

**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 *McCafé® VIP 2021 Contest* (the “**Contest**”) is brought to you by Keurig Canada Inc. (the “**Sponsor**”) and is being managed and implemented by Mosaic Sales Solutions (hereinafter the “**Representative**”). The contest consists of: (i) a purchase period, starting September 23, 2021 at 12:00:00 a.m. Eastern Time (“**ET**”) and ending on November 3, 2021 at 11:59:59 p.m. ET (the “**PIN Prize Purchase Period**”); (ii) a claim period for the PIN Prizes starting September 23, 2021 at 12:00:00 a.m. ET and ending on November 30, 2021 at 11:59:59 p.m. ET (the “**PIN Prize Claim Period**”); and (iii) a claim period for the VIP Prize starting September 23, 2021 at 12:00:00 a.m. ET and ending on May 31, 2022 at 11:59:59 p.m. ET (the “**VIP Prize Claim Period**”). The PIN Prize Purchase Period, PIN Prize Claim Period and VIP Prize Claim Period shall be collectively referred to as 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 who have reached the age of majority in their province or territory of residence 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, McDonald’s Restaurants of Canada Limited, its franchisees and employees thereto, 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.

PART A: VIP PRIZE (RULES 4 – 9)

4. HOW TO OBTAIN A McCAFÉ® VIP CARD/VOUCHER:

NO PURCHASE NECESSARY. At the start of the Contest, there will be a set number of (i) McCafé® retail K-Cup coffee products (each, a “**Specially Marked McCafé K-Cup® Package**” and collectively, the “**Specially Marked McCafé K-Cup® Packages**”); and (ii) No Purchase Necessary Vouchers (each a “**Voucher**” and collectively, the “**Vouchers**”), available for distribution across Canada, while supplies last.

- Specially Marked McCafé K-Cup® Packages can be purchased, while supplies last, from a participating retailer in Canada. A single Specially Marked McCafé® K-Cup® Package will contain the McCafé® VIP Card.
 - McCafé® Espresso K-Cup® Package – 12 count
 - McCafé® Espresso K-Cup® Package – 30 count
 - McCafé® Premium K-Cup® Package – 12 count
 - McCafé® Premium Roast K-Cup® Package – 30 count
 - McCafé® Premium Roast K-Cup® Package – 48 count

- Alternatively, obtain a voucher entitling you to a Specially Marked McCafé K-Cup® Package, redeemable at any participating retailer until supplies last. To do so, (i) print your first name, last name, telephone number, date of birth, province of residence and email address on a plain white piece of paper and mail it (in an envelope bearing sufficient Canadian postage) along with (ii) a handwritten 100 word (or more) unique and original paragraph explaining “Why You Want to Win the McCafé® VIP Card?” (the “**Voucher Request**”) and together with the McCafé® NPN PIN Request, the “**Requests**”) and (iii) a return postage-paid self-addressed envelope to the following address: *McCafé® VIP 2021 Contest – VIP Prize, 2075 Robert-Bourassa Blvd, Suite 310, Montreal, QC, H3A 2L1*. Upon receipt of a Voucher Request in accordance with these Rules, you will receive one (1) Voucher per unique and original Voucher Request received per envelope with sufficient Canadian postage. To be eligible, a Voucher Request must: (i) be received separately in a single envelope bearing sufficient Canadian postage (i.e., multiple Requests in the same envelope will be void); and (ii) be post-marked during the Contest Period and received by the Sponsor no later than November 3, 2021 to allow Sponsor sufficient time to manually process your request and mail you the Voucher. 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 late, lost, misdirected, delayed or incomplete Voucher Requests (all of which are void).

At the start of the Contest Period, there will be one (1) eligible winning McCafé® VIP Card (placed within a Specially Marked McCafé® K-Cup® Package) seeded nationally within Canada. Once the Contest Period starts, however, there is no guarantee that the McCafé® VIP Card will be found by an eligible entrant. If you find the McCafé® VIP Card in a Specially Marked McCafé® K-Cup® Packages, then you will be eligible to win the VIP Prize (subject to compliance with these Rules). At the start of the Contest Period, the odds of finding the McCafé® VIP Card is 1 in 200,937.

