

CONTEST

"It's Snowing Prizes"

Rules of Participation

The "It's Snowing Prizes" Contest (the "Contest") takes place on the platform available at <https://www.concourshivervoisin.com/> and is organized by Sobeys Capital Incorporated (the "Contest Organizer").

The Contest begins on Thursday, November 13, 2025 at 12:01 AM Eastern Time (ET) and ends on Wednesday, January 7, 2026 at 11:59 PM (ET) (the "Contest Period").

1. ELIGIBILITY

TO BE ELIGIBLE FOR THE CONTEST, you must:

- Be a resident of Quebec and
- Have reached the age of majority in your respective province of residence at the time of your participation in the Contest (an "**Eligible Participant**").

EXCLUSIONS: Employees, representatives and/or agents of the Contest Organizer, their parent companies, subsidiaries or affiliates, Voisin stores, Voisin ambassadors and influencers, Prize Providers and their advertising or promotional agencies, Presenting Sponsors and any other entity participating in the design, production, implementation, administration or execution of the Contest (collectively, the "**Concerned Parties**"), as well as, respectively, any person with whom such excluded Participant resides or any member of their immediate family (each, an "**Excluded Participant**"). For the purposes of the Contest Rules (the "**Rules**"), the term "immediate family" includes the father, mother, brother, sister, child, husband, wife or common-law partner of an Excluded Participant.

For clarity, an Eligible Participant who is not an Excluded Participant is hereinafter referred to as a "**Participant**".

Each participant must participate exclusively on their own behalf and act for their sole personal benefit.

2. HOW TO PARTICIPATE

PARTICIPATION WITHOUT PURCHASE

No purchase necessary. Internet access and a smartphone are required for registration and participation in the Contest via a smartphone, tablet or computer (the

“Participation”).

To participate in the grand prize draw, locate featured products in store, scan the QR code and go to <https://www.concourshivervoisin.com/> (the “Website”) and follow the on-screen instructions to enter the name of the featured product on the platform and complete a mini-game. The randomly drawn winner will receive an SMS message containing the link to the official Contest Participation form (the “Entry Form”). Fill in all mandatory fields of the Entry Form:

- Your first and last name;
- Your phone number;
- Your city of residence;
- A valid email address;
- A participating featured product.

To participate in the draw for a weekly prize, scan the QR code and go to <https://www.concourshivervoisin.com/> (the “Website”) and follow the on-screen instructions to complete a mini-game. The randomly drawn winner will receive an SMS message containing the link to the official Contest Participation form (the “Entry Form”). Fill in all mandatory fields of the Entry Form.

Each day, the mini-game also allows you to obtain a determined bonus when completed. Each offer is valid until January 21, 2026, in participating Voisin convenience stores. One (1) won mini-game could be equivalent, depending on the day, to:

- One (1) free Xtraslush, small size 16 oz;
- One (1) free coffee, medium size 16 oz;
- Free “Ma Zone” candies, small bags 100 g to 135 g;
- One (1) free muffin;
- 2 for 1 offer on muffins;
- 2 for 1 offer – Medium coffee 16 oz
- 2 for 1 offer - Xtraslush, small size 16 oz;
- 2 for 1 offer - “Ma Zone” candies, small bags 100 g to 135 g;
- Additional Draw Entries (one [1], three [3], five [5] or ten [10] additional entries) by winning certain mini-games.

It is also possible to receive ten (10) additional Participations by agreeing to subscribe to Voisin marketing communications. A display on the game platform will show the number of Participations obtained.

To be valid, your Participation must comply with all required criteria of the Rules, be submitted using the official Participation Form and received during the Contest Period. In no event will the Contest Organizer be responsible for late submissions, including delays caused by technical difficulties related to the website.

Limit of three (3) Participation Requests without purchase per day per Participant during the Contest Period. Limit of one (1) bonus per day per Participant during the Contest Period, with the exception of additional Draw Entries.

3. THE PRIZES AND THEIR APPROXIMATE VALUE

The total approximate value of the contest prizes is forty-five thousand Canadian dollars (CA\$45,000).

