

SE DÉPLACER C'EST PAYANT™ COMPETITION

BY COLABOR 2025

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. PURCHASE DOES NOT INCREASE CHANCES OF WINNING. THE CONTEST IS VALID ONLY (AND IS OPEN ONLY TO ELIGIBLE PERSONS, AS INDICATED IN THE RULES BELOW). NOT ELSEWHERE OR WHERE PROHIBITED. DO NOT ENTER THE CONTEST IF YOU DO NOT MEET THE ELIGIBILITY REQUIREMENTS SET FORTH BELOW.

1. CONTEST PERIOD

The “SE DÉPLACER C'EST PAYANT” contest (hereinafter the “Contest”) is organized by Colabor Group Inc. (“Contest Organizer”). The Contest Organizer is responsible for the Contest, its organization and the application of these rules (collectively, the “Rules”).

The Contest begins on March 25, 2025, at 12:01 a.m. Eastern Time (ET) and ends on April 1, 2025, at 11:59 p.m. ET (the “Contest Period”). Entries submitted after the Contest Period will not be accepted.

By entering the Contest, Participants (as defined below) agree to be bound by the terms and conditions of these Contest Rules.

2. ELIGIBILITY

This Contest is open to all customers of the Contest Organizer and its affiliates who have a place of business in Canada and who have an active customer account on the first day of the Contest Period (each participating customer, a “Participant”, together the “Participants”). If the Participant is a natural person, he or she must have reached the legal age of majority in the province or territory in which he or she resides at the time of entering the Contest.

Excluded from the Contest are employees, agents, representatives, directors and officers of the Contest Organizer, and each of its subsidiaries, affiliates, parent companies, advertising, promotion and fulfillment agencies involved in the development or execution of the Contest in any way whatsoever, any person or entity involved in the evaluation of the Contest, sponsors, prize suppliers, of material and services related to this Contest, or any other party directly involved in the holding of this Contest, as well as members of their immediate families (husband, wife, spouse, common-law spouse, son, spouse's son, son-in-law, daughter, spouse's daughter, daughter-in-law, sister, half-sister, brother, half-brother, brother-in-law, mother, mother-in-law, father or father-in-law) and all persons with whom such employees, agents, representatives, directors and officers (whether related or not) are domiciled.

An entrant must meet the eligibility requirements set forth in these Rules from the time he/she registers until the time he/she is confirmed as a winner (if he/she becomes a winner).

3. HOW TO ENTER

NO PURCHASE IS NECESSARY TO ENTER OR WIN. Purchase is not required to enter the Contest and will not increase chances of winning.

3.1 Registration.

To enter the Contest by either method, a Participant must complete the following steps during the Contest Period to receive up to three (3) entries into this Contest, subject to these Rules, and have a chance to win one (1) of the Contest prizes:

Option 1: In-person entry:

☑ Visit one of the following events: (i) “Marché Colabor 2025” at the Centre des Congrès de Québec, 1000 Boulevard René-Lévesque Est, Québec, QC, G1R 5T8, on March 25, 2025 between 9:00 am, Eastern Time (EDT), and 4:00 pm (ET) or (ii) “Marché Colabor 2025” at Hôtel Mortagne, 1228 Nobel Street, Boucherville, QC, J4B 5H1, on April 1, 2025 between 9:00 am, Eastern Daylight Time (ET), and 4:00 pm (ET) (collectively, the “Events”);

☑ Go to the reception desk at one of the events, where the customer representative will be asked to provide his or her full name, telephone number and e-mail address, as well as the name of the customer and the customer account number held with the Contest Organizer;

☑ Receive an identification badge that includes a bar code;

☑ Have the bar code on his or her identification badge scanned at the site entrance by a designated representative of the Contest Organizer.

Option 2: Participation by written request:

☑ Send a handwritten letter by mail to the Contest Organizer at the address below:

Colabor Group Inc.