5. ADDITIONAL ENTRY RULES:

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, multiple email addresses, 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 Rules to enter or otherwise participate in or to disrupt this Contest; then he/she may be disqualified from the Contest in the sole and absolute discretion of the Sponsor.

6. VERIFICATION:

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 a McCafé® VIP Card, Voucher Request 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 McCafé® VIP Card for the purposes of verification. Failure to provide such proof (including, if required, providing the original McCafé® VIP Card) 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.

7. VIP PRIZE:

There is one (1) McCafé® VIP card (the “**McCafé® VIP Card**”) prize (the “**VIP Prize**”) to be won in relation to this part of the Contest, awarded in the form of 25x \$1,000 McDonald’s® cards. The VIP Prize has a total retail value of \$25,000 CDN. **Note:** The McCafé® VIP Card found in Specially Marked McCafé® K-Cup® Packages does not have a monetary value associated to it and will need to be redeemed in accordance with these Rules. VIP Prize will be awarded in the form of 25x \$1,000 McDonald’s® cards.

Without limiting the generality of the foregoing, the following general conditions apply to the VIP Prize: (i) VIP Prize must be accepted as awarded and is not transferable, assignable nor convertible to cash (except as may be specifically permitted by Sponsor in its sole and absolute discretion); (ii) no substitutions are permitted, except at Sponsor's option; and (iii) Sponsor reserves the right, in its sole and absolute discretion, to substitute the VIP 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.

None of the Released Parties makes any representation or offers any warranty, express or implied, as to the quality or fitness of the VIP Prize awarded in connection with the Contest. To the fullest extent permitted by applicable law, the confirmed winner understands and acknowledges that he or she may not seek reimbursement or pursue any legal or equitable remedy from either the Sponsor or any of the other Released Parties should his/her VIP Prize fail to be fit for its purpose or is in any way unsatisfactory. For greater certainty and the avoidance of any doubt, by accepting the VIP Prize, the confirmed winner agrees to waive all recourse against the Sponsor and all of the other Released Parties if his/her Prize or a component thereof does not prove satisfactory, either in whole or in part.

8. VIP PRIZE CLAIM PROCESS:

If you have found the McCafé® VIP Card in your purchase of a Specially Marked McCafé® K-Cup® Package, please follow the instructions on the back of the McCafé® VIP Card to claim the VIP Prize. You will be required to dictate the alphanumeric code shown on the back of the McCafé® VIP Card for verification, and read the PIN found under the scratchable area. Your call must be received no later than on May 31, 2022 for the VIP Prize to be claimed. The claim is subject to physical verification, within one (1) week following the date of the phone call to the number indicated on the back of the McCafé® VIP Card. The McCafé® VIP Card will be verified by Contest Representatives.

In the event that the VIP Prize is not claimed before May 31, 2022 at 11:59:59 p.m. ET, it will not be accepted and will be declared by the Sponsor, at its sole and absolute discretion to be null and void.

If, due to production or printing errors or any unexpected error, more than one (1) McCafé® VIP Card is claimed, the Sponsor reserves the right to conduct a random draw among all eligible applications to award one (1) VIP Prize. In no case will the Contest Sponsor be liable for more than the one (1) VIP Prize set out in these Rules.

9. VIP PRIZE WINNER CONFIRMATION PROCESS:

NO ONE IS A VIP PRIZE WINNER UNLESS AND UNTIL THE REPRESENTATIVE OFFICIALLY CONFIRMS HIM/HER AS A VIP PRIZE WINNER IN ACCORDANCE WITH THESE RULES, EVEN IF SUCH PERSON IS ANNOUNCED AS A VIP PRIZE WINNER OR AN ELIGIBLE VIP PRIZE WINNER. BEFORE BEING DECLARED AS A CONFIRMED VIP PRIZE WINNER, the eligible VIP Prize 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 the VIP Prize, the eligible VIP Prize winner hereby: (i) confirms compliance with these Rules; (ii) acknowledges acceptance of the applicable VIP 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 VIP Prize winner to sign and return the Sponsor's form of declaration and release (where applicable) prior to confirming the eligible VIP Prize winner as a confirmed VIP Prize winner of the VIP Prize in accordance with these Rules. If an eligible VIP Prize 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 VIP 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 VIP Prize). A forfeited or unclaimed VIP Prize(s) in this Contest will NOT be awarded – except in the sole and absolute discretion of the Sponsor.

