florale Eau de Toilette 90ml
3423478972551	IGO L'Eau d'Issey Eau de Toilette 20ml Cap
3423478971752	IGO L'Eau d'Issey Eau de Toilette 80ml

3423478972650	IGO Nectar d'Issey Eau de Parfum 20ml Cap
3423478971950	IGO Nectar d'Issey Eau de Parfum 80ml
3423220005865	Nectar d'Issey Première Fleur Eau de Parfum 90ml
3423474838356	L'Eau d'Issey Pure Eau de Parfum 90ml
3423474841554	L'Eau d'Issey Pure Eau de Toilette 90ml
3423474846054	Nectar d'Issey Eau de Parfum 50ml
3423474846153	Nectar d'Issey Eau de Parfum 90ml
3423478516052	L'Eau d'Issey Rose&Rose Eau de Parfum Intense 90ml
3423478974357	L'Eau d'Issey Shades of Kolam Eau de Toilette 100ml - Limited Edition
3423222010669	L'Eau d'Issey Gift Set: EDT 100ml + 10ml + Body Lotion
3423222010720	L'Eau d'Issey Gift Set: EDT 100ml + 10ml + Body Lotion
3423222010294	A Drop d'Issey Eau de Parfum 50ml
3423222010324	A Drop d'Issey Eau de Parfum 90ml
3423222035747	A Drop d'Issey Moisturizing Body Lotion 200ml
3423222035709	A Drop d'Issey Shower Cream 200ml
3423222038809	A Drop d'Issey Gift Set: Eau de Parfum 90ml + 10ml + Hand Cream
3423478489158	L'Eau d'Issey Pour Homme Gift Set: EDT 125ml + 40ml
3423478628458	L'Eau d'Issey Pour Homme Eau de Toilette 200ml
3423478982659	L'Eau d'Issey Pour Homme Gift Set: EDT 125ml + 40ml
3423220006329	Fusion d'Issey Gift Set: EDT 100ml + Shower Gel x 2
3423470486056	L'Eau d'Issey Pour Homme After Shave Balm 100ml
3423470311419	L'Eau d'Issey Pour Homme After Shave Lotion 100ml
3423470311785	L'Eau d'Issey Pour Homme Deodorant Spray 150ml
3423470311358	L'Eau d'Issey Pour Homme Eau de Toilette 75ml
3423470311365	L'Eau d'Issey Pour Homme Eau de Toilette 125ml
3423474889556	L'Eau Majeure d'Issey Eau de Toilette 100ml
3423478409552	L'Eau Super Majeure d'Issey Eau de Toilette Intense 100ml
3423478974654	Fusion d'Issey Eau de Toilette 100ml
3423478974555	Fusion d'Issey Eau de Toilette 50ml

3423478972452	IGO Fusion d'Issey Eau de Toilette 100ml
3423478972759	IGO Fusion d'Issey Eau de Toilette 20ml Cap
3423474874958	Nuit d'Issey Deodorant 75g
3423474874750	Nuit d'Issey Eau de Toilette 125ml
3423474867158	L'Eau d'Issey Pour Homme Sport Eau de Toilette 100ml
3423470311518	L'Eau d'Issey Pour Homme Deodorant 75g
3423478509351	L'Eau d'Issey Pour Homme Wood&Wood Eau de Parfum Intense 100ml
3423478974456	L'Eau d'Issey Pour Homme Shades of Kolam Eau de Toilette 125ml - Limited Edition
3423474889150	L'Eau d'Issey Pour Homme Or Encens Eau de Parfum 100ml
3423222035433	Fusion d'Issey Gift Set: EDT 100ml + Shower Gel x 2
3423478973756	L'Eau d'Issey Pour Homme Gift Set: EDT 125ml + 15ml + Shower Gel
3423222010133	Fusion d'Issey Extreme Eau de Toilette Intense 100ml
3423222010454	Nuit d'Issey Bois Arctic Eau de Parfum 100ml
3423222010751	L'Eau d'Issey Pour Homme Gift Set: EDT 125ml + After Shave Balm + Shower Gel
3423222039226	Fusion d'Issey Gift Set: EDT 100ml + Shower Gel x 2
3423478974753	Fusion d'Issey Eau de Toilette 150ml
3423478489158	L'Eau d'Issey Pour Homme Gift Set: EDT 125ml + 40ml