



CONTEST

« Heineken F1 Montréal »

Contest rules

The Contest « **Heineken F1 Montréal** » (the « **Contest** ») will be held at IGA, IGA Extra and IGA Coop in Québec (each a “**Participating Store**” and collectively the “**Participating Stores**”). It is organized by Sobeys Capital Incorporated (the “**Contest Organizer**”) and is sponsored by Molson Coors Beverage Company (the “**Presenting Sponsor**”).

The Contest begins on **Thursday, April 11, 2024, at 00:00 a.m.** Eastern Time (“ET”) and ends on **Wednesday May 15, 2024, at 10 p.m.** ET (the “**Contest Period**”).

1. ADMISSIBILITY

TO BE ELIGIBLE TO ENTER THE CONTEST, you must:

- be a resident of Québec; and
- have reached the age of majority in your province of residence at the time of Contest entry; and
- be enrolled in the Scene+® Reward Program* (the “**Program**”).
(an “**Eligible Entrant**”)

EXCLUSIONS: The employees, agents and/or representatives of the Contest Organizer, its affiliates, Participating IGAs, non-participating affiliated grocers, advertising agencies or any party involved in the administration of the Contest (the “**Affiliated Parties**”) such as employees, agent/or representatives of all the Presenting Sponsors, as well as, respectively, any person with whom an excluded entrant is domiciled or any member of their immediate family (each an “**Excluded Entrant**”). 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 Entrant.

For the sake of clarity, an Eligible Entrant who is not an Excluded Entrant is hereinafter referred to as an “**Entrant.**”

*IF THE ENTRANT IS NOT ENROLLED IN THE PROGRAM: Entrants can enroll in the Program directly online at <https://www.sceneplus.ca/fr-ca/register> or by requesting a Scene+® application form and card at the customer service counter of a participating IGA, then completing their registration online. Enrollment in the Program is free but requires Internet access (free Internet access is available in various public places). By enrolling in the Program, you agree to be bound by the terms and conditions of the Program, which are subject to change periodically.

The Entrant must ensure that the contact information for their Scene+® Member Account (the “**Member Account**”) is accurate at all times so that the Contest Organizer may contact the Entrant, if necessary.

For the purposes of these Rules, the Entrant is the person whose name appears on the Member Account and to whom the Prize will be awarded if they are selected and declared a winner.

Each Entrant must enter exclusively on their own behalf and act for their sole personal benefit.

2. ROLE OF PARTIES

Sobeys Capital Incorporated is hereinafter referred to the Contest Organizer.

For the purposes of this Contest, Molson Coors Beverage Company Limited is hereinafter referred to as a “**Presenting Sponsor**” and is not responsible for the administration or execution of the Contest.

The Entrants understand and acknowledge that the role of the Presenting Sponsor in the Contest is to fund the Contest and provide the Prizes and is in no way responsible for administering the Contest or selecting winners.

The Contest is in no way sponsored, endorsed, or administrated by Heineken Canada Inc. or Formula One. Heineken Canada Inc. and Formula One are completely released from all responsibility by each Entrant in this Contest. Any questions, comments, or complaints in connection with this Contest should be directed to Sobeys Capital Inc. and not to Heineken Canada Inc. or Formula One.

3. HOW TO ENTER

NO PURCHASE ENTRY

No purchase required. To enter the Contest without making a purchase you must write, in the official No Purchase Entry form found at <https://forms.gle/aMHuS8jowHdAKm6w7>, an original email of three hundred (300) words or more explaining **why you would love to attend the Formula 1 Grand Prix du Canada Montréal**. Please complete the official No Purchase Entry form by providing the following information: your Scene+® member number and the address of your Participating Store, your first and last name, your email address, and your phone number (a “**No Purchase Entry**”). The No Purchase Entry must be received by the Contest Organizer no later than the last day of the Contest Period, Wednesday May 15, 2024, at 11:59 p.m. (ET). By submitting a No Purchase Entry, you will be deemed to have read and accepted these Rules and you agree to abide by these Entry requirements of these Rules.

Limit of one (1) No Purchase Entry per Member Account, per day, during the Contest Period. No Purchase Entries will bear the same odds of winning as Purchase Entries.

PURCHASE ENTRY

Any purchase of a Participating Heineken Product (at a participating IGA or on the online grocery platform at https://www.iga.net/en/online_grocery or IGA.net, excluding Voila.ca, by selecting a participating IGA) specifically identified as a “participating product” for the purposes of the Contest or identified in Appendix of these Rules, will automatically enter you in the Contest upon presentation of the Scene+® card. Each Participating Product (each, a “**Participating Product**”, collectively the “**Participating Products**”) purchased shall earn you one (1) entry in the Contest (a “**Purchase Entry**”). For example, one (1) Participating Product is equivalent to one (1) Purchase Entry into the Contest. The purchase of several Participating Products during the same transaction and upon presentation of your Scene+® card will allow the Entrant to accumulate the number of Purchase Entries relating to the products purchased. A display in the Participating Stores dedicated to the Contest will allow Entrants to locate Participating Products. By participating in this Purchase Entry, you will be deemed to have read and accepted these Contest Rules and you agree to abide by these Entry requirements of these Contest Rules.