1601 René Descartes Street, Suite 103

Saint-Bruno-de-Montarville, QC

J3V 0A6

☑ Include the following information in your letter:

o Indicate that you wish to participate in the “SE DÉPLACER C'EST PAYANT” contest;

o The customer's name and account number with the Contest Organizer;

o The customer's mailing address; and

o Customer representative's full name, telephone number and e-mail address.

In order to validate your registration, it is necessary that all the above-mentioned information be provided. Only Participants who have correctly completed the letter and sent it to the above address before the end of the Contest Period will be validly entered in the Contest. Any letter received outside the Contest Period will not be taken into account for Contest registration. The deadline for receipt of the letter is 11:59 p.m. (ET) on April 1, 2025.

To obtain one (1) additional chance to win the Prize (as hereinafter defined), the Participant must proceed as follows:

☐ Visit the Olymel kiosk at one of the events; and

☐ Have the bar code on his/her identification badge scanned by a designated Olymel representative.

For greater certainty, no purchase is required to obtain two (2) additional chances to win, as described above.

3.2 Entry Limit.

Limit of three (3) entries per Participant during the Contest Period, regardless of method of entry.

In addition, if a Participant attempts to obtain more than the stated number of entries, the Contest Organizer may, at its sole discretion, disqualify the Participant from the Contest and all of his/her entries.

4. PRICES

4.1 Description of Prizes. There are three (3) separate prizes available to be won in the Contest, representing a combined total value of four thousand four hundred thirty-two dollars and ninety cents Canadian (\$4,432.90 CDN) (the "Prizes"). Prizes include:

The first (1st) Prize with a total value of one thousand seven hundred and fifty Canadian dollars (CA\$1,750.00) includes:

☐ One (1) electronic gift certificate for five hundred Canadian dollars (CA\$500.00) to be spent at Colabor on Olymel® Service Alimentaire products;

☐ One (1) electronic gift certificate for one thousand Canadian dollars (CA\$1,000.00) to spend at Atelier du chef;

☐ One (1) electronic gift certificate worth two hundred and fifty Canadian dollars (CA\$250.00) to be spent at Colabor on products of your choice.

The second (2nd) prize has a total value of one thousand four hundred and thirty-two and ninety Canadian dollars (CA\$1432.90).

☒ One (1) electronic gift certificate¹ for five hundred Canadian dollars (\$500.00 CDN) to be spent at Colabor on Olymel® Service Alimentaire products;

☒ One (1) electronic gift certificate of one thousand Canadian dollars (CA\$1,000.00) to spend at Atelier du chef;

☒ One (1) electronic gift certificate worth two hundred and fifty Canadian dollars (CA\$250.00) to be spent at Colabor on products of your choice.

The second (2nd) prize has a total value of one thousand four hundred and thirty-two and ninety Canadian dollars (CA\$1432.90).

☒ One (1) electronic gift certificate¹ for five hundred Canadian dollars (\$500.00 CDN) to be spent at Colabor on Olymel® Service Alimentaire products;

☒ One (1) electronic gift certificate¹ entitling the winner and one guest to an “Escape (2 nights)” package, which includes, for each of the two people, two nights/three days' accommodation (one standard room, double occupancy) at Auberge Godefroy, two buffet breakfasts, two 4-course gourmet table d'hôte dinners and access to the 4-season Aqua-Détente area and various on-site activities, where applicable, valued at nine hundred and thirty-two dollars and ninety Canadian cents, all taxes included (\$932.90 CDN). The gift certificate is valid from Sunday to Friday. A surcharge of \$100 + taxes will apply if the gift certificate is used on Saturdays and statutory holidays. The gift certificate cannot be used on special events such as Christmas, New Year's Day and Valentine's Day;

The third (3rd) prize of a total value of one thousand Canadian dollars (CAD\$1,250.00) includes :

☒ One (1) electronic gift certificate of five hundred Canadian dollars (CA\$500.00) to be spent at Colabor on Olymel® Service Alimentaire products;

☒ One (1) electronic gift certificate for two hundred and fifty Canadian dollars (CA\$250.00) to be spent at Colabor on Grizzly® Smokehouse products.

