

SNACK & PLAY CONTEST OFFICIAL RULES AND REGULATIONS (“OFFICIAL RULES”)

NO PURCHASE NECESSARY.

The “Snack & Play” Contest (the “Contest”) is sponsored by Lactalis Canada Inc. (the “Sponsor”). The Contest starts on March 15, 2023, at 11:59 p.m. (ET), (the “Contest Opening Date”). The Contest closes on April 30, 2023, at 11:59 p.m. (ET) (the “Contest Closing Date”). The “Contest Period” runs from the Contest Opening Date to the Contest Closing Date.

1. ELIGIBILITY

The Contest is open to all individuals who are residents of Canada who are 18 years or older and located in Canada at the time of entry.

All entrants 18 years of age and older who are under the age of majority in their province or territory of residence require parental consent to participate in the Contest. Subject to the age limitation provided above, entrants who are under the age of majority in their province of residence at the date of entry are still eligible to enter the Contest and win a Prize provided that the parent or legal guardian of the entrant accepts the Prize and the terms and conditions hereof for and on behalf of such entrant and, if applicable, completes the required Declaration and Release Form (as further outlined below). Each entrant who is under the age of majority will be required to provide the contact email address and telephone number of his/her parent or legal guardian upon winning.

The Contest is not open to the Sponsor or its parents, related and affiliated companies, advertising and promotional agencies, or employees, officers, directors, representatives, agents, successors, or assignees thereof (collectively the “Contest Group”), or any persons residing in the same household with members of the Contest Group. By entering the Contest, entrants agree to abide by these Official Rules and all decisions of the Sponsor, which shall be final and binding on all entrants in all matters pertaining to the Contest. The Contest is governed by Canadian law and is subject to all applicable federal, provincial, and territorial laws and regulations. The Contest is void where prohibited by law.

2. HOW TO ENTER

a) FOR A CHANCE TO WIN THE GRAND PRIZE

Limit: One (1) entry per person per week regardless of the method of entry. For this Contest, each “week” runs from Monday at 12:00 a.m. (ET) until Sunday at 11:59 p.m. (ET), except for the first week of the Contest Period which runs from Wednesday March 15 at 11:59 p.m. (ET) until Sunday, March 19 at 11:59 p.m. (ET).

With purchase: One of the ways to enter the contest for your chance to win the Grand Prize is to purchase any participating iÖGO yogurt product (see section 7 below), submit the purchase receipt & complete the entry form at iogo.ca/contest (the “website”). The purchase receipt must be photographed and uploaded so that the purchase date and the participating iÖGO yogurt product are clearly visible.

To obtain one (1) entry to the Grand Prize draw the entrant shall click on the “Upload a receipt” button and: (i) complete the online entry form, by entering your required information (ex. name, valid email address, telephone number, complete mailing address, age, etc.); and (ii) upload a photo of the purchase receipt (“Entry”).

Make sure that you check the following mandatory box to complete your registration otherwise it will not be valid: “I confirm I am 18 years of age or older and I have read and accept the conditions and contest rules”. You must also confirm that you are not a robot by clicking the corresponding box.

You must have a valid email address, phone number, and mailing address to enter the Contest. Only one (1) email address account may be used by any person to enter the Contest. Proof of sending an online Entry is not proof of receipt by the Sponsor.

Submission of a purchase receipt will result in a total of one (1) Entry. Limit of one (1) purchase receipt per person per week during the Contest Period.

Without purchase: To participate without purchase, simply visit the website, follow the procedure mentioned above (omitting the picture of the purchase receipt) and draft, in the box provided for this purpose, an original composition (without the use of *artificial intelligence*) of at least five hundred (500) characters explaining what makes iÖGO your fun snacking partner.

Submission of an original composition will result in a total of one (1) Entry. Limit of one (1) original composition per person per week during the Contest Period.

If any entrant attempts to obtain more than the specified number of entries (with or without purchase), the Sponsor may, in its sole and absolute discretion, disqualify the entrant from the Contest and disqualify all of that entrant’s entries.

Entries will be declared invalid if they are late, illegible, incomplete, damaged, irregular, mutilated, forged, garbled, or mechanically or electronically reproduced. Should it be discovered that an entrant is using the aid of computer software programs to auto-fill entries in an unauthorized manner, that entrant will be immediately disqualified from the Contest. The Sponsor reserves the right to disqualify all such entrants from future contests conducted by the Sponsor without further notice.

b) FOR A CHANCE TO WIN AN **INSTANT PRIZE**

To participate for a chance to win an Instant prize visit the website and (i) enter your email address; (ii) check the box “I confirm I am 18 years of age or older and I have read and accept the conditions and contest rules”; (iii) check the box to confirm that you’re not a robot; and (iv) play the bowling game!