No Purchase Entries and Purchase Entries are collectively referred to as “**Entries**.”

4. PRIZE AND APPROXIMATE RETAIL VALUE

A total of thirteen (13) Prizes will be awarded for this Contest (the “Prizes”). Each Prize is defined hereinafter.

GRAND PRIZE

There will be three (3) Grand Prizes awarded in this Contest (each a “Grand Prize”, collectively the “Grand Prizes”) as defined hereinafter.

Each Grand Prize has an approximate retail value of two thousand dollars (CAD \$2 000) and consists of one (1) pair of tickets to leave the ultimate experience at the Skydeck Heineken F1 Montréal during the Formula 1 Grand Prix du Canada which will be held at the Circuit Gilles-Villeneuve in Montréal on June 7, 8 and 9, 2024.

SECONDARY PRIZES

There will be a total of ten (10) Secondary Prizes (each, a “Secondary Prize”, collectively “Secondary Prizes”) as defined hereinafter.

Each Secondary Prize has an approximate retail value of one thousand four hundred dollars (CAD \$1 400) and consists of one (1) pair of tickets to attend the Formula 1 Grand Prix du Canada which will be held at the Circuit Gilles-Villeneuve in Montréal on June 7, 8 and 9, 2024 from Grandstand seats.

Each guest must be eighteen (18) or more. It is the exclusive winner’s responsibility and their guest to attend the e-ticket session by their own means of transportation. The only available session is the one which date and hour are described on the e-ticket. The Contest Organizer and the Presenting Sponsor do not approve the illegal purchase or illegal and/or irresponsible consumption of alcohol during the tournament and will not be held responsible. The winner and their guest must respect the event politics. The Contest Organizer and the Presenting Sponsor may not be liable for any damages committed and/or accidents that occurred during the Prize-related activity, the winner and their guests will then be solely held responsible.

The Contest Organizer and the Presenting Sponsor are in no way responsible for the hazards that may occur during the event, such as, but not limited to, a session cancellation or any other factor beyond its control preventing the winner and its guest from fully enjoying the Prize. In such a case, no replacement Prize or cash equivalent may be claimed.

If the winner cannot attend the Prize session, the Prize will be cancelled without any financial compensation and can no longer be claimed.

Both the winner and its guest, or parents or legal guardians in the case of all minors, must sign the Contest Organizer’s release form (the “Release Form”) in order to receive and participate in the Prize. If one (1) of the two (2) Release Forms is missing, the Contest Organizer cannot give the Prize to the winner. If the guest who signed the Release Form cannot attend the event, it is the winner sole responsibility to inform the Contest Organizer and have its new guest sign a Release Form. Only those named on the updated Release Form will be able to attend the event.

The electronic tickets will be sent to the winners by the Contest Organizer.

The approximate total value of all Prizes awarded for this Contest is twenty thousand dollars (CAD \$20 000).

NOTES REGARDING PRIZES

GENERALITIES. The Prizes may not be identical to the photos or images used in the advertising and promotional material

of the Contest, including print advertisements, websites and, electronic banner advertisement. Each Prize must be accepted as awarded and may not be transferred, assigned or exchanged for cash (unless expressly authorized by the Contest Organizer at its sole discretion). No substitution will be permitted, except at the discretion of the Contest Organizer. The Contest Organizer reserves the right, at its sole discretion, to substitute the Prize, or any portion thereof, with another prize of equal or greater value, including, at the sole discretion of the Contest Organizer, a cash award. Any difference between approximate retail value and the actual value of the Prizes as taken will not be awarded.

5. WINNER SELECTION

One (1) Draw (the “**Draw**”) will be held by the Contest Organizer, in their offices located at 11281, boulevard Albert-Hudon, Montréal-Nord, Québec, H1G 3J5 on Friday May 17, 2024, at approximately 11 a.m. (ET).

- The three (3) Grand Prize winners will be randomly and electronically selected from all Entries collected or sent and received during the Contest Period, in accordance with these Rules; and
- The ten (10) Secondary Prize winners will be randomly and electronically selected from all Entries collected or sent and received during each Contest Period, in accordance with these Rules.

A grand total of thirteen (13) Entrants will be selected (each, a “**Selected Entrant**”, collectively, “**Selected Entrants**”) for all the Contest Period.