PART B: PIN PRIZES (RULES 10 – 16)

10. HOW TO OBTAIN A RECEIPT // PIN CODE:

NO PURCHASE NECESSARY. There are two (2) ways to obtain a PIN, while supplies last, as follows:

- a) During the Contest Period, upon purchase of any one (1) of the following participating McCafé® retail coffee products (each, a “**Qualifying Product**” and collectively, the “**Qualifying Products**”), you will be issued a sales receipt (a “**Receipt**”) from the participating retailer in Canada and be eligible to receive a unique 12-digital alphanumeric personal identification number (each a “**PIN**” and collectively the “**PINs**”) by following Steps 1 through 3 below. See list of Qualifying Products in Appendix A.
- b) Alternatively, to obtain one (1) PIN to enter the Contest for a chance to win a PIN Prize, while supplies last, without making a purchase, print your first name, last name, telephone number, date of birth, province of residence and email address on a plain white piece of paper and mail it (in an envelope bearing sufficient Canadian postage) along with a handwritten 100 word (or more) unique and original paragraph explaining “Why You Want to Win one of the PIN Prizes?” (the “**McCafé® NPN PIN Request**”) to the following address: *McCafé® VIP 2021 Contest – PIN Prizes, 2075 Robert-Bourassa Blvd, Suite 310, Montreal, QC H3A 2L1*. Upon receipt of a valid McCafé® NPN PIN Request in accordance with these Rules, you will receive one (1) randomly selected PIN per unique and original McCafé® NPN PIN Request per envelope with sufficient Canadian postage. To be eligible, a McCafé® NPN PIN Request must: (i) be received separately in a single envelope bearing sufficient Canadian postage (i.e. multiple Requests in the same envelope will be void); and (ii) be post-marked during the Contest Period and received by no later than October 15, 2021 to allow Sponsor sufficient time to manually process your request and email you a unique PIN. 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 late, lost, misdirected, delayed or incomplete NPN PIN Requests (all of which are void).

IMPORTANT NOTE: Each PIN is unique and can only be used one (1) time in this Contest. Each PIN will automatically expire after its first use or on **November 30, 2021 at 11:59:59 p.m. ET** (whichever occurs first). Please retain the email with your PIN for your records. All PINs submitted are subject to verification in the sole and absolute discretion of the Sponsor. Potential winners may also be required to submit email response (for a no purchase entry Request) with PIN matching their eligible winning Entry in order to be awarded a Prize. Any PIN and/or other materials that cannot be verified to the complete satisfaction of the Sponsor, in its sole and absolute discretion, is/are subject to immediate disqualification (in which case the Entry associated with such PIN will be declared null and void and any rights to any Prize associated with such Receipt will be forfeited in their entirety).

HOW TO ENTER:

IF YOU HAVE A RECEIPT:

Once you have a valid Receipt legitimately obtained in accordance with these Rules, you must complete the following steps:

- **Step 1:** Take a photograph or screen shot of your paper or digital Receipt in its entirety (the “**Photo**”). You are encouraged to blank out any personal information (including payment information) that appears on the Receipt. The Photo must show: (i) the purchase of a Qualifying Product; (ii) the participating retailer name and address; and (iii) the date and time of the transaction (which must be during the Purchase Period). **Maximum File Size:** 10 MB; **File Types:** JPG, JPEG, PNG, PDF.
- **Step 2:** Follow the on-screen instructions at www.Keurig.ca/McCafeVIP (the “**Website**”) using a compatible internet browser. Follow the prompts to: (i) upload your Photo; (ii) fully complete the entry form (the “**Entry Form**”) with all required information; and (iii) signify

your agreement that you have read and agree to be legally bound by these Rules.

Step 3: Once your receipt is validated, you will receive an email with a unique PIN code. Follow the on-screen instructions and enter the unique PIN code at the Website to see if you have won a PIN Prize.