The **GRAND PRIZE** consists of:

CA\$10,000.

The total value of the grand prize is CA\$10,000.

The **WEEKLY PRIZES** are detailed as follows:

- **1 x All-inclusive trip to a Quebec ski destination of choice (value CA\$2,500);**
- **100 x Maneige Ski Passe-Partout passports (value CA\$54.99 each).**

The **DAILY BONUSES** awarded by playing the games are detailed as follows and have a total value of over CA\$30,000:

- One (1) free Xtraslush, small size 16 oz (15,000 units);
- One (1) free coffee, medium size 16 oz (15,000 units);
- Free “Ma Zone” candies, small bags 100 g to 135 g (10,000 units);
- One (1) free muffin (15,000 units);
- 2 for 1 offer on muffins (10,000 units);
- 2 for 1 offer - Medium coffee 16 oz (20,000 units);
- 2 for 1 offer - Xtraslush, small size 16 oz (10,000 units);
- 2 for 1 offer - “Ma Zone” candies, small bags 100 g to 135 g (10,000 units);

PRIZE NOTES

GENERAL. Prizes may not be identical to the photos and images used in the Contest’s advertising and promotional material, including print advertisements, websites and electronic advertising banners. Each Prize must be accepted (i) “AS IS”, WITHOUT WARRANTY OF ANY KIND, express or implied, and (ii) cannot be modified, transferred, assigned, or exchanged for cash (unless explicitly authorized by the Contest Organizer, at its sole discretion). The Prize will be awarded only to the person whose full name is registered on the Member Account associated with the Participation in question. No prize substitution will be possible, except at the discretion of the Contest Organizer. The difference between the approximate value of the Prize and the actual value of the Prize when awarded to the winner will not be attributed.

4. DRAWS

One hundred and two (102) prizes divided into ten (10) draws can be won during the contest period. The registration periods, based on the start and end date and time, are indicated in the table below. Entries will not be carried over to subsequent draws for secondary prizes. The number of weekly prizes to be won will decrease as they are claimed throughout the contest period.

Prize	Registration Period Start	Registration Period End	Draw Date
12 x Maneige Ski All-Access Passes (value \$54.99 CAD each)	November 13, 2025, 12:01 AM	November 20, 2025, 2:59 PM	November 20, 2025, 3:00 PM
12 x Maneige Ski All-Access Passes (value \$54.99 CAD each)	November 20, 2025, 3:01 PM	November 27, 2025, 2:59 PM	November 27, 2025, 3:00 PM
12 x Maneige Ski All-Access Passes (value \$54.99 CAD each)	November 27, 2025, 3:01 PM	December 4, 2025, 2:59 PM	December 4, 2025, 3:00 PM
12 x Maneige Ski All-Access Passes (value \$54.99 CAD each)	December 4, 2025, 3:01 PM	December 11, 2025, 2:59 PM	December 11, 2025, 3:00 PM
12 x Maneige Ski All-Access Passes (value \$54.99 CAD each)	December 11, 2025, 3:01 PM	December 18, 2025, 2:59 PM	December 18, 2025, 3:00 PM
12 x Maneige Ski All-Access Passes (value \$54.99 CAD each)	December 18, 2025, 3:01 PM	December 25, 2025, 2:59 PM	December 25, 2025,

			3:00 PM
14 x Maneige Ski All-Access Passes (value \$54.99 CAD each)	December 25, 2025, 3:01 PM	January 1, 2026, 2:59 PM	January 1, 2026, 3:00 PM
14 x Maneige Ski All-Access Passes (value \$54.99 CAD each)	January 1, 2026, 3:01 PM	January 7, 2026, 2:59 PM	January 8, 2026, 3:00 PM
1x All-inclusive trip to a Quebec ski destination of choice including accommodation, transportation, meals and ski passes for two (2) people (value \$2,500 CAD)	November 13, 2025, 12:01 AM	January 7, 2026, 2:59 PM	January 8, 2026, 3:00 PM
1 x Grand prize of \$10,000 (value \$10,000 CAD)	November 13, 2025, 12:01 AM	January 7, 2026, 2:59 PM	January 8, 2026, 3:00 PM

Each draw for a weekly prize will take place on the draw date indicated in the table above at 3:00 PM ET at 4560B St Laurent Blvd #203, Montreal, Quebec H2T 1G8. One or more entries will be randomly selected from all eligible entries received during the applicable registration period for that draw and will be eligible to win the weekly prize(s). The odds of winning a weekly prize depend on the total number of valid entries received during the registration period for the relevant weekly prize draw.