The Prizes will be awarded according to the following order:

- The three (3) Grand Prizes;
- The ten (10) Secondary Prizes

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

CONTACTING SELECTED ENTRANTS

The Contest Organizer or a designated representative will make at least two (2) attempts to contact the Selected Entrant by email and/or by phone using the contact information provided in their Scene+® Member Account.

Each Entrant is responsible for ensuring that their Member Account information is up to date. The Contest Organizer cannot be held liable for invalid or inaccurate telephone numbers that have not been updated in Entrants’ Member Accounts.

Each Selected Entrant will have forty-eight (48) hours, following the first communication, to contact the Contest Organizer or its designated representative, under penalty of nullity. Once reached by email, the Selected Entrant will receive a link to complete the online release form at the email address provided in their Member account. The response time will be counted exclusively from the clock of Contest Organizer.

BEFORE BEING CONFIRMED AS A WINNER, each Selected Entrant must:

- correctly answer, unaided, a mathematical skill-testing question;
- sign and return, within forty-eight (48) hours of receiving notice, the Affiliated Parties’ declaration, and Release Form in which (among other things) the Selected Entrant confirms compliance with these Rules, and acknowledges acceptance of the Prize as awarded;
- sign and return, within forty-eight (48) hours of receiving notice, its guest’s Affiliated Parties’ declaration, and Release Form in which (among other things) the Selected Entrant’s guest confirms compliance with these Rules, and acknowledges acceptance of the Prize as awarded;

- consent to the publication, reproduction or other use of the Entrants name, address, voice, image, statements in connection with the Contest, as well as any photograph, video, recording and/or filming, or on its behalf, for the purpose of advertising or other promotional or commercial use by or on behalf of the Contest Organizer, in any existing or future medium, including print, radio, television and the Internet, without further notice, additional remuneration, or the right to control its share for the purposes of this Contest;
- provide photo ID upon request.

If it is not possible to contact the Selected Entrant in the manner described in the "CONTACTING SELECTED ENTRANTS" section, and if the Selected Entrant: a) incorrectly answers the skill-testing question, b) fails to return the duly completed Release Form within the prescribed period, c) fails to accept (or refuses to accept) the Prize as awarded for any reason, and/or d) is determined to have violated these Rules (as determined by the Contest Organizer at their absolute discretion), they will be disqualified (and will forfeit the Prize) and the Contest Organizer reserves the right, at their sole discretion and if time permits, to randomly select another Eligible Entrant from the remaining Eligible Entries received (in which case the provisions of this paragraph shall apply to the new Selected Entrant).

Every Selected Entrant must be declared as winner no later than Wednesday June 5, 2024, at 11:59 pm (ET).

ODDS OF WINING

The odds of winning depend on the total number of Eligible Entries received at the time of each draw, per store, during the Contest Period, in accordance with these Rules.

6. TERMS AND CONDITIONS

All Entries 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 Québec and the laws of Canada applicable therein, and is subject to all applicable federal, provincial and municipal laws and regulations and is void where prohibited by law.

The decisions of the Contest Organizer are final and binding in all matters related to this Contest, including any decision on the validity or disqualification of Entries or Entrants. By entering this Contest, you agree to be legally bound by the terms and conditions of these Rules. By entering the Contest, you agree that the courts of Québec, Canada shall have jurisdiction to entertain any action or other legal proceedings based on any provision of this Contest's Rules or the running of this Contest. ANYONE FOUND TO HAVE VIOLATED THESE RULES FOR ANY REASON MAY BE SUBJECT TO DISQUALIFICATION AT THE SOLE AND ABSOLUTE DISCRETION OF THE CONTEST ORGANIZER AT ANY TIME.

The Contest Organizer reserve the right, to withdraw, amend or suspend this Contest (or to amend these Rules) in any way, in the event of an error, technical problem, computer virus, bug, tampering, unauthorized intervention, fraud, technical failure or any other cause.

Any attempt to deliberately damage any website or to undermine the legitimate operation of this Contest (at the sole discretion of the Contest Organizer) is a violation of criminal and civil laws. Should such an attempt be made, the Contest Organizer reserve the right to seek remedies and damages to the fullest extent permitted by law. The Contest Organizer reserve the right to cancel, modify or suspend this Contest, or to amend these Rules in any way, in the event of any accident, printing error, administrative error or other error of any kind, or for any other reason, without prior

notice or obligation. Without limiting the generality of the foregoing, the Contest Organizer reserve the right, in his sole discretion, to administer another proficiency test, as they deem appropriate based on the circumstances and/or to comply with applicable law.

The Contest Organizer reserve the right, at its sole and absolute discretion, to change, without notice, the Contest deadline or any of the dates set out in these Rules, to the extent necessary, for purposes of verifying the compliance of any Entrant or Entry in accordance with these Rules, or due to technical problems or under any circumstances that, in the view of the Contest Organizer and at his sole discretion, may hinder the proper administration of the Contest in accordance with these Rules, or for any other reason.