IMPORTANT NOTE: Each Receipt can only be used one (1) time in this Contest (regardless of how many Qualifying Products may be identified on the Receipt). Limit of two (2) Receipt uploads per day. Each Receipt will automatically be void for the purposes of this Contest after its first use or on **November 30, 2021 at 11:59:59 p.m. ET** (whichever occurs first). Please retain the original Receipt for your records. All Receipts submitted are subject to verification in the sole and absolute discretion of the Sponsor. Any Receipt and/or other materials that cannot be verified to the complete satisfaction of the Sponsor, in its sole and absolute discretion, is/are subject to immediate disqualification (in which case the Entry associated with such Receipt will be declared null and void and any rights to any Prize associated with such Receipt will be forfeited in their entirety).

Once you have fully completed the Entry Form with all required information and have agreed to the Rules, follow the on-screen instructions to submit your completed Entry Form (each, an “**Entry**” and collectively, the “**Entries**”). To be eligible, an Entry must be submitted and received in accordance with these Rules during the Contest Period. Once your Entry is verified, you will receive a unique PIN code via email which you will have to enter on the Entry Website. You will then be automatically notified on-screen as to whether or not you are the eligible winner of a PIN Prize (See Rule 14).

IF YOU HAVE A PIN VIA NO PURCHASE REQUEST:

Once you have a unique and valid PIN legitimately obtained in accordance with Rule 10 b., visit the Website and follow the on-screen instructions to obtain the Entry Form. Fully complete the Entry Form with all required information, which includes (among other things) a requirement to enter your PIN in the space provided. Once you have fully completed the Entry Form with all required information and have agreed to the Rules, follow the on-screen instructions to submit your Entry Form. To be eligible, an Entry must be submitted and received in accordance with these Rules during the Contest Period. Once your Entry is complete, you will automatically be notified on-screen as to whether or not you are the eligible winner of a PIN Prize (See Rules 14).

11. ADDITIONAL ENTRY RULES:

There is no limit to the number of Entries per person – but, each Entry must relate to a unique PIN // Receipt legitimately obtained in accordance with these Rules. 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: (i) use multiple names, multiple identities, multiple email addresses, 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 Rules to enter or otherwise participate in or to disrupt this Contest; (ii) falsely enter a PIN // Receipt without legitimately obtaining a PIN // Receipt in accordance with these Rules; (iii) re-enter a PIN // Receipt a subsequent time after its first use; and/or (iv) enter a PIN // Receipt that has been falsified, manipulated or otherwise altered in any way (all as determined by Sponsor in its sole and absolute discretion); then he/she may be disqualified from the Contest in the sole and absolute discretion of the Sponsor. An Entry may be rejected if (in the sole and absolute discretion of the Sponsor) the Entry Form is not fully completed with all required information (including, but not limited to, providing a Photo of a unique and valid PIN // Receipt legitimately obtained in accordance with these Rules) and submitted and received in accordance with these Rules. 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).

12. VERIFICATION:

All Entries, Requests, PINs and Receipts 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, Request, PIN Receipt, 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 PIN // Receipt, or Request for the purposes of verification. Failure to provide such proof (including, if required, providing the original PIN // Receipt, Request, 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.

13. PIN PRIZES:

At the start of the Contest Period, there will be a total of five thousand eight hundred and sixty (5,860) PIN prizes (each, an “**PIN Prize**” and collectively, the “**PIN Prizes**”) available to be won (each, a “**Prize**” and collectively the “**Prizes**”), in relation to this Contest, as follows:

PIN PRIZE DESCRIPTIONS	NUMBER AVAILABLE AT THE START OF THE CONTEST PERIOD*
\$1,000 McDonald’s® card	10
Keurig® K-Duo® Brewer Bundle (ARV: \$250 CDN EA)	100
\$100 grocery retailer gift card to either Walmart, Sobeys Inc., or Loblaw Companies Ltd., as randomly selected by the Sponsor	250
McDelivery® Prize; i.e., a \$50 food service delivery gift card to DoorDash, SkipTheDishes or Uber Eats, as randomly selected by the Sponsor	500
\$5 McDonald’s® card	5,000

**The number of PIN Prizes available to be won will diminish as they are awarded during the Contest Period.*

The approximate retail value of the PIN Prizes above is \$105,000 CDN. Each PIN 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 PIN Prize with a prize of equal or greater retail value, including, without limitation, but at Sponsor’s sole and absolute discretion, a cash award or, for the McDelivery® Prize, a McDonald’s® card.

