

CONTEST — THE LUCKY BOX

BISCUITS LECLERC LTD.

OFFICIAL RULES

CONTEST PERIOD

The “The Lucky Box” Célébration® Contest (the “Contest”) is held by Biscuits Leclerc LTD. (“the Administrator”). It will take place on the Internet from April 12, 2021, at 12:00 p.m. (noon) Eastern Time (ET) to August 15, 2021, at 11:59 p.m. (ET) (the “Contest Period”).

ELIGIBILITY

NO PURCHASE REQUIRED

The Contest is open to all residents of Canada of full legal age in their province or territory of residence on April 12, 2021. Notwithstanding the foregoing, the employees of Biscuits Leclerc LTD., its parent companies, subsidiaries, and members of their respective groups and the employees of their partners and advertising, promotional, and Web agencies who have provided services within the framework of this Contest and all members of their immediate family (defined for the purposes of this Contest as a spouse—regardless of whether they are married—parent, child, brother or sister), or any other person who shares their home, regardless of whether they belong to the same family, (hereinafter collectively referred to as the “Contest Group”) are not eligible to enter in the Contest.

The Administrator may at any time require proof of identity or eligibility for the Contest. Failure to provide this proof could result in the entrant’s disqualification. All personal information and other information requested and provided for the purposes of the Contest must be true, complete, accurate, and free from any element liable to be misleading. At its sole discretion, the Administrator reserves the right to disqualify any entrant who, at any stage, provides false, incomplete, inaccurate, or misleading personal details or information.

METHODS OF ENTRY

ENTRY WITH PURCHASE

To enter the Contest, look for the eight-character alphanumeric code (the “Code”) inside specially marked promotional packaging of Célébration® products in 240 g and 350 g sizes (the “Participating Products”), sold from participating retailers across Canada (while supplies last). Go to luckybox.leclerc.ca (the “Contest Website”) to enter the Code during the Contest Period and fill out the required entry fields. Proof of electronic transmission will not be considered proof of receipt by the Administrator.

ENTRY WITHOUT PURCHASE

To enter the Contest without making a purchase, you can request a code. To do so, please handwrite a text of at least 50 words explaining “why Célébration® products are the best,” and state your first and last names, age, home address, telephone number and email address. Then send it all in an envelope with sufficient postage to “The Lucky Célébration Box®” 91 De Rotterdam, Parc industriel François Leclerc, Saint-Augustin-de-Desmaures, Quebec, Canada G3A 1T1. A Code will be sent to you at the email address provided in your written request.

Limit of one (1) request (single text of 50 words) per return envelope with sufficient postage, while supplies last. All requests must be postmarked before August 8, 2021, to ensure enough processing time. Proof of mailing will not be considered proof of receipt by the Administrator. The Administrator declines all responsibility for entries that are lost, stolen, received late, incomplete, invalid, incomprehensible, illegible, falsified, altered, mechanically reproduced, bearing an incorrect address or insufficiently stamped; such entries will be disqualified. Mechanical reproductions of requests will also be rejected. The quality of the written submission will not be evaluated or used in any other way and will not affect how the winners are determined. Once you have received your Code by email, enter it on the luckybox.leclerc.ca contest website during the Contest Period and complete the required fields.

ENTRY LIMITS

Limit of one (1) code per entry. Limit of five (5) eligible entries per email address per person, per day, regardless of method of entry. The use of any robotic, automatic, programmed, mechanical, or similar mode of entry or of a number of entries greater than that permitted will void your entry(ies) and will result in your disqualification from the Contest. The term “entrant” within the meaning of the Official Rules means an individual with a single email address and a single civic address. It is therefore forbidden for an entrant to enter through multiple email addresses or civic addresses. In addition, the Administrator reserves the right, at any time, to ask entrants and winners for an official proof of identity.

If you redeem a winning Code, you will be eligible to win a prize. Please keep your winning Code because the Administrator may ask you for the original box as proof of the Code before awarding you the prize.

All Codes, entry requests, declaration and release forms, and any other documents requested by the Administrator in the framework of administering the Contest remain or become the property of the Administrator and will not be returned.

PRIZES

Each holder of a winning Code is eligible for one of the following prizes:

- ✓ Three (3) instant prizes of CAN\$5,000;
- ✓ One of 2,500 instant coupons valid for a free Célébration® product;

Each redeemed Code, regardless of whether it is a winning Code for an instant prize, will automatically be eligible for the draw for the CAN\$25,000 grand prize.

There are two thousand five hundred three (2,503) instant prizes available to be won, and the number of instant prizes available to be won will decrease during the Contest Period as they are awarded to the winners. There is one (1) Grand Prize available to be won among all Codes redeemed during the Contest Period.

Approximate total market value of all instant Prizes awarded in cash: Can\$15,000.