After each game, a message will tell you if you can claim an Instant prize. Follow the instructions in the message.

Limit of two (2) attempts per day.

3. **PRIZING**

GRAND PRIZE: There is one (1) Grand Prize available to be won consisting of \$10,000 (CAD). Sponsor will contact the eligible Prize winner directly and help with prize fulfillment. Grand Prize must be accepted as awarded and is not transferable. No substitutions except at Sponsor's option.

Odds of Winning: The odds of winning the Grand Prize depend on the total number of eligible entries during the Contest Period.

INSTANT PRIZES: There are in total eleven thousands eighty (11 080) instant prizes available to be won during the Contest Period, for a total approximate value of forty thousand dollars (\$40 000). At the outset of the Contest, the following Instant Prizes are available to be won: (i) twenty-five (25) VISA gift cards of one hundred dollars (\$100) each; (ii) eighty-five (85) INDIGO gift cards of thirty dollars (\$30) each; (iii) ten thousand (10 000) discount coupon of a one dollar (\$1) value on iÖGO products; (iv) nine hundred fifty (950) free iÖGO product of a maximum value of ten dollars (\$10); and (vi) twenty (20) prizes consisting of one (1) year of iÖGO product supply remitted in form of coupons for free products (ARV of \$780). The number of prizes will diminish as awarded. No substitutions or cash alternatives except at Sponsor's option.

Odds of Winning: The Instant Prizes are awarded by an algorithm. The odds of winning an Instant Prize depend on the time of participation and the number of participants.

Limit: One (1) Instant Prize per person per day.

All Prizes must be accepted as awarded without substitution and are not transferable. The Sponsor reserves the right, in the event that a Prize, or any component of a Prize, cannot be awarded as described for any reason, to substitute the same for another prize or component of equal or greater value without liability.

If the selected entrant of a Prize forfeits the Prize, it will be re-awarded at the option of the Sponsor, subject to, among other things, time availability.

4. GRAND PRIZE DRAWS

A random draw for the Grand Prize will be held on May 1st, 2023 at 12:00 p.m. (ET) in Montreal, Quebec by Cri Agence, located at 85 St-Paul Street W., Montreal H2Y 3V4, from among all eligible entries received by the Contest Closing Date.

Three (3) attempts will be made to contact the selected entrant at the email address and two (2) attempts at the phone number provided on their entry form between 9:00 a.m. and 5:00 p.m. ET during a period of seven (7) days following the draw. If the selected entrant cannot be contacted within seven (7) days, by either email or phone, he/she will be considered to have forfeited the Prize and will be disqualified and another entrant may be drawn from the remaining eligible entries, at Sponsor's discretion. The Sponsor will not be responsible for failed attempts to contact a selected entrant.

5. CLAIMING YOUR PRIZE

Grand Prize. The selected entrant will be required to sign a Declaration and Release Form confirming compliance with the Official Rules, acceptance of the Prize as awarded (without substitution), providing the correct answer to a mathematical skill-testing question, (without assistance of any kind, whether mechanical or otherwise) and releasing the Sponsor, the Contest Group, the independent contest organization and each of their respective shareholders, directors,

officers, employees, agents, representatives, parents, subsidiaries, affiliated and related companies, successors and assigns (collectively, the "Released Parties") from any liability in connection with the Prize or the Contest (the "Release Form"). The selected entrant will have seven (7) days to complete and return the Release Form in accordance with the instructions contained therein. Sponsor will contact the Grand Prize winner within thirty (30) days of receiving his/her signed Release Form to arrange for the delivery of the Prize.

Instant Prizes (except \$1 off coupon and free iÖGO product coupon (max \$10)) At the end of each week (as defined in section 2 above), Sponsor will contact the participants selected for an Instant Prize. Two (2) attempts will be made to contact the selected entrant at the email address or at the phone number provided on their entry form between 9:00 a.m. and 5:00 p.m. ET. If the selected entrant cannot be contacted by either email or phone, he/she will be considered to have forfeited the Prize and will be disqualified. The selected entrant will be required to sign a Declaration and Release Form and will have five (5) days to complete and return it in accordance with the instructions contained therein. Sponsor will contact Instant Prize winners within thirty (30) days of receiving his/her signed Release Form to arrange delivery of the Prize. Please allow 6 to 8 weeks for delivery of the prizes from the end of the Contest Period.

