



OFFICIAL RULES

CONTEST NAME

« my brands and moi » in Quebec and New Brunswick
« moi rewards » in Ontario,

(the **Contest**)

DATE: from July 3 to July 30, 2025

NOTE: In these rules, any mention of the terms "Moi Program" refers to the Moi Program in Quebec and New Brunswick and to the Moi Rewards Program in Ontario.

1. ORGANIZER AND PRIZE PROVIDER. The Contest is held by Metro Richelieu Inc., for all its affiliated companies and banners (the "**Organizer**" or the "**Contest Organizer**").

2. CONTEST PERIOD AND PARTICIPATING BANNERS.

The Contest runs during the following period ("**Contest Period**"):

Contest Start:

Date: July 3, 2025

Time: 00:01 Eastern Time (ET)

Contest End:

Date: July 30, 2025

Time: 23:59:59 Eastern Time (ET)

The Contest takes place in the following participating banners, both in-store and online (if applicable), ("**Participating Banners**"):

Metro Quebec:	In-store and at metro.ca
Jean Coutu:	In-store and at jeancoutu.com
Super C:	In-store and at superc.ca
Brunet:	In-store
Metro Ontario:	In-store and at metro.ca
Food Basics:	In-store and at foodbasics.ca

3. ELIGIBILITY

The Contest is open to residents of the provinces of Quebec, Ontario and New-Brunswick. To participate, you must be a member of the Moi Program and be eligible for this Contest. To be eligible for this Contest, you must ensure that the information you provided when joining the Moi program is up-to-date and complete and agree that it can be used as part of this Contest.

Excluded from the Contest are: administrators, directors, officers, employees, agents, representatives of the Contest Organizer, its parent company, any company, trust, or other legal entity controlled by or affiliated with them, Facebook if the Contest is held on Facebook, any participating store (grocery and pharmacy), advertising and promotion agencies, prize suppliers, partners in this contest, including the Royal Bank of Canada, providers of goods and services in connection with the Contest, as well as immediate family members (brothers, sisters, children, father, mother, legal or common-law spouse, regardless of their place of residence) of the aforementioned persons or those with whom they reside (whether or not they are related).

4. HOW TO ENTER THE CONTEST

No purchase is required to enter or win. A purchase does not increase the odds of winning.

The Contest takes place in the Participating Banners, either in-store or online (if applicable), in the provinces of Quebec, Ontario and New-Brunswick.

Moi program member - To enter, you must be a Moi program member and be eligible for this Contest. If you are not a member, you can sign up on www.moiprogram.ca (Quebec and New Brunswick residents) or www.moirewards.ca (Ontario residents). Simply fill out the registration form with your first and last names, complete address, phone number(s), date of birth, and email address. Choose a username and password. If you are already a member of the Moi program, make sure that the information you provided when joining the program is up-to-date and complete, and consent that it can be used as part of this Contest.

Entry with purchase - During the contest period, purchase a minimum of two (2) participating products from our private label brands Selection, Irrésistible, Life Smart or Personnelle (including Personnelle baby and Personnelle cosmetics, excluding prescription medications and other medications and pharmacy-related services) at one of the Participating Banners, either in-store or online. At the time of payment, present your Moi card to be automatically entered (1 entry).

The purchase must be a minimum of \$1 before taxes for in-store purchases. For online purchases, the purchase must meet the minimum required according to the e-commerce Conditions of each Participating Banner offering online commerce, before taxes (in a single transaction ordered, paid for, and delivered).

You must have your Moi card with you AT THE TIME OF PAYMENT of the eligible transaction to obtain an entry in the Contest. It is not possible to return to the store with your receipt and your Moi card or in your online order history once the transaction is completed to obtain an entry.

In the event that you would not have your Moi card during an eligible transaction for the contest, you can opt for the participation without purchase method below.

No-purchase entry. To obtain an entry without making a purchase, write a legible, original handwritten letter of at least 50 words explaining why you like the Contest, including your first name, last name, complete address including postal code, telephone number, e-mail address and your Moi membership number. Mail your letter in a sufficiently stamped envelope to: Service aux consommateurs, 11011 boul. Maurice-Duplessis, Montréal (Québec), H1C 1V6, so that it is received no later than July 30, 2025. Your letter will be validated by a representative of the Organizer and your entry will be added to the database for the draw.