☒ One (1) electronic gift certificate of five hundred Canadian dollars (CA\$500.00) to be spent at Colabor on products of your choice.

4.2 General. In addition to the other conditions set out in these Contest Rules, the following conditions apply:

- To be eligible for the draw, the Participant must be validly registered in the Contest, as described in Section 2 above.

- All costs, expenses, charges, duties and taxes (federal, provincial, local or otherwise), including, but not limited to, all income, sales, use and other taxes (and the reporting thereof), and all fees not expressly described in these Rules as being included in the Prize, shall be borne entirely by the Winner and shall be the Winner's sole responsibility.

It is the individual winner's responsibility to understand and comply with any federal, provincial, territorial, local or foreign tax laws that may apply to the receipt of a prize.

- A person eligible to win a prize must accept the prize as awarded and may not transfer, substitute or exchange the prize for, or apply the value of the prize for, cash or a more expensive or substitute prize. Prizes are non-refundable, cannot be replaced in the event of loss or theft and are provided "as is", without any representations or warranties. The Contest Organizer reserves the right, at its sole and absolute discretion, to make substitutions of equivalent or greater kind or value in the event of unavailability of all or part of a prize or for any other reason whatsoever.

- Any Prize depicted in promotional material is for illustration purposes only and may not accurately represent the item(s) offered as a Prize.

- Trademarks, logos and all service marks (including individual product and retailer names) are the property of their respective owners.

5. WINNER SELECTION

5.1 Prizes.

5.1.1. Drawing of Prizes. The Contest Organizer will conduct three (3) separate random draws on April 8, 2025 at 1:00 p.m. (ET) in Saint-Bruno-de-Montarville, Quebec to select the winner of each of the three (3) Individual Prizes from among all valid entries received during the Contest Period. One (1) potential winner will be randomly selected in each of the three (3) random draws to win each of the three (3) Individual Prizes.

5.2 Chances of winning.

5.2.1. Prizes. For each Contest Participant, the approximate odds of winning one of the three (3) Prizes depend on the total number of eligible entries obtained by the end of the Contest Period. A maximum of three (3) valid entries per Participant will be permitted. A Participant may win only one of the three (3) individual Prizes.

6. PRIZE AWARD CONDITIONS

6.1 Each individual Prize winner. Each selected Participant will be notified by e-mail by the Contest Organizer within fifteen (15) days of his or her selection. In order to be confirmed as a prize winner, selected Participants must:

☐ Complete and sign the Acceptance Form (as this term is hereinafter defined) that will be sent to them by the Contest Organizer;

☐ Return an original signed copy of the Acceptance Form to the Contest Organizer within five (5) days of receipt; and

☐ Correctly answer the mathematical skill-testing question on the Acceptance Form.

6.2 Acceptance Form. The acceptance form (hereinafter the "Acceptance Form") includes, among other things, confirmation of the winner's compliance with the Rules, a release of liability in favour of the Contest Organizer and its entities, its respective officers, directors, employees, subsidiaries, affiliates, related companies and agents, except where prohibited by law,

and authorization for the Contest Organizer and its representatives to use the name, photograph, likeness, statements regarding the Prize, place of residence and voice of the selected Participant, if any, without compensation, in any publicity of the Contest Organizer and for any required disclosure without obtaining the prior consent of the winner.

If the selected Participant does not return the completed and signed Acceptance Form within the prescribed time, said Participant will be deemed to have forfeited his or her Prize and another Participant will be selected in accordance with the provisions of these Contest Rules, until such time as a new Participant has claimed his or her Prize.

The Contest Organizer makes no representations or warranties of any kind regarding the appearance, safety or performance of any Prize. Within twenty (20) days of receipt of the duly completed Acceptance Form, the Contest Organizer will deliver the Prize to the winner at the address indicated in the Participant's file with the Contest Organizer.