\$1 off coupon or free iÖGO product coupon (\$10 max) Instant Prizes. Winners of the \$1 off coupon Instant Prize or of a free iÖGO product coupon (max \$10 value) Instant Prize will receive an email at the email address provided on the entry form explaining how to claim the instant prizes. Selected participants will have two (2) days to respond to the email in accordance with the instructions provided therein and correctly answer a mathematical skill testing question without assistance, mechanical or otherwise. No substitutions and no cash alternatives. Coupons are subject to expiration date and will be sent by email within thirty (30) business days.

All Prizes

All Prize claims are subject to verification. Sponsor will not be responsible for failed attempts to contact a selected entrant. Return or refusal of any prize, inability to reach selected entrants or failure of selected entrant to provide proof of eligibility (if requested), failure to return a duly completed Release Form within the set deadline, failure to correctly answer the mathematical skill-testing question within the set deadline, or other non-compliance with these Official Rules may result in disqualification and forfeiture of the prize. Sponsor is not responsible for any change of e-mail address, mailing address and/or telephone number by entrants.

6. GENERAL

Official Rules Govern

In the event of a conflict between the Official Rules and any instructions or interpretations of these Official Rules given by an employee of the Sponsor regarding the Contest, these rules shall prevail. In the event of any discrepancy or inconsistency between the terms and conditions of these Official Rules and disclosures or other statements contained in any Contest-related materials including, but not limited to, the registration form, point of sale, print or online advertising, the terms and conditions of these Official Rules shall prevail, govern and control.

Indemnification

By submitting an entry into this Contest, each entrant confirms his or her understanding of and compliance with these Official Rules. Each entrant hereby releases and holds the Released Parties harmless from any and all liability for any injuries, loss or damage of any kind to the entrant or any other person, including personal injury, death or property damage, resulting in whole or in part, directly or indirectly, from acceptance, possession, use or misuse of any Prize, participation

in the Contest, any breach of the Official Rules, or in any Prize-related activity, including, but not limited to, computer viruses that the entrant or their household members may come into contact with through their participation in the Contest. The entrant agrees to fully indemnify the Released Parties from any and all claims by third parties relating to the Contest, without any limitation, whatsoever.

Limitation of Liability

Incomplete entries, damaged entries, illegible entries or entries received after the Contest Closing Date will not be accepted. The Released Parties take no responsibility for lost, stolen, misdirected, damaged, illegible or late entries, which for any reason are not received before the Contest Closing Date, or for printing, distribution or production errors.

None of the Released Parties assumes any responsibility for any problems or technical malfunctions of or relating to any telephone network or lines, unavailable network connections, failed, incorrect, inaccurate, incomplete, garbled or delayed electronic communications (regardless of whether caused by the sender or by any of the equipment or programming associated with or utilized in this Contest), human error in the processing of entries in this Contest, computer online systems or servers, computer software problems, traffic congestion on the Internet or at any website, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Contest, including, without limitation, errors or difficulties which may occur in connection with the administration of the Contest, the processing of entries, the announcement of any Prize or in any Contest-related materials; nor will any of the Released Parties assume any responsibility for any damage to an entrant's or any person's computer or for breaches of privacy due to interference by third party computer "hackers" arising as a result of participating in this Contest.

For avoidance of doubt, none of the Released Parties assumes any liability for any personal injury or property damage or losses of any kind, including without limitation, direct, indirect, consequential, incidental or punitive damages which may be sustained to an entrant's or any other person's computer equipment resulting from an entrant's attempt to either participate in the Contest or download any information in connection with participating in the Contest or use of any website. Without limiting the foregoing, everything on any website is provided "as is" without any warranty of any kind, either express or implied, including but not limited to, the implied warranties of merchantability, fitness for a particular purpose or non-infringement. Furthermore, none of the Released Parties assumes any liability for any additional aspects of the Contest.

Contest Administration

All entries are the property of the Sponsor and none shall be returned. All decisions regarding the Contest remain with the Sponsor. In addition, the Sponsor reserves the right, in its sole discretion, subject to the approval of the Régie des Alcools, des Courses et des Jeux (the "RACJ") when required, to modify, cancel, suspend and/or terminate any or all parts of the Contest for any reason.