Limit of one (1) Prize per Participant, per household, for the entire Contest Period.

The Prize will be sent by mail to the winner by the Contest Organizer using the information provided in the Release Form.

CONTACT OF SELECTED PARTICIPANTS

The Contest Organizer or its designated representative will attempt at least two (2) times to

contact the Selected Participant by phone and/or email using the contact information provided in their Entry. It is the responsibility of each Participant to ensure that the information provided is up to date. The Contest Organizer cannot be held responsible for invalid or inaccurate contact information that has not been updated during Participations.

Each Selected Participant will have forty-eight (48) hours, following the first communication, to recontact the Contest Organizer or its representative, failing which their entry will be void. Once contacted by email, the Selected Participant will receive a Release Form (the “**Release Form**”) at the email address indicated in their Member Account. The response time will be calculated exclusively from the Contest Organizer’s clock.

BEFORE BEING CONFIRMED AS A PRIZE WINNER, the Selected Participant must:

- Complete the registration form forwarded and correctly answer, without mechanical or other assistance, a regulatory mathematical question;
- Duly complete, sign and return the Release Form within twenty-four (24) hours of receipt of the Release Form, in which (among other things) the Selected Participant must confirm that they comply with these Rules and acknowledge acceptance of the Prize as awarded;
- Consent to their name, address, voice, image, statements in connection with the Contest, as well as any photograph, video, capture and/or filming, being published, reproduced or otherwise used by or on behalf of the Contest Organizer, or on its behalf, for advertising or other promotional or commercial use carried out by or on behalf of the Contest Organizer, in any existing or future medium, including print media, radio, television and the Internet, all without further notice, additional remuneration, or right of inspection on their part for any use in connection with this Contest;
- Provide photo identification upon request.

If it is impossible to contact the Selected Participant in the manner described in the section “CONTACT OF SELECTED PARTICIPANTS” for the Prize, if the Selected Participant a) gives an inaccurate answer to the regulatory mathematical question; b) fails to return the duly completed and signed Release Form within the prescribed period; c) cannot accept (or refuses to accept) the Prize as awarded for any reason whatsoever; and/or d) is deemed to have violated these Rules (as determined by the Contest Organizer in its sole discretion), they will be disqualified (and will forfeit the Prize) and the Contest Organizer reserves the right, at its sole discretion and if time permits, to electronically and randomly select a new Participant from the remaining entries in the draw (if applicable, the provisions set out in this paragraph will apply to the new Selected Participant). Limit of one (1) Prize per Participant per household during the Contest Period.

ODDS OF WINNING

The odds of winning depend on the number of Draw Entries collected or sent and received during the Contest Period, in accordance with these Rules.

5. GENERAL CONDITIONS

All Participations become the property of the Contest Organizer.

The Contest is subject to all applicable federal, provincial and municipal laws and regulations. The Contest is governed by the laws of Quebec and the laws of Canada applicable in this regard, is subject to all applicable federal, provincial and municipal laws and is void where prohibited by law.

The decisions of the Contest Organizer are final and without appeal for all matters related to this Contest, including any decision regarding the validity or disqualification of Participations or Participants. By participating in this Contest, you agree to be legally bound by the terms of these Rules. ANY PERSON DEEMED TO HAVE VIOLATED THESE RULES FOR ANY REASON WHATSOEVER IS LIABLE, AT ANY TIME, TO DISQUALIFICATION, AT THE SOLE DISCRETION OF THE CONTEST ORGANIZER.

The Contest Organizer reserves the right to withdraw, modify or suspend this Contest (or modify these Rules) in any way whatsoever, due to an error, a technical problem, a computer virus, a bug, tampering, unauthorized intervention, fraud, a technical failure or any other cause.