Approximate total market value of the prizes awarded as coupons: \$10,000 (value of \$4.00 per coupon).

Approximate total market value of all Prizes (including the Grand Prize): Can\$50,000.

CHANCES OF WINNING

There are approximately six million (6 million) Codes available in the Entry With Purchase category and two hundred fifty (250) codes available in the Entry Without Purchase category.

The odds of winning a prize depend on the number of eligible entries that the Contest Administrator receives and when they are received. The total number of winning codes will decrease as prizes are claimed during the Contest Period. The odds of winning the Grand Prize may vary depending on the number of Codes redeemed during the Contest Period.

SELECTION AND NOTIFICATION OF ELIGIBLE WINNERS

Each entrant who redeems a Code will receive a notification indicating that he or she is eligible to win an Instant Prize and stating that he or she has become eligible for the Grand Prize of the draw among the Codes redeemed during the Contest Period. The entrant who will receive an Instant Prize notification for one of the \$5,000 Prizes will receive additional information at the email address provided during registration, including information on how to claim the prize. The entrant must, among other things, provide proof of identity with a photograph and his or her first and last names, age, home address and telephone number. Failure to comply with the guidelines set out in the notification of the Instant Prize for claiming a prize and these Official Rules may result in the entrant's disqualification. If any Prizes have not been claimed by the end of the Contest Period, the Administrator reserves the right to cancel any unclaimed Prizes.

Entrants who will receive a notification for a coupon redeemable for a free Célébration® product of 240 g to 350 g (maximum value of \$4.00, including taxes) will be required to fill out a form

with their full contact information, including their first and last names, age, home address and telephone number. This coupon, valid for one (1) free item, will be sent to you by mail. Allow four (4) to six (6) weeks for delivery. Persons engaging in any fraudulent actions or manipulations or any persons suspected of having photocopied or tampered with the coupon have broken the Official Contest Rules and will be disqualified.

For the Grand Prize draw, one (1) winner will be randomly selected from among all redeemed Codes during the Contest Period and will be awarded the Grand Prize of \$25,000, provided he or she meets the eligibility rules. A business partner will conduct the draw for the Grand Prize from among all redeemed Codes. The draw will take place at 7240 Waverly #212, Montreal, Quebec, Canada, H2R 2Y8.

TERMS AND CONDITIONS OF CLAIMING A PRIZE

Before being able to receive his or her Prize, the holder of a Winning Code for one of the three (3) Instant Prizes of CAN\$5,000 must correctly answer—without assistance—a mathematical question through the declaration and release form. The Administrator will send this form to the email address provided by the entrant when he or she entered the Contest. The holder of a winning Code will be required to fill out, sign, and return the declaration and release form (and any other document that may be required) to the Administrator within three (3) days of (Deadline for claiming the prize) the date the Administrator sent the email with the declaration and release form file attached. If the holder of a winning Code has not complied with these Official Rules, if he or she has not answered the mathematical question correctly, if he or she refuses the prize or any part of the prize, if the correspondence between the Administrator and potential Prize winner is returned because it cannot be delivered and there is no other address indicated, or if he or she does not return the declaration and release form (and all other required documents, if applicable) before the Deadline for claiming the prize at the latest, the winning Code holder's Prize may be forfeited and not awarded. If the holder adequately meets the eligibility requirements, the Prize will be delivered to him or her within approximately ten (10) days; namely, after receipt of the declaration and release form and verification of the Prize winner's eligibility. Before being awarded their Prize, winners may be required to provide the original packaging of their Célébration® product for the purposes of validating the Winning Code. This condition does not apply to holders of one of the 2,500 instant prizes entitling them to a free coupon for a Célébration® product.

If the identity of the person who entered a Winning Code is in question, the Instant Prize will be awarded to the person in possession of the Winning Code (either the original packaging of a Célébration® product or the Code Request made by mail). If a winner does not have the original box in his or her possession or if there is any doubt about his or her identity, the Administrator has no obligation to award the Prize and reserves the right to award the Prize to any other entrant or to cancel the Prize, at its sole and absolute discretion.

Prizes must be accepted as awarded and may not be transferred, exchanged, substituted or resold. The Administrator reserves the right, at its sole and absolute discretion, to substitute any prize, in whole or in part, with another prize of equal or greater value. An entrant can win more than one instant prize if they redeem multiple Winning Codes during the Contest Period.

CONTEST ADMINISTRATION

By entering the Contest, the entrant acknowledges and agrees to comply with each and every provision of the Official Rules and to be bound by the Administrator's instructions and decisions, which are final and binding. In the event of a dispute about the interpretation of the Official Rules, the Administrator's decisions and interpretation shall prevail.