Limits. Entrants must respect the following limits, failing which they will be disqualified:

Entry with purchase:

- One (1) entry per transaction, regardless of the number of private label products included in the same transaction, as long as there are at least 2.
- One (1) transaction per eligible Moi program member per day, per Participating Banner, in-store and online combined.

Entry without purchase:

- One (1) no-purchase entry request letter per eligible Moi program member, per sufficiently stamped envelope. If the same envelope contains multiple letters, only one will be kept and it will count as a single entry.
- A maximum of five (5) no-purchase entry request letters will be admissible per eligible Moi program member for the entire duration of the contest. Each letter must be different.

5. PRIZE

The prizes to be won and their approximate retail value are:

Description of each prize	Number of prizes	Approximate retail value of each prize	Odds of winning of each prize
500,000 Moi points	Ten (10)	The value of one (1) prize is \$4,000 CAD.	Depend on the number of valid entries received during the Contest Period.
250,000 Moi points	Sixty (60)	The value of one (1) prize is \$2,000 CAD.	Depend on the number of valid entries received during the Contest Period.

Conditions applicable to Prizes and Manufacturer's Warranty Only

There are a total of 70 prizes to be won. The total value of all prizes is \$160,000.00 CAD. The number of prizes decreases as they are awarded. A winner can only win one (1) prize. A winner cannot claim a specific prize. The prizes are as defined above and are not exchangeable for cash. The prizes will be awarded randomly, as described in the following section, #6 - Draw.

Prizes are subject to the terms and conditions of use of the prize provider. Additional restrictions may apply. No other warranty than that of the manufacturer or the prize provider will be applicable. The Organizer has no responsibility for the prize once it has been awarded.

6. DRAW

Draw date: August 27, 2025

Draw time: 11:00 AM Eastern Time (ET)

The draw takes place at the Organizer's offices, 11011 boul. Maurice-Duplessis, Montreal, QC, H1C 1V6.

Draw Details: Random selection of seventy (70) eligible entries from all valid entries recorded during the Contest Period. The selection of the seventy (70) entries will be done as follows, and in the order below:

1. **STEP 1:** Ten (10) winners of 500,000 moi points each, selected from all eligible entries, all provinces and all Participating Banners combined.
2. **STEP 2:** Sixty (60) winners of 250,000 moi points each, selected from the remaining eligible entries, split by Participating Banner as follows:
 - 10 winners from eligible entries of Metro in Quebec
 - 10 winners from eligible entries of Super C in Quebec
 - 10 winners from eligible entries of Jean Coutu, all provinces combined
 - 10 winners from eligible entries of Brunet in Quebec
 - 10 winners from eligible entries of Metro in Ontario
 - 10 winners from eligible entries of Food Basics in Ontario

7. CLAIMING PRIZES

To be declared a winner, a selected entrant must:

- a) be reached by phone or email, at the Contest Organizer's sole discretion. Any selected entrant that the Organizer would not be able to reach, despite having taken appropriate and reasonable measures, shall be disqualified, and a new draw to award the prize shall take place. A selected entrant reached by email must reply according to the instructions therein, if any. Any prize notification email resulting with an "undeliverable message" shall result in the entrant's disqualification and the selection of a new entrant.
- b) at the request of the Organizer, sign the Declaration and Release Form which will be sent to the entrant by the Organizer, and return it to the Organizer within 48 hours of its receipt;
- c) answer a mathematical skill-testing question correctly, without assistance or mechanical aid;
- d) provide a photo ID, upon request and in a timely fashion;
- e) In the event that a selected participant has not reached the age of majority in their province of residence, parental consent will be required in order to award a prize to that participant.

Failure to comply with the conditions set out in these Rules or to accept his/her prize will result in the selected entrant's disqualification. In which case, the Contest Organizer may, at its sole discretion, cancel the prize or draw again from among the remaining eligible entries until an entrant is selected and declared the winner. If no entrant is declared the winner in sixty (60) days following the initial draw, the prize will be cancelled.

Non-acceptance of the prize. A selected entrant's refusal or inability to accept a prize under the terms of these Rules releases the Contest Organizer from any obligation related to awarding the prize to said person.

