

Coors Light "VIP Weekend at Osheaga" Contest.

(The "Contest")

OFFICIAL CONTEST RULES (the "Contest Rules")

ELIGIBILITY. To be eligible to enter, you must: (i) be a resident of Quebec and (ii) be 18 years of age or older to win a prize. You are not eligible to enter the Contest or to win any prize if you are: (a) an employee of Molson Canada 2005 (the "**Sponsor**" or "**Contest Organizer**"), Couche-Tard Inc. or any of its affiliates or advertising or promotional agencies, an employee of the Contest's governing body, any Participating Site (as hereinafter defined) or any of the prize suppliers; b) an employee or subcontractor of a provincial liquor authority, beer distributor, participating liquor licensee or liquor licensee authorized by such authority or c) an immediate family member (i.e. mother, father, siblings, children and spouse, regardless of where they live), or a person (related or not) living in the same household as any of the above.

HOW TO ENTER. The Contest begins on May 24, 2022, at 12:01 a.m. ET at participating Couche-Tard locations in Quebec (the "**Participating Sites**") and ends at 23:59 p.m. ET on July 18, 2022 (the "Contest Period").

(1) IN-STORE ENTRY

During the Contest Period, at Participating Sites (subject to product availability and while supplies last), with the purchase of one (1) Coors Light product in any size, subject to in-store availability, the consumer (hereinafter, the "**Consumer**") will receive a coupon with his or her cash register receipt containing a unique PIN (hereinafter, the "**Unique PIN**").

During the Contest Period, visit www.concoursouchetard.com to access the Contest registration page or visit the contest section in the Couche-Tard application, fill out all required fields of the registration form (hereinafter, the "**Registration Form**"), including your last name, first name, date of birth, postal code, email address, telephone number with area code, then enter your unique PIN and confirm that you have read, understood and accepted the Contest Rules and the Contest Organizer's privacy policy and that you are 18 years of age or older by checking the box provided, then click on the "Submit" button. You will receive one (1) entry for each unique PIN entered (each a "**Store Entry**" and collectively, the "**Store Entries**"). All Store Entries must be received before the end of the Contest Period. Limitations: One (1) unique PIN per transaction and one (1) Store Entry per day per Consumer during the Contest Period.

(2) NO PURCHASE NECESSARY.

To obtain a no purchase entry, entrant must write a handwritten letter with the following information: name, full address, city, province, postal code, telephone number (with area code), date of birth and email address and state in at least hundred fifty (150) words why he/she would like to win a prize in the Contest. Each entry must be handwritten and different. Entrant must send his/her letter by mail indicating "CONTEST VIP Weekend at Osheaga - No Purchase Entry Request" to the following address: 4204 Industriel Boulevard, Laval, Quebec, H7L 0E3; or (ii) by email indicating "CONTEST VIP Weekend at Osheaga - No Purchase Entry Request" to: communaute@couchetard.com. You will receive one (1) entry for each valid no purchase entry request sent by mail or email received by the Contest Organizer during the Contest Period (each a "**No Purchase Entry**" and collectively, the "**No Purchase Entries**"). All No Purchase Entries must be postmarked and

received during the Contest Period. Limit: one (1) No Purchase Entry per day per person during the Contest Period.

Store Entries and No Purchase Entries are each an "**Entry**" and collectively, the "**Entries**").

Entrant must submit each Entry personally. By entering the Contest, entrants fully and unconditionally agree to be bound by the Contest Rules and the decisions of the Contest Organizer, which shall be final and binding in all matters relating to the Contest. No automated/robotic entry devices and/or programs are permitted, and any attempt to enter other than those specified herein is prohibited. Any attempt to gain additional Entries by using multiple/different email addresses, identities or any other method will void that entrant's Entries and that entrant may be disqualified from the Contest. Entries are subject to verification and will be declared invalid if they are reproduced, falsified, altered or tampered with in any way.