The Administrator may disqualify, with or without notice, any entrant in this Contest and any of the Administrator's future promotions, if it determines, at its sole and absolute discretion, (i) that the entrant has not complied with one of the provisions of the Official Rules; (ii) that the entrant has provided false or misleading information; (iii) that the entrant has engaged in any questionable, fraudulent, illegal or other activity incompatible with the proper conduct of the Contest or that he or she has attempted to interfere with the proper conduct of the Contest; or (iv) that the entrant acts with intent to annoy, abuse, threaten or harass a Contest Group member, other entrants or any other person. Any attempt to deliberately damage any website, tamper with the chances of winning, or interfere with the smooth conduct of the Contest is against criminal and civil laws, and, where applicable, the Administrator reserves the right to claim damages and exercise any other remedy to the fullest extent permitted by law.

Subject to the required approval of the Régie des alcools, des courses et des jeux, the Administrator reserves the right, at its discretion, to change, suspend, cancel or postpone this Contest, in whole or in part, or to end it for any reason.

LIMITATION OF LIABILITY

The Administrator, its respective parent companies, subsidiaries and affiliates, partners, and advertising, promotional and web agencies that provide services in connection with this Contest, and their respective managers, shareholders, employees, agents, successors and assignees (the "Indemnified Parties") disclaim all liability, and the entrant exempts the Indemnified Parties from any liability related to the Contest, his or her entry in the Contest, or the awarding, receipt or use of a prize.

Without limiting the generality of the foregoing and to the fullest extent permitted by law, the entrant exempts the Indemnified Parties from any claim, cause of action, costs, damages, bodily injury, death, property damage, loss or destruction of property, or any other direct or indirect loss of any kind (including attorneys' fees and legal costs), arising from or in relation to the following:

- a) Any breach of these Official Rules by the entrant;
- b) Any error or problem in advertising, printing, production or distribution of Codes or promotional packaging of the products involved in the Contest;
- c) Any technical or human error or any technical problem occurring in the process of entering the Contest; redeeming a Code; or awarding, claiming or delivering a prize;
- d) Any information or correspondence relating to the Contest that is lost, stolen, delayed, damaged, misdirected, incomplete, invalid, incomprehensible, illegible, falsified, altered, mechanically reproduced, insufficiently stamped, or otherwise not in compliance with the requirements of the Official Rules;
- e) Any failure, malfunction, bug, virus, breach of security or problem affecting the website, telephone lines, networks, systems, servers, software, and computer hardware of the Administrator or another member of the Contest Group;
- f) Any damage caused to the computer equipment of the entrant or any other person as a result of entering the Contest, using the website, or downloading any material related to the Contest;
- g) Use of Advertising Material in compliance with section 10 of these Official Rules.

Entrants acknowledge that the Contest is in no way sponsored, guaranteed, or administered by or associated with Facebook or Instagram and that any comments, questions, or complaints about the Contest should be directed to the Administrator and not to Facebook or Instagram. The entrant completely exempts Facebook and Instagram of any liability with regard to his or her entry in the Contest.

ADVERTISING OF THE WINNERS

If you are declared a winner, you consent to the Administrator using and reproducing your name, place of residence, photo, image, likeness, statements, or any biographical information about you (the "Advertising Material") without compensation or notice for promotional and advertising purposes in relation to this Contest or any similar contest in any media or format (including the Internet) to the fullest extent permitted by law. You waive all rights you may have in connection with any use of the Advertising Material by the Contest Group, including your moral rights.

Protection of Personal Information

By entering the Contest, you consent to the Contest Group collecting, using and disclosing the personal information that you provide to us solely for the purpose of administering this Contest in compliance with these Official Rules. In addition, the Contest Group will only communicate with the winners. Entrants will not receive any other communications from the Contest Group, unless they have consented to receive such communications at the time of entering the Contest. At any time, entrants can opt out of receiving communications from the Administrator by unsubscribing.

MISCELLANEOUS

Applicable laws: This Contest is subject to and must be interpreted in accordance with all laws applicable in Quebec and Canada.

Severability: The invalidity or impossibility of the application of any provision of these Rules does not affect the validity or application of any other provision. In the event that any provision is determined to be invalid, not applicable or illegal, these Official Contest Rules shall remain in force and shall be interpreted according to their conditions as if the invalid or illegal provision were not contained in said Official Rules.

Quebec residents: Any dispute related to the conduct or organization of a promotional contest may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any dispute related to the awarding of a prize may be submitted to the board, which will only act for the purpose of helping the parties come to an agreement. Any decision made by the Administrator affecting the operation of this Contest is subject to the approval of the Régie des alcools, des courses et des jeux.

Precedence: In the event of any discrepancy between these Official Rules and the information communicated or other statements contained in the documentation related to the Contest, including any Contest entry form and any advertising disseminated at points of sale, on television, in the written press or online, the terms and conditions of these Official Rules will prevail. In the event of discrepancies between the English and French versions of the Official Rules, the French version will prevail.