Awarding of prizes. No prize shall be awarded until the winner is confirmed. Prizes are not transferable and must be accepted as awarded without substitution or cash in lieu, except at the Organizer's sole discretion. The Organizer reserves the right to substitute a prize (or part of a prize) with one of similar nature and equal value, or, at its sole discretion, the cash value of the prize (or part of the prize) as indicated in these Rules.

Prize claiming costs. Winners are responsible for all costs and expenses incurred by them in claiming or using a prize.

Limited prizes. In no event shall the Contest Organizer be required to award more prizes than indicated in the Contest Rules or to award prizes otherwise than according to Contest Rules.

8. GENERAL CONDITIONS

Disqualification. All Contest-related documents, including but not limited to, entry forms, scratch cards, and Declaration and Release Forms, are subject to verification by the Contest Organizer. Contest Organizer reserves its rights, at its own discretion, to cancel any entry if such Entry was made by purchasing a product or products which was/were later returned by the participant. Such participant will have the opportunity to enter the Contest using the "No purchase required entry" if the delay set in these Rules is respected. Incomplete, illegible, mutilated, fraudulent or deteriorated entries as well as entries containing printing or other errors or that have been tampered with, spoiled, modified, falsified, reproduced or illegally obtained shall be rejected. Entrants who do not comply with these Rules are subject to be excluded from this Contest and any future contests and promotions the Organizer may hold, including, but not limited to, any entrant guilty or suspected: (i) of tampering with materials, entry forms, entry processing or the Contest's conduct or any technical or mechanical element of the Contest, or (ii) of deliberately damaging Contest-related Web sites, Web pages or applications or of sabotaging the legitimate conduct of this Contest, or (iii) of breaking these Rules, or (iv) of using means that do not comply with the Rules or are unfair to other entrants, or (v) to have obtained entries exceeding the authorized limit provided in the Rules, or (vi) to have used several names, identities, e-mail addresses and/or any automated system or program to enter or participate in the Contest, or (vii) to have disrupted the conduct of the Contest in any other way, or (viii) of acting unfairly or to adversely affect, annoy, abuse, threaten or harass another person. ANY ATTEMPT BY AN ENTRANT OR OTHER PERSON TO DELIBERATELY DAMAGE A WEB SITE, EQUIPMENT, APPLICATION OR TECHNOLOGY USED FOR THE CONTEST OR INTERFERE WITH THE LEGITIMATE OPERATION OF THE CONTEST CONSTITUTES A VIOLATION OF CIVIL AND CRIMINAL LAWS. THE ORGANIZER RESERVES THE RIGHT, IN SUCH CASE, TO REPORT SAID PERSON TO THE AUTHORITIES AND DEMAND FROM SAID PERSON ALL DAMAGES ALLOWED BY LAW.

Declaration and Release Form. By entering or attempting to enter this Contest, any selected entrant releases and holds harmless the Contest Organizer, its parent company, any company, corporation, trust or other legal entity controlled by or affiliated to them, any Participating Store, Facebook in the case of a Facebook contest, Visa RBC and The Royal Bank of Canada, advertising and promotional agencies, the providers of prizes, goods or services for the Contest, as well as their respective directors, officers, associates, employees, agents, representatives, successors and assigns (collectively the "**Released**

Parties”) from any and all liability relating to the Contest (participation, conduct, advertising, rules, etc.) or the prize (claim, use, etc.). In order to be declared a winner, selected entrants will have to sign a Declaration and Release Form confirming their compliance with the Contest Rules and this release of liability in favour of the Released Parties.