The Contest Organizer is not responsible for incomplete, late, lost, irregular or unauthorized entries. Such Entries will be declared void and ineligible for the Contest and will be disqualified at the time of the draw.

PRIZES. There are four (4) prizes (individually a "**Prize**" and collectively the "**Prizes**") available to be won. Each Prize consists of:

- (i) Two (2) full weekend tickets (3 days) to Osheaga 2022
- (ii) Access to a Coors Light VIP section
- (iii) \$850 spending money

Each winner and his/her guest are responsible for all expenses and costs associated with the Prize other than those listed above as included in the Prize, including but not limited to transportation to and from the Event, any additional transportation, beverages, meals and gratuities, and all personal and incidental expenses.

Each winner and his/her guest will be required to follow all instructions of the Sponsor or event organizers, failing which their participation in the Prize or event or further participation in the Prize or event may be void. Each Prize has an approximate value of \$1,600 CAD.

It is the responsibility of each winner and his/her guest to obtain all required documentation, including a valid passport/Covid-19 document (if required) for travel to or participation in or attendance at the event. Winner's guest must be 18 years of age or older. Both the winner and the winner's guest must not be subject to any legal restriction that would prevent them from participating in the Prize in any way. Sponsor does not authorize the purchase or illegal consumption of alcohol and will not be held responsible.

The Prize is not transferable or assignable and must be accepted as awarded, without substitution in cash or otherwise, except at the sole discretion of the Sponsor. Sponsor reserves the right, in its sole discretion, to substitute the Prize or portion thereof with a prize of equivalent value if the Prize or portion thereof cannot be awarded as provided herein for any reason. The Released Parties (as defined below) will not be held responsible if weather conditions, event(s) cancellations or other factors reasonably beyond their control prevent the awarding of the Prize, or any portion thereof, or prevent its enjoyment. In such event, a winner will not be entitled to a substitute prize or cash equivalent. No Prize will be awarded without verification of the winner.

AWARDING AND DRAWING OF PRIZES: In Laval, July 19, 2022, at approximately 10:30 a.m., a representative of the Contest Organizer will randomly select four (4) Entries among all eligible Entries received during the Contest Period (Quebec from May 24 at 12:01 a.m. Eastern Time ("ET") to July 18, 2022 at 23:59 p.m. ET).

Odds of winning a Prize depend on the total number of eligible Entries received during the Contest Period. Limit: one (1) Prize per person per household during the Contest Period.

Within two (2) business days of the draw date, between 11:00 a.m. and 5:00 p.m., a representative of the Contest Sponsor will attempt to contact the selected entrant at the telephone number or email address provided on his/her Registration Form. If a selected entrant is contacted by email, he/she will be required to respond in accordance with the instructions provided therein, if any. If, after contacting a selected entrant by email, the Contest Organizer receives notification by email that the message could not be delivered, the Contest Organizer has the sole discretion to disqualify the entrant's Entry or attempt to contact the entrant by telephone. If an entrant cannot be contacted within the allotted time or is unable or unwilling to accept the Prize for any reason, that person forfeits the right to win the Prize and another entrant's name may be drawn for the Prize and the process will be repeated to contact that new entrant. No communication will be exchanged except with the selected entrants.

HOW TO CLAIM A PRIZE. If you are selected as a potential Prize winner, you will be notified by email or telephone within two (2) business days of the draw date. The potential winner must correctly answer, without assistance of any kind, whether mechanical, electronic or otherwise, a mandatory mathematical skill-testing question, must sign a Declaration and Release Form (the "**Declaration Form**") and return it to the designated representative of the Contest Organizer by fax or email in the manner prescribed on the Declaration Form within two (2) business days of receipt, and must comply with these Contest Rules.