The Sponsor reserves the right, in its sole discretion, to disqualify any individual that it finds to be in violation of these Official Rules. The Sponsor reserves the right to refuse an entry from a person whose eligibility is in question or who has been disqualified or is otherwise ineligible to enter. Any attempt to tamper with the entry process, interfere with these Official Rules, deliberately damage any website or undermine the administration, security or legitimate operation of the Contest, is a violation of criminal and civil laws, and the Sponsor reserves the right to seek damages and/or other relief (including attorneys' fees) from all persons responsible for such acts to the fullest extent permitted by law, which may include banning or disqualifying entrants from this and future

Sponsor contests. In its sole 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 associated entries. The Sponsor reserves the right, in its sole discretion, to terminate or suspend the Contest should fraud, computer viruses, programming bugs, or other reasons beyond the control of Sponsor corrupt the security, proper play, operation, or administration of the Contest.

In the event of a dispute regarding the identity of the person submitting an entry, the entry will be deemed to be submitted by the Authorized Account Holder in whose name the email account is registered, provided that person meets all eligibility criteria of this Contest. "Authorized Account Holder" shall mean the natural person assigned to an email address and/or telephone number, by an Internet access provider, online service provider, telephone service provider or other organization that is responsible for assigning email addresses for the domain associated with the submitted email address.

For Quebec residents, any litigation respecting the conduct or organization of a publicity contest may be submitted to the RACJ. Any litigation respecting the awarding of a prize may be submitted to the RACJ only for the purposes of helping the parties reach a settlement.

Privacy and Publicity Rights

By accepting a Prize, each selected entrant agrees to allow the Contest Group and/or the Contest Group's designees the perpetual right to use his/her name, biographical information, image, photos and/or likeness and statements for programming, promotion, trade, commercial, advertising and publicity purposes, at any time or times, in all media now known or hereafter discovered, worldwide, including but not limited to on television, video, the World Wide Web and Internet, without notice, review or approval and without additional compensation, except where prohibited by law.

The Contest Group respects your right to privacy. Personal information collected from entrants will only be used by the Contest Group to administer the Contest and, only if consent is actively given at the time of entry, to provide entrants with information regarding upcoming promotions and/or events, product news or special offers from the Contest Group. For more information regarding the manner of collection, use and disclosure of personal information by the Sponsor, please refer to the Sponsor's privacy policy, available at <https://www.lactalis.ca/privacy/>.

Governing Law & Other General Provisions

The Contest is subject to applicable federal, provincial and territorial laws and regulations. The Official Rules are subject to change without notice in order to comply with any applicable federal, provincial and territorial laws or the policy of any other entity having jurisdiction over the Sponsor. All issues and questions concerning the construction, validity, interpretation and enforceability of the Official Rules or the rights and obligations as between an entrant and the Sponsor in connection with the Contest shall be governed by and construed in accordance with the laws of the province of Ontario, including procedural provisions, 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 invalidity or unenforceability of any provision of these Official 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 Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein.

Any words herein importing the masculine gender shall include the feminine gender and vice versa in both the singular and the plural.

In the event of any discrepancy or inconsistency between the English language version and the French language version of the Official Rules, as applicable, the English version shall prevail, govern and control.