Limitation of liability. Without limiting the generality of the above release, the Released Parties disclaim any and all liability for any of the following: (i) any misprint (or other error) found in the offer or documents regarding the administration of the Contest, including, but not limited to, errors in the promotion, official Contest Rules, announcement of the winner(s), awarding of the prize(s), or any malfunctioning of or problems or technical difficulties with any networks, phone lines, SMS systems, computer component, software or communications line, loss or lack of network communications, or any transmission that is faulty, incomplete, incomprehensible or erased by any computer, server or service provider or software, virus, bug, PC failure, software and hardware configuration, or failed transmission of any email or other communication to the Contest Organizer or to an entrant for whatever reason, including any network congestion or web site crash that may limit a person’s ability to participate in the Contest; (ii) late, lost, stolen, damaged, undelivered, improperly delivered, incomplete or inaccurate entries; (iii) failure to receive entries due to transmission problems or any other technical failure, including, but not limited to, the malfunctioning of any network, server, service provider, hardware or software, whether attributed to the sender or the recipient that may limit or prevent a person’s participation in the Contest; (iv) any damages that may be caused, directly or indirectly, in whole or in part, notably to entrant’s or other person’s system or device, by any Web page, software or other download or by the transmission of any information concerning the Contest.

Web site. The Contest Organizer does not guarantee in any way that the moiprogram.ca or moirewards.ca websites or the respective websites of each Participating Banner will be accessible or functional without interruption during the Contest period or that they are free of any errors.

Contest cancellation, suspension or modification. The Organizer reserves the right, at its sole discretion, to cancel, terminate, modify or suspend the Contest, in whole or in part, should human intervention or an event occur, such as a system problem with registering all entries, that could alter or affect the administration, security, impartiality or conduct of the Contest as provided in these Contest Rules.

Termination of participation in the Contest. Should the Contest have to close, in whole or in part, before the end of the Contest Period, the Contest Organizer may, at its sole discretion, proceed with a random draw from among the eligible entries duly registered during the Contest Period or, as the case may be, up to the date of the event ending this Contest.

Personal information. By participating, entrants consent to the collection, use and disclosure of their personal information by the Organizer and/or its authorized agents for the purpose of administering the Contest and awarding prizes. In accepting a prize, a winner authorizes the Contest Organizer and its representatives to use, if need be, his/her name, address (city, province), voice, statements, photo, likeness and other representations and recording for advertising purposes in all media including, but not limited to, the Internet, without further notice or compensation. Each entrant may be required to sign a document to that effect.

Intellectual property and copyright. In submitting a photo, composition, design or other work (the “**Work**”) for this Contest, the entrant guarantees that the work is free of third-party rights and that the entrant, holding all required rights, submits the Work and authorizes, including, but not limited to, its use, modification, transfer, adaptation, publication, communication, or distribution in any format, media or technology whatsoever, including, but not limited to, television, information technology, wireless or online. The entrant agrees to provide, upon request, proof that he/she holds the copyright/intellectual property rights to the Work and indemnify and hold harmless the Contest Organizer from and against all claims, actions, proceedings arising from any use of the Work.

Ownership. All Contest-related information and documents, including but not limited to, entry forms, scratch cards, and Declaration and Release Forms, information of a technical or operational nature or regarding designs, information systems, software, logos, trademarks and intellectual property are and remain the sole property of the Contest Organizer and will in no case be returned to participants.

Entrant identification. For the purposes of these rules, the entrant is the person whose first and last name are associated with the Moi program or Moi Rewards membership number, and it is to this person that the prize will be awarded if he or she is selected and declared the winner.

Contest Organizer’s Decisions. Any decision by the Contest Organizer or its representatives regarding the Contest is final and without appeal.

Facebook. If the Contest is hosted on Facebook, by entering, Contest participants confirm that they indemnify and hold harmless Facebook from and against all liability and damages whatsoever arising from their participation in the Contest and acknowledge that the Contest is in no way sponsored, approved or administered by or associated with Facebook. Information provided by entrants is provided to the Contest Organizer and not to Facebook.

Contest Rules in French and English. In the event of a conflict between the terms of the Contest rules in French and the terms of the Contest rules in English, the terms of the Contest rules in French shall prevail.

Miscellaneous. By entering the Contest, entrants agree to be bound by the Contest Rules and the decisions of the Organizer, which are final and without appeal in all matters, including, but not limited to, decisions regarding entry eligibility or disqualification and awarding of prizes. The Contest is subject to all applicable laws and regulations. Only selected entrants will be contacted. If a section of the Contest Rules is declared invalid or unenforceable by a court of competent jurisdiction, that section shall be considered invalid; all unaffected sections will remain valid.

Contest Rules. Contest rules are available at moiprogram.ca (Quebec and New Brunswick residents) and at moirewards.ca (Ontario residents).