The Prize will only be awarded to the confirmed winner. If a potential Prize winner (a) fails to correctly answer the mathematical skill-testing question, (b) fails to properly complete and return the Declaration Form within the time period specified, (c) fails to comply with these Contest Rules (as determined by the Contest Organizer in its sole discretion) (d) cannot be contacted in accordance with these Contest Rules for any reason and/or (e) cannot accept the Prize for any reason, then he/she will be disqualified from the Contest (and must forfeit all rights to the Prize) and another draw will be held to select an entrant for the Prize.

The Contest Organizer assumes no responsibility after shipping the Prize and the winner must assume the risk of loss or damage to the Prize after shipment. The Contest Organizer makes no representations or warranties of any kind regarding the appearance, safety or performance of the Prize. The Prize will be delivered to the winner by mail within two (2) weeks of receipt of the properly completed Declaration Forms. The Contest Organizer is not responsible for the communication or transmission of the Prize to the winner who provides inaccurate or incomplete information, or for prizes that are lost, misdirected, delayed or destroyed in transit.

LIABILITY RELEASE, ETC. Before being declared a Prize winner, the selected entrant will be required to sign a Declaration Form which (among other things): (i) confirms compliance with these Contest Rules; (ii) confirms acceptance of the Prize as awarded; (iii) releases the Sponsor, Couche-Tard Inc. and each of their respective advertising and promotional agencies, any and all Contest oversight bodies, provincial liquor boards, beer distributors, prize suppliers, parent companies and affiliates of each of the above entities and all of their respective directors, officers, owners partners, employees, agents, representatives, successors and assigns (collectively, the "**Released Parties**") from any and all liability in connection with this Contest, the winner's participation in the Prize, the awarding of the Prize, the use or misuse of the Prize or any part thereof iv) confirms winner's consent to the publication, reproduction or other use of his/her name, address, voice, statements about the Contest, or photographs or other likenesses of him/her for publicity purposes by or on behalf of the Sponsor in any media format, including, but not limited to, print, radio, television and the Internet, without notice or further compensation. The Released Parties: (i) make no

representations or warranties, express or implied, in fact or in law, with respect to the Prizes, including, but not limited to, the warranty of quality, merchantability, fitness for a particular purpose, or functionality; and (ii) disclaim any and all liability for any injury, damage, or loss resulting from acceptance of a Prize, use or misuse of a Prize, any travel related thereto (if any), or otherwise participating in this Contest. Declaration and release documents must be returned within the time periods specified therein or the Prize in question will be forfeited. Winner's guest must also sign and return a Declaration and Release form prior to participating in the Prize. The name of the guest cannot be changed once the Sponsor or its designee has received the Declaration and Release Form.

PERSONAL INFORMATION. By entering this Contest, entrants consent to the collection, use and disclosure of their personal information for the purposes of administering the Contest, including, but not limited to, receiving one or more messages, whether electronic or otherwise, from the Sponsor or its designated representative, which may provide entrants with information about the Contest or assist in the administration of the Contest. Entrant will be deemed to have solicited such messages from the Sponsor by virtue of entering the Contest. By accepting the Prize, winner consents to the collection, use and disclosure of his/her name, address (city, province/territory), voice, statements, photographs or other likenesses for publicity purposes in connection with this Contest in any media or format, including but not limited to the Internet, without further notice, permission or compensation. Personal information will not otherwise be used or disclosed without prior consent. This section does not limit any other consents that an individual may provide to the Sponsor or any other party with respect to the collection, use or disclosure of his/her personal information.

LIMITATIONS OF LIABILITY. Without limiting the limitations of liability set forth elsewhere in these Contest Rules or in the Declaration Form, and for greater certainty, it is understood that the Released Parties will not be liable for: (a) insufficient or inaccurate information, which may result from the transmission or processing of the winning Entry; (b) theft, loss, destruction, alteration or unauthorized access to winning Entries; (c) any typographical or other error in the offer or administration of this Contest, including, but not limited to, errors in advertising, in these Contest Rules, in the selection (if any) or announcement of an eligible winner, or in the distribution of any Prize; or (d) any combination of the foregoing.