6.3 Mathematical skill-testing question.

The selected Participant must correctly answer a mathematical skill-testing question within a limited time, without assistance of any kind, whether mechanical, electronic or otherwise. This question is a legal requirement and will be asked via e-mail or on the Acceptance Form at the discretion of the Contest Organizer.

6.4 Transfer and Substitution prohibited. The Prize must be accepted as described herein by the winner and may not, under any circumstances, in whole or in part, be sold, assigned or transferred to a third party. Subject to the provisions of these Contest Rules, the Prize may not be substituted for any other prize.

6.5 Misrepresentation. Any misrepresentation or fraud will result in automatic disqualification of the winner and loss of rights to the Prize. Failure to comply with any of the above conditions or any other condition set forth in the Rules will result in automatic disqualification and loss of rights to the Prize.

7. GENERAL TERMS AND CONDITIONS

7.1 Confidentiality. The Contest Organizer respects your right to privacy and endeavors at all times to comply with all applicable data protection and confidentiality laws. Except as expressly provided in these Rules, in the Contest Organizer's privacy policy (available at <https://colabor.com/politique-de-confidentialite/>), or as otherwise agreed to by you, any personal information provided in connection with this Contest will only be collected, used and disclosed by the Contest Organizer and its third-party partners and service providers for the purposes of administering and running this Contest, including but not limited to verifying eligibility and identity and awarding and distributing prizes.

Please note that personal information provided in connection with this Contest may be collected, transferred, processed and stored in countries outside of Canada. Such information will be subject to the general laws applicable in those countries, including, but not limited to, possible access by regulatory authorities. The Contest Organizer will not sell, share or otherwise disclose any personal information provided in connection with this Contest to third parties or agents, other than those engaged by the Sponsor for the above purposes or as permitted or required by applicable law.

7.1 Audits. Entries, participations and any other documents required by the Contest Organizer and any information contained therein are subject to verification by the Contest Organizer. Any entry, participation, Acceptance Form or other document required by the Contest Organizer that is illegible, incomplete, fraudulent, copied or received late, contains an invalid e-mail address or telephone number, does not contain the correct answer to the mathematical skill-testing question or is otherwise noncompliant may be rejected and may result in disqualification of the Participant and forfeiture of rights to the Prize, as the case may be. It is the Participant's responsibility to properly complete his or her registration, entry and/or any other document required by the Organizer.

It is the Participant's responsibility to properly complete his or her registration, entry and/or any other document required by the Contest Organizer in order to be contacted in accordance with these Rules if he or she is selected for the Prize.

A Participant is not a winner until the verification process has been completed and it has been established that the Participant has complied with all the conditions of these Contest Rules. If a Participant wins a prize and it is discovered that the Participant has violated these Rules, the Participant must forfeit the prize or reimburse the Contest Organizer for the declared value of the prize if this violation is discovered after the winner has used the prize.

7.2 Conduct of the Contest. Any attempt to sabotage the legitimate conduct of the Contest constitutes a violation of civil and criminal laws. Should such attempts be made, the Contest Organizer reserves the right to reject the entry or participation of the Participant in question and to obtain legal or equitable relief under applicable laws.

7.3 Decisions of the Contest Organizer. Any decision by the Contest Organizer with respect to any aspect of this Contest, including, without limitation, eligibility and disqualification of an entry, will be final and without appeal.

7.4 Disqualification. Any person participating or attempting to participate in this Contest in a manner that is contrary to the Rules or unfair to others will be automatically disqualified and may be referred to the appropriate legal authorities.

7.5 Substitution of Prizes. In the event that it is impossible, difficult or more costly for the Contest Organizer to award the Prize (or part of the Prize) as described in these Rules, the Contest Organizer reserves the right to award a prize (or part of the Prize) of the same nature and equivalent value or, at its sole discretion, the monetary value of the Prize (or part of the Prize) as indicated in these Rules.