7. PARTICIPATING PRODUCTS

DESCRIPTION	SIZE	UOM
iÖGO 1.5% PEACH	4x100	GR
iÖGO 1.5% STRAWBERRY	4x100	GR
iÖGO 1.5% STRAWBERRY/RASPBERRY	8x100	GR
iÖGO 1.5% VANILLA	8x100	GR
iÖGO 1.5% STRAWBERRY/RASPBERRY/BLUEBERRY/VANILLA	16x100	GR
iÖGO 1.5% STRAWBERRY CHANTILLY/LEMON PIE/CREME CAMEL/CHOCO-MOKA	16x100	GR
iÖGO 1.5% PINEAPPLE-COCONUT-BANANA/VANILLA/LIME- LEMON/PEACH-MANGO	16x100	GR
iÖGO 1,5% LACTOSE FREE VANILLA/CHERRY/LEMON/BLUEBERRY-BLACKBERRY	16x100	GR
iÖGO 1.5% STRAWBERRY/RASPBERRY/BLUEBERRY/VANILLA	24x100	GR
iÖGO 1.5% VANILLA	650	GR
iÖGO 1.5% STRAWBERRY	650	GR
iÖGO 1.5% PEACH	650	GR
iÖGO 1.5% VANILLA LACTOSE FREE	650	GR
iÖGO 1.5% STRAWBERRY LACTOSE FREE	650	GR
iÖGO 1.5% VANILLA	2	KG
iÖGO 1.5% STRAWBERRY	2	KG
iÖGO 1.5% PEACH	2	KG
iÖGO 2.3% PLAIN	2	KG
iÖGO 1.5% VANILLA LACTOSE FREE 2KG	2	KG
iÖGO 2,5% HEART OF FRUIT VANILLA-STRAWBERRY- PEACH/VANILLA-RASPBERRY-LEMON	16x95	GR
iÖGO PÜRE 2.8% VANILLA	2	KG
iÖGO 0% STRAWBERRY/RASPBERRY/BLUEBERRY/CHERRY	16x100	GR
iÖGO 0% STRAWBERRY/BLUEBERRY/PEACH/VANILLA	16x100	GR
iÖGO 0% STRAWBERRY/VANILLA/PEACH/RASPBERRY	16x100	GR
iÖGO 0% VANILLA	650	GR
iÖGO 0% STRAWBERRY	650	GR
iÖGO 0% PLAIN	650	GR
iÖGO 0% RASPBERRY	650	GR
iÖGO 0% STRAWBERRY/RASPBERRY	4x100	GR

iÖGO 0% VANILLA	4X100	GR
iÖGO 0% STRAWBERRY/VANILLA/PEACH/RASPBERRY	24x100	GR
iÖGO IMMUNI-T 2% STRAWBERRY/RASPBERRY/BLUEBERRY/PEACH-MANGO	12x100	GR
iÖGO IMMUNI-T 2% STRAWBERRY/RASPBERRY/BLUEBERRY/VANILLA LACTOSE FREE	12x100	GR
iÖGO IMMUNI-T 2% VANILLA	4x100	GR
iÖGO IMMUNI-T 2% VANILLA LACTOSE FREE	650	GR
iÖGO IMMUNI-T 2% STRAWBERRY LACTOSE FREE	650	GR
iÖGO GREEK 0% PLAIN	750	GR
iÖGO GREEK 0% VANILLA	750	GR
iÖGO CANADIAN HARVEST CHERRIES 650g	650	GR
iÖGO CANADIAN HARVEST PLAIN 650g	650	GR
iÖGO CANADIAN HARVEST PEACHES 650g	650	GR
iÖGO CANADIAN HARVEST BLUEBERRIES 650g	650	GR
iÖGO CANADIAN HARVEST MAPLE SYRUP 650g	650	GR
iÖGO CANADIAN HARVEST CHERRIES/RASPBERRIES 12X100g	12X100	GR
iÖGO CANADIAN HARVEST PEACHES/BLUEBERRIES 12X100g	12X100	GR
iÖGO nanö TUBE 1.9% STRAWBERRY/PEACH	8x60	GR
iÖGO nanö TUBE 1.9% VANILLA/STRAWBERRY-BANANA	8x60	GR
iÖGO nanö TUBE 1.9% STRAWBERRY-MELON/RASPBERRY	8x60	GR
iÖGO nanö DRINKABLE YOGURT 1% STRAWBERRY	6x93	ML
iÖGO nanö DRINKABLE YOGURT 1% BANANA	6x93	ML
iÖGO nanö DRINKABLE YOGURT 1% RASPBERRY	6x93	ML
iÖGO nanö DRINKABLE YOGURT 1% VANILLA	6x93	ML
iÖGO nanö DRINKABLE YOGURT 1% STRAWBERRY/RASPBERRY	24x93	ML
iÖGO nanö DRINKABLE YOGURT 1% PEACH	6x93	ML
iÖGO nanö DRINKABLE YOGURT 1% CHERRY	6x93	ML
iÖGO nanö DRINKABLE YOGURT 1% STRAWBERRY- BANANA LACTOSE FREE	6x93	ML
iÖGO nanö DRINKABLE YOGURT 1% APPLE-GRAPE LACTOSE FREE	6x93	ML
iÖGO nanö DRINKABLE YOGURT 1% STRAWBERRY	900	ML
iÖGO nanö DRINKABLE YOGURT 1% VANILLA	900	ML

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