ERRORS, ETC. Entries, vouchers, wrappers or other materials used in this Contest that have been tampered with, mutilated, altered, forged, reproduced, illegitimately obtained, stolen, illegible, broken, or otherwise damaged, or that contain printing, production or other errors are not eligible and are void.

RIGHT TO SUSPEND, MODIFY OR TERMINATE THE CONTEST. Subject to obtaining the approval of the Régie des alcools des courses et des jeux, Sponsor reserves the right to suspend, modify or terminate this Contest, in whole or in part, at any time without notice if any factor interferes with the proper conduct of the Contest as contemplated by these Contest Rules. Without limiting the generality of the foregoing, Sponsor also reserves the right to terminate this Contest, in whole or in part, in the event of any error in the production, distribution, selection, printing of Contest materials, or any other occurrence or any other error that results in claims that exceed the number of declared Prizes; or if a winner fails to claim his/her Prize within the time period specified in these Contest Rules. In such event, the Sponsor reserves the right to randomly draw any unawarded Prize from among the selected entrants who are eligible for a Prize but have not yet been awarded a Prize. In the event of such a draw, before being declared a winner, the selected entrant must have properly completed the Registration Form, correctly answered the mathematical skill-testing question on the Contest website without assistance of any kind, whether mechanical or otherwise, and signed any documents as required.

MISCELLANEOUS PROVISIONS. Selected entrants eligible for a Prize who have not complied with these Contest Rules are subject to disqualification from this Contest and any future contests or promotions that may be conducted by the Sponsor. All decisions of the Sponsor, or any Contest oversight body that the Sponsor may designate, are final and binding with respect to all aspects of this Contest. The Released Parties will not be responsible for illegible, incomplete, lost, postage due, misdirected or late Prize claims, which shall be deemed null and void. The use of automated devices is prohibited. Only those entrants selected for a Prize (or, at the sole discretion of the Sponsor, any other entrant or selected entrant) will be contacted. The Contest is subject to all applicable federal, provincial and municipal laws. 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 associated with the email address provided at the time of Entry. "Authorized account holder" is defined as the natural person who is assigned an e-mail address by an Internet access provider, online service provider or other organization responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. An entrant may be required to provide the Sponsor with proof (in a format acceptable to the Sponsor, including but not limited to government-issued photo identification) that he/she is the authorized account holder of the e-mail address used in the subject Entry. Sponsor reserves the right, in its sole discretion, to disqualify from this Contest, and any future contests or promotions it may conduct, any individual who in its sole opinion is not in compliance with these Contest Rules, is tampering with the Prize claim process or the administration of the Contest, or is acting in a disruptive or disloyal manner, or with intent to annoy, abuse, threaten or harass any other person. IT IS A CRIMINAL OFFENCE AND A MISDEMEANOR FOR A SELECTED ENTRANT ELIGIBLE TO WIN A PRIZE OR ANY OTHER PERSON TO ATTEMPT TO UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST, AND IN SUCH CASE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

Subject only to applicable law and any required regulatory approval, Sponsor reserves the right, without notice, to change any of the dates or deadlines set forth in these Contest Rules, to the extent necessary, for purposes of verifying the compliance of any selected eligible Prize winner or Entry, or in light of any other problem or circumstance which Sponsor believes interferes with the proper administration of the Contest in accordance with these Contest Rules, or for any other reason.

In the event of any discrepancy or inconsistency between the terms and conditions of the English version of these Contest Rules and the disclosure documents or other statements contained in any Contest materials, the terms and conditions of the French version of these Contest Rules shall prevail, govern and control to the fullest extent permitted by applicable law.

RÉGIES DES ALCOOLS: The provincial liquor authorities are not associated with this Contest in any way and will not be liable in any way for any matter relating to this Contest.

QUEBEC RESIDENTS: Any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.