Any deliberate attempt to damage a Website or to harm the proper functioning of this Contest (at the sole discretion of the Contest Organizer) violates the Criminal Code and civil laws. In such a case, the Contest Organizer reserves the right to apply remedies and recover damages to the extent permitted by law. The Contest Organizer reserves the right to cancel, modify or suspend this Contest, or to modify these Rules, in any way whatsoever, in the event of an accident, printing error, administrative error or any other error, whatsoever, or for any other reason, without prior notice or obligation. Without limiting the generality of the foregoing, the Contest Organizer reserves the right, at its sole discretion, to administer another aptitude test, if it deems it appropriate, depending on the circumstances and/or in order to comply with applicable law.

The Contest Organizer reserves the right, at its sole and absolute discretion, to modify without notice the Contest schedule or any of the dates indicated in these Rules, when necessary, in order to verify the compliance of any Participant or any Participation with these Rules, or due to technical problems or in any circumstances which, in the opinion of the Contest Organizer and at its sole discretion, are likely to harm the proper administration of the Contest in accordance with these Rules, or for any other reason.

By simply participating in this Contest, each Participant authorizes the Contest Organizer and its agents and/or representatives to retain, share and use the personal information they provided in their Entry solely for the purposes of administering the Contest and awarding the Prize, including, without limitation, to communicate with the Participant about the Contest and their Entry. You may also receive additional communications from the Contest Organizer and/or third-party partners (as applicable) about their products, services, upcoming Contests and promotional offers if you consent to receive these communications on the Contest Website. You may at any

time, during or after the Contest, withdraw the consent you have given to receive additional communications by following the unsubscribe instructions available in said communications. Please consult <https://corporate.sobeys.com/fr/privacy-policy> for details on Sobeys' privacy policy regarding the use of personal information.

These Contest Rules can be consulted at <https://concourshivervoisin.com>

In the event of any discrepancy or inconsistency between the terms of these Rules in French and the statements or other statements contained in the Contest documents, including the Entry, the Website, the English version of these Rules and/or the point-of-sale advertising material, television, print or online advertising, the terms of the French version of these Rules will prevail to the extent permitted by law.

By participating in the Contest and as a condition of accepting a Prize, you, your heirs, executors, administrators, successors and assigns, forever release and discharge the Contest Organizer, the Presenting Sponsors and the Prize Providers, Scène Plus IP Corporation and each of their parent companies, affiliates, subsidiaries, successors, mandataries, agents, advisors, franchisees, shareholders, partners, representatives, their advertising, promotional and execution agencies and each of their respective employees, officers, directors, mandataries and representatives (collectively, the "Released Parties"), from any loss, damage (including, without limitation, direct, indirect, incidental, consequential or punitive damages), rights, claims, actions, causes of action, personal injury, property damage or death, including, without limitation, all costs and liabilities of any kind, including legal fees on a substantial indemnity scale, hereinafter referred to as "Claims" and including, without limitation, any Claim arising from an act of negligence of the Released Parties, that you now have, or that you may subsequently have against the Released Parties directly or indirectly resulting or arising from: (i) participation in the Contest, your participation and/or the awarding, acceptance, possession, use or misuse or enjoyment of a Prize, and, where applicable, travel, preparation or participation in an event or activity related to the Prize; or (ii) the publicity rights granted to the Contest Organizer. You expressly acknowledge that you understand that there may be serious risks of personal injury, death or property damage associated with the acceptance, possession, use and/or misuse of the Prize and participation in any event or participation in certain activities related to the Prize, and you voluntarily assume these risks. You also agree to indemnify, defend and hold harmless the Released Parties from any Claim related to the foregoing.

However, by participating in this Contest, any Participant agrees to comply with the terms and conditions of use, contracts, other policies and/or guidelines governing the platform and releases the Contest Organizer, any company, corporation, trust or other legal entity controlled by or related to them, their advertising and promotional agencies, their employees, agents and representatives from all damages they may suffer as a result of using this platform.