7.6 Limitation of liability - Use of Prizes. The winner releases the Contest Organizer, its subsidiaries, affiliates, parent companies, their advertising and promotional agencies, employees, agents, representatives, directors and officers (hereinafter the "Released Parties") from any and all liability for damages of any nature whatsoever that he or she may suffer, including, but not limited to, accident, injury, death, loss of enjoyment, inconvenience, disappointment, worry or frustration of any kind, whether physical or psychological.

In this regard, the winner hereby (i) acknowledges and confirms that the Released Parties make no warranties or representations whatsoever with respect to the Contest Prize; (ii) acknowledges and confirms the absence of any implied warranty with respect to this Contest or the Prize offered, and (iii) agrees to sign the Acceptance and Compliance Form prior to receiving the Prize. Any costs or expenses incurred by a winner in connection with claiming or using the Prize are the sole responsibility of the winner.

7.7 Limitation of liability - Participation in the Contest. The customer who participates or attempts to participate in this Contest releases the Released Parties from any and all liability for any damage, claim or injury that the customer may suffer as a result of participating or attempting to participate in the Contest.

The Released Parties shall not be liable for any malfunction of any computer component, software or communications line, for lost or unavailable network communications, or for any failed, incomplete, incomprehensible or erased transmissions to or from any computer or network which may limit or prevent any person's ability to participate in the Contest.

The Released Parties disclaim all liability for any damage or loss that may be caused, directly or indirectly, in whole or in part, by the downloading of any web page or software and by the transmission of any information in connection with participation in the Contest.

The Released Parties shall be relieved of their obligations hereunder upon the occurrence of an event of force majeure, or in the event that any of the events is delayed or postponed for any cause beyond its control, including without limitation, pandemics, natural disasters, public enemies, wars, civil strife, fires, floods, explosions, labor disputes or strikes or any other act or order of any governmental authority.

7.8 Limitation of Liability. The Released Parties shall not be liable for lost, delayed, stolen, damaged, scrambled, inaccurate, incomplete, misdirected, mutilated, undelivered, delayed, or misdirected e-mails, Facebook messages, comments, requests or Prize claims, or for errors, omissions, interruptions, deletions, defects, or delay of cable, satellite or Internet service providers, telephone lines, or in the operation or transmission of information, in each case, resulting from technical or other failures or malfunctions of computer hardware, software, communication devices, or transmission lines, or data corruption, theft, forgery, destruction, unauthorized access to or alteration of material related to participation in the Contest, loss, human error or otherwise.

Further, the Released Parties are not responsible for electronic communications that are undeliverable due to any form of active or passive filtering of any kind, or insufficient space in the Participant's e-mail account preventing the Participant from receiving e-mails.

The Released Parties are not responsible for incorrect or inaccurate information, whether caused by a Participant or by any of the equipment or programming associated with or utilized in the Contest, or by any technical or human error which may occur in the transmission, receipt or processing of entries.

The Released Parties are not responsible for any other problems or errors of any kind (technical, human or otherwise), whether or not computer, network, printing, seeding, typographical, mechanical, relating to or in connection with the Contest, including, without limitation, errors that may occur in the administration of the Contest, the announcement of the Prizes or Prize Winners, the processing of entries, codes, requests, the aggregation of entries, or in any way related to the Contest.

7.9 Modification. The Contest Organizer reserves the right, at its sole discretion and subject to the Régie's approval, to cancel, terminate, modify or suspend, in whole or in part, this Contest in the event of a virus, computer component malfunction, event or any human intervention that may corrupt or affect the administration, security, impartiality or conduct of the Contest as provided in the Rules.

7.10 Number of prizes awarded. In no event will the Contest Organizer, its subsidiaries, affiliates, parent companies, their advertising and promotional agencies, their employees, agents, representatives, directors and officers, their suppliers of products, materials or services related to this Contest and their employees, agents and representatives be liable for awarding more Prizes than the number indicated in the Rules or for awarding the Prize otherwise than in accordance with these Rules.