14. ELIGIBLE PIN PRIZE WINNER SELECTION PROCESS:

Once you have submitted an eligible Entry in accordance with these Rules, you will, within 48 hours receive an email confirming your entry. In the email, there will be a unique PIN which will need to be entered at the Website. Once the Entry is submitted, you will automatically be notified on-screen as to whether you are the eligible winner of a PIN Prize. If you are eligible to win a PIN Prize, then you will automatically be notified on-screen with a message indicating that you are eligible to win the applicable PIN Prize (the “**Winning Message**”). If you are not eligible to win a PIN Prize, then you will automatically be notified on-screen accordingly (the “**Non-Winning Message**”). Winning times (each, a “**Winning Time**” and collectively, the “**Winning Times**”) will be randomly generated and randomly seeded for each Day of the Contest Period. The first eligible entrant who submits an eligible Entry in accordance with these Rules on or immediately after a Winning Time will receive a Winning Message and will be eligible to win the PIN Prize associated with that Winning Time. If no eligible Entry is submitted on or after a Winning Time before the next Winning Time, the eligible entrant who first submits an eligible Entry following the second Winning Time will be eligible to win only the PIN Prize associated with the first Winning Time. The next eligible entrant who submits an eligible Entry following this will then be eligible to win the PIN Prize associated with the second Winning Time (and so forth). Any discrepancy between the PIN Prize listed in the on-screen notification of a

Winning Message (or otherwise) or on the Declaration and Release form (where applicable), will default to the PIN Prize listed in the Sponsor's official Contest database. The odds of winning a PIN Prize depend on the number and timing of eligible Entries submitted and received in accordance with these Rules.

15. ELIGIBLE PIN PRIZE WINNER CONFIRMATION PROCESS (APPLICABLE TO ALL PIN 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 PIN 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 PIN Prize, each eligible winner hereby: (i) confirms compliance with these Rules; (ii) acknowledges acceptance of the applicable PIN 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 PIN 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 PIN 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 PIN 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 PIN Prize). Any forfeited or unclaimed PIN Prize(s) in this Contest will NOT be awarded – except in the sole and absolute discretion of the Sponsor.

16. 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, subject only to the approval of the Régie des alcools, des courses et des jeux (the "Régie") in Quebec, to withdraw, 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, subject only to the approval of the Régie in Quebec, 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.

For Quebec residents: 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, subject only to the approval of the Régie in Quebec, 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 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 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 PIN Prize winners and the VIP Prize winner, send a prepaid, self-addressed stamped envelope to the following address: *McCafé*® *VIP 2021* Contest, c/o Mosaic Sales Solutions, 2075 Robert-Bourassa Boulevard, Suite 310, Montreal, Quebec, H3A 2L1 between March 18, 2022 and April 15, 2022. Winners' names will be available once all winners are verified and confirmed.

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APPENDIX A – LIST OF QUALIFYING PRODUCTS

PRODUCT NAME	UPC CODE
McCafé® Premium Roast K-Cup® Package – 12 count	5000350078
McCafé® Premium Roast K-Cup® Package – 24 count	5000350048
McCafé® Premium Roast K-Cup® Package – 30 count	5000350077
McCafé® Premium Roast K-Cup® Package – 48 count	5000350083
McCafé® Premium Roast K-Cup® Package – 72 count	5000350081
McCafé® Premium Roast Decaf K-Cup® Package – 12 count	5000350084
McCafé® Premium Roast Decaf K-Cup® Package – 24 count	5000350050
McCafé® Premium Roast Decaf K-Cup® Package – 30 count	5000358764
McCafé® Espresso K-Cup® Package – 12 count	5000361948
McCafé® Espresso K-Cup® Package – 24 count	5000358748
McCafé® Espresso K-Cup® Package – 30 count	5000358749
McCafé® Espresso – 300g	5000350082
McCafé® Premium Roast – 340g	5000350076
McCafé® Premium Roast Decaf – 340g	5000350080
McCafé® Premium Roast – 900g	5000350047
McCafé® Premium Roast – 950g	5000350049
McCafé® Premium Roast – 1.36kg	5000350079
McCafé® Premium Roast Tassimo – 14 T-DISCs	5000350817
McCafé® Premium Roast Decaf Tassimo – 14 T-DISCs	5000350816