By entering this Contest, each Entrant consents to the Contest Organizer, its agents and/or representatives, storing, sharing and using the personal information submitted with their Entry for the sole purpose of administering the Contest and awarding the Prize, including, but not limited to, contacting the Entrant about the Contest and their Entry using the information provided in their Scene+® Member Account. You may also receive additional communications from the Contest Organizer, Sobeys and/or third-party partners (if applicable) about their products, services, upcoming contests and promotional offers if you consent to receive such communications on the Contest website. You may, at any time during or after the Contest, withdraw your consent to receive additional communications by following the unsubscribe instructions included in these communications.

Please visit <https://corporate.sobeys.com/privacy-policy> for details about the Contest Organizer's privacy policy regarding the use of personal information.

These Contest Rules can be found at https://www.iga.net/en/at_your_service/contests or at the customer service counter of the Participating IGA stores. The names of the Contest winners will be available at https://www.iga.net/en/at_your_service/contests and at the service counter of the Participating IGA stores within sixty (60) days following the last Draw date (Friday May 17, 2024) for a minimum period of ten (10) days.

In the event of a discrepancy or inconsistency between the terms and conditions of the French version of these Rules and any disclosures or other statements contained in any Contest-related materials, including the Entry Form, the website, the English version of these Rules and/or print or online advertising at the point of sale, the terms and conditions of the French version of these Rules will prevail to the fullest extent permitted by law.

This Contest is not managed or sponsored by iga.net. Any questions, comments, or complaints regarding the Contest should be directed to the Contest Organizer and not to iga.net or IGA.net, and its affiliates, directors, officers, agents, and employees are not responsible for any claims arising from or related to the Contest Organizer.

By participating in the Contest, and as a condition of acceptance of a Prize, you, your heirs, executors, administrators, successors and assigns, release and forever discharge and hold harmless the Contest Organizer, Presenting Sponsors, Scene LP^c and each of their direct and indirect parent companies, affiliates, subsidiaries, successors, assigns, agents, advisors, franchisees, shareholders, partners, representatives, their advertising, promotion and fulfillment agencies and each of their respective employees, officers, directors, agents and representatives (collectively, the "**Released Parties**"), from and against any and all losses, damages (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 called "Claims" and including without limitation any claims arising from any act of negligence of the Released Parties, that you now have, or may hereafter have against the Released Parties directly or indirectly resulting or arising from: (i) participation in the Contest, your Entry and/or the awarding, acceptance, possession, use, or misuse or enjoyment of any Prize, and where applicable, traveling to, preparing for, or participating in, any Contest-related or

Prize-related event or activity; or (ii) the publicity rights granted to the Contest Organizer. You specifically acknowledge that you understand that there may be serious risks of bodily injury, death, or property damage associated with the acceptance, possession, use and/or misuse of the Prize and attendance at any event or participation in certain Prize-related activities, and you voluntarily assume these risks. You also agree to indemnify, defend, and hold harmless the Released Parties from any and all Claims in respect of the foregoing.

By participating in this Contest, all Entrants agree to abide by the terms and conditions of use, contracts, other policies and/or guidelines governing the iga.net platform, and release the Contest Organizers and any company, corporation, trust, or other legal entity controlled by or affiliated with them, their advertising and promotional agencies, and their employees, agents, and representatives from any liability for damages they may incur as a result of using this platform.

Scene+® is a trademark of Scene Plus IP Corporation used under license by Sobeys Capital Incorporated. All other trademarks are the property of their respective owners.

APPENDIX

Participating Products

Product name	Product code
HEINEKEN 0.0% CAN 2/12X330ML	22528
BD DC HEINEKEN BIERE 5% CAN 2/12X330ML	157363
BD DC HEINEKEN BIERE 5% BTL 2/12X330ML	512166
BD DC HEINEKEN BIERE 5% BTL 1/24X330ML	568550
BD DC HEINEKEN BIERE 5% CAN 1/24X330ML	568551
HEINEKEN BIERE CANNETTE 1/36x330ML	641603
BD DC HEINEKEN BIERE 5% CAN 4X6/330ML	512164
BD DC HEINEKEN BIERE 5% BTL 4/6X330ML	512165
BD DC HEINEKEN BIERE 5% CAN 6/4X500ML	362987
XX XX HEINEKEN S-ALCOOL BTL 4X6/330ML	749427
XX XX HEINEKEN S-ALCOOL CAN 4X6/330ML	749429
BD DC HEINEKEN BIERE 5% CAN 24/500ML	530665
BD DC HEINEKEN BIERE 5% CAN 12/710ML	568965
BD DC HEINEKEN BIERE 5% BARIL 2/5L	181968
HEINEKEN BIERE 0% BOUTEILLE 2/12X250ML	437190