If computer, printing, production, mechanical, seeding, typographical or other errors result in more valid Prize claims than the number of available Prizes stipulated herein, the Contest Organizer reserves the right to award the number of Prizes stipulated herein by means of a random draw from among all eligible, non-suspect and valid Prize claims received for the Prize in question.

7.11 Authorizations. By entering the Contest, Participants authorize the posting of their name on the Contest Organizer's website, blog and Facebook page and its use for any

useful purpose related to this Contest and for the promotional and advertising purposes of the Contest Organizer and its products and activities, at any time, without charge, remuneration or other form of compensation.

Each winner authorizes the Contest Organizer and its representatives to use, if required, his/her name, photograph, likeness, statement regarding the Prize, place of residence and voice, if applicable, for publicity purposes related to the Contest, without charge, remuneration or other form of compensation.

7.12 Ownership of entries. Entry Forms are the exclusive property of the Contest Organizer and will not be returned to Participants at any time.

7.13 Intellectual property. The Contest Organizer is the sole owner of the Contest's promotional material and products and of the intellectual property rights pertaining thereto, and nothing in these Contest Rules shall be construed as conferring any rights whatsoever on Participants in this regard. These Contest Rules do not authorize Participants to use the trademarks, copyrights or other intellectual property of the Contest Organizer.

7.14 Communication with Participants. Subject to the provisions of these Contest Rules, no communication or correspondence will be exchanged with Participants, except with the Prize winner.

7.15 Identity of Participant. For the purposes of these Contest Rules, the Participant is the client represented by the person whose name, telephone number and e-mail address were used to enter the Contest during the Contest Period, all in accordance with the provisions of paragraph 2.1. Subject to the terms hereof, it is to this selected customer/Participant that the Prize will be awarded if he/she is declared a winner.

7.16 Disputes. Any litigation respecting the conduct or organization of the 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.

7.17 Jurisdiction. Subject to the provisions of the preceding paragraph regarding any matter within the jurisdiction of the Régie, as a condition precedent to entering this Contest, each Participant agrees that any and all disputes which cannot be settled between the parties, and any and all causes of action arising out of or related to this Contest, shall be resolved on a case-by-case basis, without resort to any form of class action, and exclusively before a court of competent jurisdiction, in Montreal, Quebec, which court shall apply the laws in force in the Province of Quebec.

7.18 Severability of paragraphs. If any paragraph of this By-law is declared or deemed illegal, unenforceable or invalid by a court of competent jurisdiction, then such paragraph shall be deemed invalid, but all other unaffected paragraphs shall be enforced to the fullest extent permitted by law.

7.19 Gender. The use of the masculine gender in these Rules is intended solely to lighten the text and refers to both men and women.

7.20 Language. In the event of any discrepancy between the French and English versions of the Regulations, the French version shall prevail.

7.21 Acceptance. By entering the Contest, Participants agree to be bound by the Contest Rules and the decisions of the Contest Organizer, which decisions are final, binding and without appeal in all respects, including, without limitation, decisions regarding eligibility, disqualification of entries or awarding of Prizes.

7.22 Personal information in connection with the Contest. The personal information of Participants and their representatives will be kept in the Contest database and will be used by the Contest Organizer for the purposes of the Contest.

No other use will be made of the Participant's or representative's personal information, as the case may be, except as authorized by applicable laws.

7.23 Contest Rules and Winner's name. A copy of the Contest Rules is available on the Website. If you have any questions regarding the Contest or if you wish to obtain a list of Contest winners once they have been named, please contact the Contest Organizer through its contact information on the Web site.

7.24 Communications with Participants - In connection with the Contest. By entering the Contest, Participants consent to receive all communications related to the Contest, promotional or otherwise, from the Contest Organizer.

7.25 Applicable laws. The Contest (including these Rules) is governed by the laws applicable in Canada and in the provinces and territories concerned.